


A close-up photograph of a person's hands holding a smartphone. The phone is held in a way that the screen is visible, though the content is blurred. The background is a bright, out-of-focus outdoor scene, possibly a park or a public square, with a large, warm light source (like the sun) creating a strong lens flare and a soft, golden glow. The person's hands are in the foreground, and a ring is visible on the ring finger of the left hand. The overall mood is one of modern connectivity and outdoor activity.

Call Me Addicted

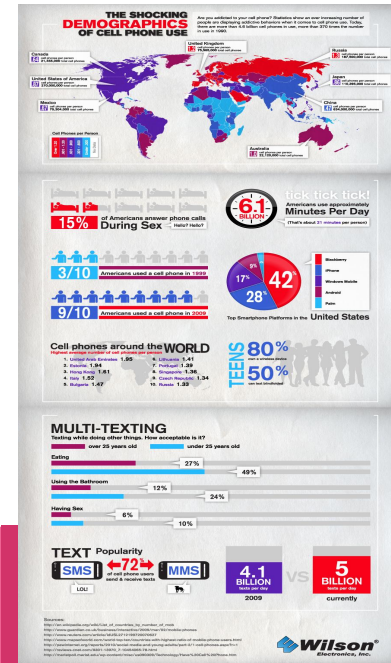
Pitch Deck

The Main Idea

- “Call Me Addicted” is a argumentative and informative video essay focused around the addiction of cell phone usage in our generation specifically (Generation Z).
 - I will be diving into the social effects of excessive cell phone usage in individuals born between the years 2001 - 2005.
 - I chose these years specifically because I believe that individuals who were born within these years had a balance of having one part of their childhood before the rapid transition of everyday technology use and after.
 - The thesis of this video essay is that we are becoming increasingly dependent on our cell phones and need to be aware of the psychological effects this has on us as a generation.
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Explanation of Argumentative Points

- I will be demonstrating these argumentative points by taking a look at different theories, statistics, and live testimonials of the effects of phone usage from the youth of Generation Z.
- There will also be different comedic skits that would be incorporated within the video essay to further explain these points and to keep the audience engaged.



Inspiration

- “We’re Chained to Our Phones and It’s Scarier Than We Think”
 - Created by Shanspeare
 - [We’re Chained to Our Phones and It’s Scarier Than We Think - YouTube](#)
- “The Social Dilemma”
 - Netflix documentary produced by Jeff Orlowski
 - [The Social Dilemma | Official Trailer | Netflix - YouTube](#)
- “Social Media is Making Us Speak in Code”
 - Created by Soeun Seoul
 - [social media is making us speak in code. #socialcommentary #videoessay #jeanbaudrillard - YouTube](#)



Production Points

- Most video essays use a lot of stock footage and scenes from different films. In order to satisfy the production aspect I will be filming
 - On camera narration of myself
 - 4 - 5 interviews
 - Short comedic skits (optional)
- Skits
 - The skits that will be shown will demonstrate different nostalgic moments we've faced while growing up through with cell phones by our side
 - "Teaching parents social media"
 - "Trying to have a conversation with someone who is distracted by their phone"
 - "The Apple vs Android user debate"

Crew

- Kayla Purcell
 - Camera operator #1 - Editor - Director
- Chason Stewart
 - Lead Actor - Camera Operator #2
- Jonathan Lindsey
 - Audio Engineer
- Nina Howard
 - Supporting Actor - Grip

Interviewees

- Jonathan Lindsey
 - Interviewee
- Jewell Johnson
 - Interviewee
- Kennedy Miller
 - Interviewee
- Austria Johnson
 - Interviewee
- Mike Evans
 - Interviewee



Timeline

- All on camera narration will be filmed from February 12th - February 14th.
- Interviewing dates are scheduled for February 17th - February 21st.
 - Interviewees are still determining exact film times and dates.
- All production skits and B-roll will be filmed from February 22nd - February 28th

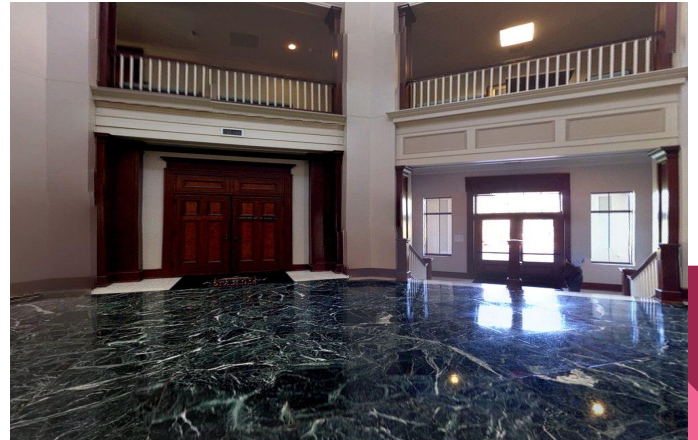
Week One	Date	Location
On Camera Narr	February 12th	Centennial Hall
On Camera Narr	February 13th	Centennial Hall
On Camera Narr	February 14th	Centennial Hall

Week Two	Date	Location
Interviews	February 17th	Shanon Center
Interviews	February 18th	Shanon Center
Interviews	February 19th	Shanon Center
Interviews	February 20th	Shanon Center
interviews	February 21st	Shanon Center

Week Three	Date	Location
B-Roll / Skits	February 22nd	West Hall
B-Roll / Skits	February 23rd	West Hall
B-Roll / Skits	February 24th	Centennial Hall
B-Roll / Skits	February 26th	Centennial Hall
B-Roll / Skits	February 28th	Pedestrian Walkway

Location

- There are a total of 3 main locations that I will be filming at.
 - West Hall - Valdosta State University
 - Centennial Hall - Valdosta State University
 - Pedestrian Walkway - Valdosta State University



Equipment

Canon M50



Lavalier Microphone



Zoom Recorder




Boom Microphone



Newer Lighting Equipment



Why This Project?

- I chose this project because I am a firm believer that we as a generation should recognize the psychological consequences of consistently using our cell phones. Seeing all of the various statistics on cell phone usage is very alarming and we need to spread more awareness.
 - I am passionate about the concepts of social media and how it is rapidly changing our society. As someone who has witnessed the drastic change in the quality of life as we move forward towards a virtual lifestyle, I believe that everybody should take a break from their cellular devices to experience the world around us. Doing this will help improve the physical communication between one another.
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Thank You