

Thomas Crawford
2018

“FLY”

For this project we were tasked with creating an originally edited video that must use a half and half method with our own shot material and videos that we could find through youtube. When thinking about this I really wanted to look for videos on the internet that match up well with what I could shoot on my own. Then what I drew inspiration from were promotional videos that I have viewed for music and art festivals. Where the music and the visuals are live codependently with each. Where the visuals transition, and follow the feel of the music being played.

When looking over this piece some years later I was very surprised with my transitions that I used and really appreciated the way in which I seemed to create a very cohesive feeling video with many different elements from many different creators. Though for me the one big thing that stands out to me is my quality of the video that I shot. This was one of the first times that I shot my own video for this type of project and there are moments when the quality is just not up to par with some of the other elements in the video. Also looking at it compared to what I create now I feel like one big thing would have been bringing in color grading within premier to create more uniformity between the different videos would've helped create a more unifying piece.

For me this piece really speaks not as an homage to a certain style or festival, it was more a piece I created to honor my late brother. In the semester before this my brother had passed away and I remembered all the times that me and him had enjoyed music festivals, and drooled over the new promotional videos that got dropped leading up to the show. So when creating this I really thought about what type of video can I create that I believe would've made my brother feel the way he did when we used to view those promotional videos. This video was my way of also expressing what I took as surrealism with the way that I wanted each scene to almost blend and melt into the next through the use of strange transitions and effects. I want the viewer to feel as though they were passing through layers of a story instead of just being shown something scene by scene.

AS200-003
Rachel Moser, Spring 2019

