

**Thea Essay**  
**Andrew Menna-"Fashion Week 2018" Submission**

My submission for the 2018 AETN Student Selects contest is my video titled; "Fashion Week 2018". This video was highlighting a company named "Material Concepts", which produced a clothing line for NWA Fashion Week. I was given full creative say on this project, so I believe it really tested my ability to build a scene and story off of the subject I was recording. Also, I was challenged with trying to tell the story without dialogue. Only a song and visuals were allowed for a showcase. The owner of Material Concepts gave me an outline of what she wanted the video to show, which helped me shape the production into what she was looking for. Even then, I still was given full responsibility on the creativity of those shots. Each scene was built around the model and clothing portrayed. For the opening scene we used a 70's bowling alley to match the 70's style of the clothing. I set up disco lights, used a bit of fog, and lots of lights to help add depth and excitement to the scene. I spent about 30 mins setting up each individual shot until I was completely satisfied with how it looked. We even were given the challenge to fly a drone in the small space to showcase all of the models at once, and the bowling alley behind them. Extremely scary to shoot, but the final product really was worth it. The next location was The Record in downtown Bentonville. This scene was much more difficult to build because the interior was very modern and sleek. Using this to actually my advantage I tried to build a modern/colorful scene with the style to contrast it. To say the very least, making the scene look natural was very hard to pull off. Luckily, I had tons of help from other students to move lights, props, and camera gear. This really helped cut down on time since we were limited to only 5 hours at each location. Setup-wise I was blessed to use the RED Scarlet X, with Cinema glass and lots of lights to really shape the subject. I found that using a heavy setup such as that one really limits the amount of movement you can make in each shot. Sticking to panning and tilting, with some slider movement helped me cut down on that precious time. I learned a lot about working with people. The subjects only responded if given clear instruction. Luckily, I spent many days on pre-production beforehand, which allowed me to tell the subjects exactly what to do. Getting so much done in so little time was difficult, but made me realize that it is possible. Taking time on each shot really is what helped me, even though I used up every minute of time allowed. In conclusion, I really learned a lot about my creative boundaries and tested my leadership skills. My favorite part about all of this was meeting the people involved, and being able to show them the finished project. Although stressful, this project was extremely fun, and I hope the video reflects that.