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Senior Project

Presentation Date: 5.4.2018

Subject: Techletix

I wanted to do something applicable to my career as a so-called “Cherry on Top” for my portfolio. In my opinion, it is disappointing that there is no collaboration between departments at UT, and I wanted to challenge the norm. In the business world, the Advertising and Graphic Design fields play a key role in the success of any business. They have to maintain close contact with management in order to ensure the business’s vision is upheld. I decided that I wanted to emulate this relationship with two grad students that were creating a business.

The company that was created is called Techletix. The product is a line of insoles for professional athletes that allow the medical staff that is normally on the sidelines to be proactive in injury prevention rather than reactive. The premise is that they are able to see the weight distribution across the foot to monitor fatigue. If a player is injured or tired, they are going to have a very different chart than what their healthy weight distribution would show, in which case the staff can pull the player out and ensure they are rehabilitated correctly.

I wanted to create a promotional video for their product along with a 3-D model of the product to help them envision what they wanted in their project. I went through the necessary training to rent a Canon Rebel 5D Mark III along with a lens kit from the

University. I also purchased a gimbal so that I could take high quality footage from my 4K camera on my iPhone 8+.

Storyboarding the project was difficult since you cannot predict how a game is going to turn out and how the players are going to position themselves on the field at any given time. However, we determined that we wanted to create a video that was exciting and visually pleasing at the same time. We did some practice videography on the Lacrosse field, which turned out to be less than ideal footage due to harsh lighting and poor recording quality. However, it was a good test shoot to determine what worked and what did not.

Our second test shoot was much more productive. We went later in the evening to the UT Soccer field, and the lighting was much more preferable. We were able to capture much higher quality footage due to some setting adjustments, and the result was more along the lines of what we were going after. However, we were not satisfied with the amount of footage we had, so we contacted the Rowdies to see if they would allow us to film with their team.

The three of us were able to go to one of the Rowdies' practices and film along with one of their games. We used all of the knowledge that we had gained up to that time to create some very professional footage that was going to bring the project together. Finally, the postproduction was done meticulously ensure that the quality of the footage was untarnished and that the final edit was similar to what we had originally envisioned.

Overall, the project made me much more aware of how difficult videography can be. It requires an immense amount of time, patience, and footage to create even a short video like this. I gained a deep understanding and appreciation for this style of digital

arts, and I also learned a few tricks about the process that I plan on using in the field and in my career.