

SSD Speeds Project

Crowd-Funded Video Launches Musician's First LP Album, Career

By Miles Weston



Scene Strategy - *Cullie Poseria (r), indie filmmaker/cinematographer, discusses a crucial upcoming performance scene with Sklyer Reed, singer/songwriter. Poseria was impressed with Sklyer's ability to accomplish things she had never done-creating casting calls, holding auditions, fundraising, social media, and being directed.*

After seeing a music video she had done for singer/songwriter RAKHUA, Sklyer Reed asked Cullie Poseria to help her create her first professional music video. During the initial meeting, Sklyer shared her recording of "I'm Doin' It," a song about her journey to LA, her struggles and triumphs.

Reed, an accomplished R&B, soul, and opera singer/songwriter, had a plan and a goal but very little money for the project.

Inspired by her story, Poseria, a NYU Tisch School of the Arts graduate, wanted to be involved beyond her cinematography role and agreed to help supervise the direction and production of the project.

Working together on the concept, the two developed a shooting script including flashback scenes dedicated to Sklyer's mother, Stephanie Lynn Boardley, who was her musical inspiration as a child.

Looking over the final concept document, it was obvious that it wouldn't be a simple shoot. More talent, crew, locations, and extra gear would be needed.



Crowd Funding - *During the project, Poseria shot scenes of young people hustling; this hustle was an apparent symbol in the final video of what Sklyer had done to make ends meet, including singing on street corners. The crowdfunding campaign was crafted by Sklyer (L), Cullie, and Line Producer Evan Haigh (R) to alleviate Reed from spending her hard-earned money.*

Poseria suggested that before they spent the money Reed had set aside for the project, they produce a crowd funding video to get additional production funds and gain early exposure.

The added funds would not only help them launch the new video and album on Reed's website, it would also enable them to create the media and marketing materials that would be needed to stimulate word-of-mouth, buzz and sales.

Many of Poseria's NYU film alumni friends came aboard the project, and she borrowed a Canon 5D with on-board mic and lenses from her friends, Roland Lazarte, Raeshib Aggerwhil; and brother, Ankur Poseria, to shoot the crowd funding campaign video.

In order to launch the Indiegogo crowd funding campaign within the week, the shoot and video production had to be completed for delivery within two days.

Wrap - *Makeup Artist Sonia Powell on Left, Middle Skyler Reed, Ryan Stevens 1st AC 2nd from right, Cullie Poseria (DP) after going handheld with C300 camera on the last shot of the day during a beautiful sunset for music video "I'm Doin It."*

The Indiegogo campaign project was shot at 1920 x 1080 HD 23.97FPS, with sound recorded internally and color correction set up through a picture profile. To deliver the project quickly with a quality that would look good and stream well on the web, Poseria edited the digital files on her MacBook Pro laptop using Final Cut Pro 7.0.

Having recently experienced a portable hard drive failure, Poseria opted to download the files onto her new OWC Envoy PRO USB 3.0 SSD drive, rather than tempt fate ...again. With each render, transcode and transfer, the drive's consistent speed made her confident she could easily meet her deadline.



Photo - Ankur Poseria Fast Turnaround -- *To meet the launch date deadline for the Indiegogo campaign, Cullie used Final Cut Pro, her MacBook and Envoy Pro EX to go from RAW content to final product in a single evening. When the team reviewed the finished project the following day, the only last-minute change was cleaning up the audio.*

"The pocket-sized Envoy Pro EX was rugged enough for us to use in the field," she noted, "and the drive never flinched on performance. Every minute counts when you're on a production deadline and I simply didn't have the time for slow file transfers. OWC gave me the time I needed to be creative and deliver a beautiful project. I'll never take storage for

granted again."

When assistant director Mathew Roscoe viewed the final campaign video, he felt the quality of the sound track was the only thing that needed to be improved. Poseria noted that cleaning up the sound was probably the most difficult part of the project.

"On-board mics are handy but location shooting, especially next to a freeway, just makes cleaning up the sound the most difficult part of post," she explained. "It's better if you can avoid the one-two punch if at all possible."

The response to the Indiegogo campaign has enabled Poseria and Skyler to produce and release Skyler's new music video and album with excellent results.

To view the campaign, go to <https://www.indiegogo.com/projects/the-skyler-reed-project#/story>. For the recently premiered music video, visit <https://youtu.be/Wr-GN7a0SY4> and behind the scenes at: <https://youtu.be/gr3hpQXXiLs>.

Cast/crew credits:

For Indiegogo Video:

In Loving Memory of Stephanie Lynn Boardley

Shot and Edited by: Cullie Poseria Featuring: Skyler Reed

Special Thanks To:

Brio Apartments Game Sports Bar Restaurant Lounge
Jessie Owens Park Raeshib Aggerwhil Daniel AMP Omari
Bailey Bailey Clark Chris Closer Gigi Droesch Emanuel
Flores Evan Haigh Rahkua Ishakarah Lee Jones Roland
Lazarte Greg McCallum Marcus Mooney Samara Pals Ankur

Poseria Sonia Powell Mathew Roscoe Diane Valle Richard
Winn Kimberly Yatsko

Shot in:

ES Audio Recording Studios, Glendale

(c) SkylerReed.com 2015

For Music Video: Cast:

Mother: Sonia Pleasant Daughter: Sasha Pleasant Friend 1:
Rahkua Ishakarah Friend 2: Diana Valle Friend 3: Sonia
Powell Band member 1: Scott Gettlin Band member 2: Riki
Olson Featured Extra 1 (Hustler): Patrick Janssen Featured
Extra 2 (Hustler): Eleonora Leona Featured Extra 3
(Hustler): Rosita Jimenez Dress Salesperson: Kassandra
Kimberly Park-goer 1: Nesma B.

Park-goer 2: Omari Bailey Park-goer 3: Evan Haigh Park-
goer 4: Drama Ganza Crowd-goer 1: Caroline Garcia Crowd-
goer 2: Diana Valle Crowd-goer 3: Sonia Powell Crowd-goer
4: Rahkua Ishakarah Crowd-goer 5: Matthew Roscoe

Crew:

Producer: Skyler Reed Director: Skyler Reed Director of
Photography: Cullie Poseria Editor: Bailey Clark Colorist:
Cullie Poseria Casting Director: Omari Bailey 1st Assistant
Director: Mathew Roscoe Line Producer: Evan Haigh BTS
Video: Mary Lan Set Photographer: Diana Valle 1st
Assistant Camera: Ryan Stevens Gaffe: Nick
Krassowski Key Grip: Robert Calva Props Assistant: Drama
Ganza Wardrobe/HMU: Sonia Powell 2nd HMU: Kassandra
Kimberly

Special Thanks:

Monica & Jarvis Bailey Etta & James Bailey Stan & Fran
Snead Keith Matthews Shameka Matthews Younndia Rush

Joyce Hill Kindal Williams Ray Funkhouser Amaryah Sands
Shannon Fisher Ritha Selby Tameka Bland Devin Krupski
Robin Jackson Mark Davis Kristin Sendra Coretta Davis
Christopher Jones

In Loving Memory:

Stephanie Lynn Boardley

Equipment for the Indiegogo Campaign project includes:

Canon 5D MIII Canon EF zoom lens 24mm-105mm Canon
prime 50mm T1.4 Rode VideoMic Pro On Board
Mic Tripod MacBook Pro OWC Envoy PRO 240GB USB 3.0
SSD drive

The final music video was shot on a Canon C300 with EF
primes and zooms.

The behind-the-scenes video was shot by Mary Lan on the
Panasonic GH4 and stills by Diana Valle using a Canon
DSLR.