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## Craft a Cold One

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Craft a Cold One

Lennon Sullivan & Noah Christy

Senior Thesis

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Accepted by:

(Eric Graham, Sr. Lecturer, Biology)      May 12, 2021

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Director, William O. Douglas Honors College      Date

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***Project Description:***

I partnered with Noah Christy for my DHC Capstone Project. Together, both Noah and I had conceptualized a “youtube-cooking show”-esque mini series that focused on the processes of brewing beer. We titled the show *Craft a Cold One* with the hopes of reaching a niche we’d felt we fill on the internet. Our intention was to present the dense knowledge of craft brewing through a fun, accessible medium. The purpose of the show was to instruct audiences from any background or knowledge-base on how to brew a variety of beer recipes within their own households. Not only would the show explain the steps to brewing beer, it would also go into the science behind each act in the procedures. Initially, we had arranged for four episodes, each with a runtime between 12-15 minutes, however, due to the COVID-19 pandemic, we were forced to change plans. Although it was not initially our intention, we shifted our project to developing a pitch and proof of concept for *Craft a Cold One*.

***Background:***

Knowing that we both got along and worked together well, Noah and I decided to team up to try and combine our two separate fields of study, film and craft-brewing. Although they seem to be very opposite on the spectrum, we knew that they both shared interdisciplinary components. This is what Noah and I wanted to explore. We wanted to find the gray area between both science and creativity, and how we could use that to take something as complicated as brewing beer and translating it into simpler terms. This would of course be a stimulating challenge for Noah, as he would be completely responsible for creating the recipes and creating the actual “substance” of the show. For me, this would also be an endeavor. I would have to co-write, produce, direct, and edit this show entirely by myself. Noah and I treated both the 301

and 401 class as pre-production sessions. We would plan the different episodes, the content, where we would film them, materials needed, etc. We even went as far as to develop a rough draft of a logo. However, due to the constant shifting of availability due to the COVID-19 outbreak, it became progressively harder to find facilities to actually film our scenes in. So it was difficult to commit to an idea. Eventually the pandemic got to its' worst point, and with that, the notion that we were not going to be able film this show at all.

Overall, we were able to film something of this show. It is sometimes hard dwelling on the notion of what could have been if COVID did not happen, however, with the circumstances we were given and the time allotted, at least we were able to turn in some kind of project, and that I can be grateful for.

### ***Pre-Production***

Like previously stated, no solid plans were able to be made due to the constant shifting of availability. Some plans were honestly made on a whim because of that. We had intended to have our main set in the Science I building in one of the brewing labs. Also, we had conceptualized other skit-type sections of our show that would have been filmed in Boullin's studio. These would be the informational portions on the science, history and culture of each brew. When our project shifted to a pitch, the only place we were left able to film was Noah's Garage and maybe a lab if it became available pending permissions. Also with the shifting plans, we had to film something that could get done before winter quarter, as Noah shifted to graduating in the Winter quarter.

After most of the way through the 401 class, Noah and I's new plan was to film the main talking and brewing portions in his garage, and condense our skit idea to the short amount of

time we would have in the labs. Considering that a normal film set can run twelve hour shoots, and a brew normally takes all day, we knew it was going to be impossible to film the bulk of our show in the labs with its availability.

Luckily, with the help of both the Film and Craft-Brewing Department, Noah and I were able to receive the materials and equipment we needed to film our demo. We planned to arrive back in Ellensburg immediately after Christmas, and booked the entire week after that to film content for four episodes. Since we wouldn't need the beer we brewed in the lab sections, we planned to film that on a later date. However, the Craft Brewing Department did advise both Noah and I that filming in a lab space would require prior safety training that we would also have to set up on a later date.

***Production:***

With our plan being four episodes in one week, we soon learned that shooting for that much content may have been a little too ambitious. We had wanted to film brewing back-to-back within that week, however, the Craft Brewing Department suggested that for quality and safety reasons, we should wait at least a day in-between. Noah and I tried our best to compensate for the time given, however, we were not able to get all the content we intended before students arrived back to campus for Winter Quarter. Students arriving back made our spaces less available and also the film equipment needed to be returned before then.

Although time did not permit us getting everything we desired, I will say that I was impressed with our ability to adapt and get what we did. I was able to control all aspects of the production, that being camera, sound, lighting, set design, etc. Noah achieved a great

performance we both liked given the circumstances, while also focusing on brewing the beer and sharing the information.

For actual equipment, the Film Department provided everything we needed for lighting and audio and visuals. The Craft Brewing Department provided us with all the materials and apparatus we needed to brew most of the beers we wanted as well. Set design was completely improvised, as Noah and I were working remotely for our hometowns beforehand. We really made the most of the space, and for a demo it is not half-bad. When we had wrapped production, we knew that we did not acquire everything we had planned. However, we were satisfied knowing that we had enough for at least one episode if we could get into the labs to film our other bits.

### ***Post-Production***

After we had wrapped, all I could do with the footage was sort it and begin cutting together the talking bits. I was really only able to create the bare bones of the first episode, which was the most simplest of the brews. It remained as a rough cut as most of Winter Quarter was spent trying to get trained and into the labs. Ultimately, given the availability of both Noah and I as well as the labs, we were not able to film what we had wanted. Once we had realized that we couldn't finish our episode, some time was spent deciding if we should pivot from the project all together. Due to all the bouncing around, the footage we had remained as a rough cut.

After meeting with the DHC, we agreed that I would compile something of a proof of concept for the footage that was usable, and we would both do a write-up on our intentions for this project. Due to Noah's early graduation date as well as my busy spring schedule, this was the

best option for both of us. However, due to this and just me being the only judgment during post production, the demo that was created can only be considered half-realized.

***Conclusion:***

We can blame COVID as much as we want, but with the circumstances we were presented, I am satisfied with what we did make. Although what did not result from this was a four episode beer series, at least Noah and I both got to do something creative within our separate fields. Furthermore, we also got to work together, which made the project fun despite the inhibitors. I will definitely look back on this experience with appreciation, as I was able to utilize some of the best equipment a film student could ask for and further practice techniques I learned in my classes. I can also say that at least I had fun working on my senior capstone, and did not dread it as I would a normal research project. Finally, I know both Noah and I appreciate the opportunity to learn how to think on our feet, as well as adapt on the fly. The purpose of this capstone project is to give students the experience within their fields as well as prepare them more for their individual futures. While it may not have looked as we expected, the project definitely fulfilled this for both of us to some sort of degree. As for *Craft a Cold One*; with the right resources, this project could fill that internet niche and possibly bridge a gap between science and normal life.