

4th Year Arts Award Project Overview Narrative – Heidi Klockenbrink

Project Title:

“UnderGROUNDS”

Proposed project:

Spreading across 1,700 acres of land, housing over 16,000 students, and having almost 200 years of history and traditions, the University of Virginia has more to offer than almost any one person can explore. With every person that I meet at UVA, I learn something new about this amazing university. Everyone here has discovered their own “UVA secret,” such as a favorite spot, a tasty local meal, an inspiring professor, or a shortcut to get to their next class. Now that I have taken a year’s worth of cinematography and digital media classes, I have the experience and knowledge to reveal these hidden gems on our campus in a documentary-style film that I plan to title: “UnderGROUNDS.” It will consist of interviews with students, professors, and local residents of Charlottesville who have unique secrets to share about UVA, along with footage of these special discoveries.

After experimenting with different types and styles of film, I have come to find documentaries to be a compelling and fascinating way to not only capture an audience but also to expose the audience to something unknown. Although I am somewhat intimidated by the challenge, I am excited to create a short, professional film to push my creative boundaries and add to my portfolio. I believe my Arts Administration background, consisting of concentrations in Media Studies, Digital Media, and Cinematography, have given me the analytical and creative skills to successfully execute this year long project.

Although this is a film-based project, I have chosen George Sampson, head of the Arts Administration department, to be my faculty mentor and oversee the execution of my documentary. While I appreciate the knowledge and experience of Kevin Everson, the cinematography professor, he is extremely busy and typically unavailable to students outside of the classroom. Furthermore, I do not feel that he is as approachable as Professor Sampson, and he also does not possess the interdisciplinary mindset that I value so much with Professor Sampson. I will also be working closely with George Sampson next year on my fourth year thesis project with Arts Administration, and would like for him to be a part of this process with me as well. He understands my vision and pushes me to think outside of the box.

Now that I have taken film classes at UVA, along with joining and being involved in the Filmmaker’s society, I have learned what equipment I will need to create the documentary. Although there is equipment available to rent/borrow here, I would like to use this grant to invest in my own personal equipment not only for this project, but also for class projects, my fourth year thesis, future internships/jobs, and other personal projects. I would like to buy my first DSLR camera, along with a lens that will make every angle and shot possible for the documentary. I also would like to purchase a tripod to shoot the interviews, and an external hard drive to store all of the footage on. Lastly, I would like to request a year long student membership for the Adobe Creative Cloud, allowing me to have essential programs like Photoshop, Premiere, and After Effects for post production and editing for my documentary.

Project Time Line:

Over this summer: Write up storyboard and questions for interviewees

August: Reach out to different clubs, groups, classes, alumni and members of the UVA community to ask for their participation in the film

October – February: Shoot interviews and B-roll footage for documentary

March: Edit and post production for final product

April 1: Finished documentary and outcome ready for presentation

Budget:

| | |
|---|----------------|
| Canon EF 70-200mm f/2.8L IS II USM Lens | \$1,800 |
| Canon EOS 70D DSLR Camera Body | \$800 |
| Slik Pro 340DX Tripod Legs | \$90 |
| Adobe Creative Cloud 1 Year Membership | \$240 |
| WD Elements 2TB USB 3.0 Portable Hard Drive | \$85 |
| | \$3,015 |

Evidence of Participation in the Arts**Arts Participation within the University:**

During my first year at UVA, I was heavily involved in First Year Players doing backstage crew work and set design. I also received a position on Student Council's Marketing and Communications Committee, where I helped design posters for various organizations around grounds. Currently, I spend 8-10 hours per week interning in a creative studio called OpenGrounds. I help with promotional videos, setting up collaborative artist/non-artist events, and student outreach to raise awareness of arts around campus. I am also a member of Filmmaker's society, where we learn the basics of film and work on semester long film projects. I have taken classes in many diverse areas such as music, drama, art business, drawing, digital media and design, cinematography, radio and sound production, etc. at UVA. I plan on continuing my internship at OpenGrounds next year, as well as taking courses in Digital Media and Cinematography until graduation.

Participation within the Arts Scholars program:

Since my first semester of first year, I have been enrolled in every Arts Scholar seminar and have attended on a regular basis. After doing presentations in class last year and hearing what everyone is involved in, it made me realize that I wanted to get to know my fellow scholars on a much deeper level than I do now. I am extremely interested in running for Social Chair next year in order to better immerse the newer members of the program, along with organizing more frequent events where we can all attend art events on and off-grounds as a group and be able to bond over our mutual interests.

Portfolio: I have attached five photographs that I have taken on various wildlife trips I have gone on with my family. I do not have any film samples since the only films I have made in cinematography are on old fashioned Kodak reels of film, but here is a link to an animation I made completely by hand and from scratch in Digital Media. <https://vimeo.com/120550075>