



Grace Mincher

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Profile

An enthusiastic undergraduate studying a BA honours degree in Creative Digital Media joint honours with Media and cultural studies. I am Passionate about Video Production in particularly film and Corporate Video. I have developed a range of skills which have been developed through work experience. I am a motivated team worker with experience of working to client needs and deadlines.

Video Production Experience

Various 2012

Runner/Production Assistant at Squareeye Television

To date I have worked on 2 different shoots with this company, each with a varying degree of responsibility, which was overall to make sure everything, was in place, organised and that the shoot was running smoothly. It was fascinating to be involved with see the making of a project in a work environment.

May 2012-Present

Head of Photography at The Voice, University, newspaper

Head of photography not only included taking photographs myself but also negotiating with the writers and editors to organise all the photographs for the paper and make sure everything is being cover that need it and that these are done to a good standard.

August 2012

Director/Producer and Camera Operator for Worcester Music Festival

The client required the filming of the entirety of the 4 day festival to produce promotional video footage to be used for advertising the next festival. This was challenging as I was in charge of all the video production for the festival. However it enabled me to put all my technical and organisational skills into practice for a thoroughly enjoyable project.

Feb-Apr 2012

Director/Producer and Camera Operator for Worcester Snoezelen

Working in a production crew of 2 other people we developed a documentary case study film to be used as part of an advertising campaign alongside the re-branding of the charity. I was involved particularly in the production element, being the director and main camera operator, but also being the assistant editor.

June 2011

Runner at channel 4 talent inspiration week event

My responsibilities included the overall smooth running of the day, making sure everything was in place, greeting the guests and taking these and the organisers to the appropriate room. It was great to be involved with an event for such a prestigious company as channel 4 and I also was able to take part in some of the workshops.

Education

2010-2013

BAhons Creative Digital Media joint with Media and Cultural studies

My degree focuses on not only developing and practising all the required skills needed for my chosen area (Creative Digital Media) but also research into the industry motivations and reasoning behind these (Media and Cultural studies). Modules undergone include:

Year 1 Introduction to digital film-Helped me develop the underlying skills behind video production and undergo various small projects.

Year 2 Multi-camera video Production and Corporate digital Video- Production crew, of varying sizes, work which enabled me to develop my directing, recording and editing skills as well as negotiate and work with clients.

Year 3 Independent Study (Dissertation) - Independent and negotiated project which developed my organisational and time-management skills.

For my Dissertation I am looking into charity advertising and whether the use of appealing to the audience's emotions is still a relevant and successful strategy today and producing my own television advertisement to test out my findings.

Skills

Leadership

Directed a music video, shot in the studio, as part of my second year module; multi-camera video production. This role although being stressful at times was hugely enjoyable and tested my leadership skills. Also it placed me in a role which appears to come naturally to me and has been my role for quite a few of my projects.

Software

Experienced in the programmes Final Cut Pro, Adobe Premier Pro and Adobe Photoshop and experience using DVC3, DVX-100 and HVR-V1E cameras.

Photography

Passionate about photography, in particular photojournalism with being the head of photography at the university newspaper.

Other Experience

Sept 2011- Present

Sales assistant, Savers Worcester

Responsibilities include serving customers, on the till and with requires, re-stocking shelves and tidying and cleaning the shop. This shows an ability to work under busy and demanding circumstances and also negotiating and communicating with customers.