

In my experience interacting with the media, I am always told to change. I'm never pretty enough or thin enough for ads I see on TV, YouTube, and every other corner of today's society. For my final project, I wanted to explore these feelings through the medium of video. Specifically, I created the metaphor of the soup, which represents general media consumption. Originally, my project idea was three different videos playing in unison. However, as my process evolved I focused on one narrative based video. This project was tumultuous for me. I ended up scrapping my entire project on Thursday night in pursuit of my best work. If I were to create this short film again I would be more careful my first time filming. I would be more detail oriented to avoid scrapping film. While working on this project I discovered how difficult attempting to create a short film is and the power of asking for help. While I may have struggled, finishing the project was euphoric. I owe Jules and all the lovely people who helped me film a huge thank you. I hope this work helps people reexamine how they feel when they watch ads.

*STATIC SOUP*

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