

Time Embodied: Final Project



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About my Final Project

I am a photographer and a conservationist, I try to convey my messages of conservation of animals, and the earth through all my pieces of artwork. For this piece I worked with premiere and Photoshop to put together a video about sharks. I recently held a protest against Shake Shakes partnership with Hong Kong's biggest distributor of shark fins, Maxim's. By partnering with this company, Shake Shack is supporting the environmentally devastating practice of shark finning. Sharks are a keystone species, meaning, if they go extinct, which is likely if we don't stop this, then the oceans ecosystems will collapse. I hope when people see my video they will see humans and sharks can coexist peacefully.

THE PROCESS

I had my idea to make a video based on the protest before I even went to the protest, so first I had to set up the protest, make all the signs and boards, most importantly, make sure people showed up! We ended up having a great turn out, I got pictures and videos.

After assessing the footage I had, I put the best ones together and already had a song in mind. Originally I had the entire song, the video was about 4 minutes of just footage I took and some pictures.

Next I shared it with my professor and got his advice, he suggested I get some outside videos to incorporate, like sharks swimming or people with sharks. I searched through youtube and other websites and I had some luck!

I put another video together, this time much shorter and I think more impactful. I had some statistics showing in silence before the sound and video came on, so the audience would be more aware of the matter. It only required a little tweaking of video overlays and color from there!

This project taught me so much about Premiere and I feel much more comfortable if I need to use it, but I also developed a new love for a different medium to display my art work! I had a lot of fun planning everything out, from the protest to the videos and cutting and trimming each video. The feeling of trimming the video perfectly in conjunction with the sound is amazing.

The link for my video on YouTube!

<https://www.youtube.com/watch?v=qiS02w6vG8s&t=3s>

