

2012

Michelle Birch's ePortfolio

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Recommended Citation

Birch, Michelle, "Michelle Birch's ePortfolio" (2012). *ePortfolio Showcase*. 2.
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Showcase

Camille Loccisano, "Frankie's Mission"

This is a profile piece (right) I created for an Honors Independent Research project. Pace's Pforzheimer Honors College granted me \$1,000 to conduct research in my field of study.

Between fall 2010 and spring 2011, I interned with CNN Heroes, a program which creates profile pieces on "everyday people changing the world." During my internship I conducted a ton of research and third party interviews. I was able to help in all facets of the production process from pre-production to post-production. After my internship, I wanted to see if I could create my own profile piece.

I spent the summer of 2011 researching New York local hometown heroes. I came across some stories that would work and others that would not. I finally found Camille Loccisano, founder of "Frankie's Mission," a non-profit based in Brooklyn which gives grants to families with children battling pediatric cancer. I loved the story and pursued it with success.

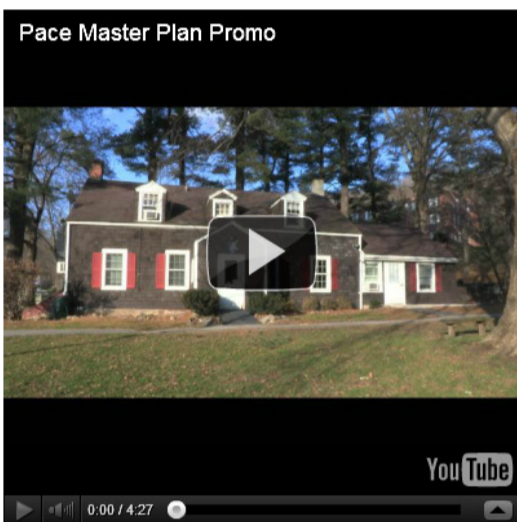
The six-month project ensued with great results. The foundation was granted a donation bar on YouTube and was awarded \$5,000 from Toyota for a fundraising event. Camille and the foundation have had a number of other donations and honors as a result. Please take a look (right). The profile summary is attached with more details about Camille's story.

Profile S...ano.docx
Camille Loccisano_Profile Summary
size: 15.2KB | Wednesday, May 02, 2012

Producing the Corporate Video

This is a video I co-produced with fellow students in the Master's in Media and Communication Arts program. This is my first graduate course and as a director, I had a great deal of involvement in my designated sections (the opening and closing of the video). I was also able to film as well as edit various sections of the piece with my fellow classmates. This video is for the Pace University Master Plan to renovate the Pleasantville campus. This promotional video showcases the skills needed to take on a client and effectively produce a video to that client's needs. William McGrath, Senior VP and Chief Administrative Officer for Pace stated that he wanted an exciting 3-5min video that showcased the primary focuses and goals of the Master Plan. We did just that and superseded his expectations!

Pace University Master Plan



Rome: The Eternal City

This is the promotional video that I filmed while taking the Interdisciplinary course, Rome: The Eternal City. This was a three week intensive course with on-site instruction from Dr. Lawrence Hundersmark as well as professors from the University of La Sapienza in Rome. I was thrilled to take this course as well as film this video to show students, parents and other professors what an incredible and life-changing experience this actually is. I filmed as well as edited this video.



Directing Seminar

This is my directing seminar project in which I decided to create another music video and further develop my creative skills. This was by far one of the funnest videos I have produced and one of the most challenging. I was able to film in New York with Pace's permission to use city campus property. Filming uptown and downtown was a challenge but made this video a success. The best part about this project was that I was able to use my skills that I learned from my steadicam course.



The Dylan Emmet Band: Collide



Michelle Birch's Pages

None that you can see :(

"A True Hero: Camille Loccisano"



Producing the Documentary

This is the documentary I co-produced with students in the Media and Communication Arts program and Dr. Maria Luskay. During the spring of 2010 we were granted permission by the state department to travel to the Netherlands and shadow the 65th ambassador to the Netherlands, Fay Hartog Levin. We were given an extraordinary opportunity and were given unprecedented access to film in the Embassy, International Court of Justice, the Peace Palace, City Hall and other influential centers in The Hague. I was involved in the research process, I filmed as well as edited the piece.

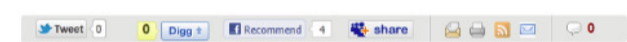
The Life of an American Ambassador: The Netherlands



Feature in the Daily Freeman

New Paltz woman's diplomatic triumph

Published: Sunday, June 12, 2011



MORE PHOTOS By TOD WESTLAKE Correspondent

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Capturing the true essence of a particular subject is a goal most documentary filmmakers would hope to attain. And aspiring filmmaker Michelle Birch and her classmates appear to have done just that, with the production of a short subject titled "The Life of an American Ambassador: The Netherlands."



This 15-minute film, which was recently honored as Best in Category at the Fourth Annual Indie Short Film Competition, documents the daily activities of U.S. Ambassador to the Netherlands Fay Hartog-Levin. During spring break in 2010.

Check out the article: <http://www.dailyfreeman.com/articles/2011/06/12/life/doc4df404114702f467862784.txt>

The Life of an American Ambassador: the Netherlands



Media Production II

This is the first music video that I produced in which I filmed, directed and edited on my own. The project was part of my Media Production II class. This is a music video for Samantha DeRosa entitled, "Hello Stranger."



Steadicam

Through Tiffen, I participated in and received a certificate for a two-day intensive workshop in the technical and aesthetic aspects of Steadicam camera stabilizing systems. The workshop was held in Boston and was taught by Steadicam operator Peter Abraham.



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