

Los Tres Fantasticos
Jose Perez, Erin B. Lillis & Fawn Johnson
Int. Design for Entertainment MM3301
April 15, 2008

Ethnography Report

Crew:

Videographer: Jose Perez
Interviewers: Erin B. Lillis & Fawn Johnson
Photographer & Note Taker: Fawn Johnson
Guest Assistant Photographer: Cristian Hassman

Interviewees:

- **Mayte Campos** (18 years old, Video Production major at A.I.)
- **Mert Icgoren** (28 years old, Producer/Director for television & Production Manager for commercials and music videos)
- **Phyllis Lau** (20 years old, Web Design & Interactive Media major at A.I.)
- **Lireza Martell** (25 years old, Media Arts & Animation major at A.I.)

MAYTE CAMPOS - INTERVIEW # 1 - STUDENT

- very shy
- twiddling feet
- nervous
- picking her fingernails
- likes "Emo"
- black shirt, purple pants
- red dye in her hair
- skull on her shirt
- likes Hot Topic, Aldo, Paxton, Kathy Jean
- black Vans

MERT ICGOREN - INTERVIEW # 2 – POTENTIAL EMPLOYER

- relaxed
- works with commercials, music videos and TV
- just recently shot a TV pilot in Turkey
- a rapper in Turkey
- has experience in entertainment
- BA from Emerson College in 2002

- schools of choice are AFI, UCLA, USC
- seeking individuals who are eager to learn over those with experience
- loves pink and metallic
- black sunglasses
- brown slacks
- nice shoes
- dress shirt

PHYLLIS LAU AND LIREZA MARTELL - INTERVIEW # 3 - STUDENTS

- both like Emo
- likes to make things easily accessible
- very comfortable
- want a steady job, nice home, clothes, etc.
- family motivates them
- both had rings and jewelry

PHYLLIS LAU

- crossing feet
- left Hawaii to go to this specialized school
- visits L.A. Film School site for inspiration
- needs to save for school
- wanted to be a print maker
- disposable cameras make her happy
- smiles a lot, nods, shrugs shoulders
- likes Wes Anderson and Michel Gondry
- grey converse
- blue jeans
- grey jacket
- white graphic tee

LIREZA MARTELL

- moving hands a lot
- YouTube
- Loves Tim Burton
- Loves the spotlight
- Has design company experience
- Has been to Sundance
- Wanted to be an FBI agent
- Wants a music box
- TIVO
- cute designed sandals

- legs crossed and hands
- blue jeans
- purple shirt with writing

Ethnography Findings

- The three interviews provided us with completely different answers for most of the questions so it was a good session.
- 3 of the 4 interviewees were in their 20's but the differences in age (early 20's, mid-20's, late 20's) did affect their viewpoints.
- For each of the interviews it seems that these people are more influence by "word of mouth" and peer consultations than publicity. Each based where they wanted to go to school on work they admired or recommendations from people they knew.
- The comfort levels of each person being interviewed varied.
- With the dual Phyllis/Lireza interview - their answers seemed to feed off of each other so their answers were well thought-out.
- Everybody wants things to work well AND look good. (Beauty and function – the best example was Mert talking about how he could take the Porsche to the market but he couldn't take a Lamborghini to the market.)
- Many of them liked technology that could capture a moment in time (cameras, TiVo's, time machines).
- They all agree that filmmaking is art because it is collaborative and well-planned. There are lots of different people involved and lots of different art forms involved (photography, lighting, storyboards, writing) and each piece plays an important part.
- They all like to do things outdoors.
- They all like L.A. and most specifically chose to come here BECAUSE it was L.A.
- Students like to look up to other students and other mentors to get ideas and do better work.
- They all wanted to be inspired in their chosen fields so on video sites they would look up creative works (commercials, music videos, motion graphics.)
- Mert liked chronological search results because he was looking for current information.
- Fashion: They were all generally dressed in a "business/casual" way. They were trendy (in different ways). They weren't TOO casual. And they weren't TOO dressed up.
- For Lariza - she chose AI because it kept up to date with software and it was the only school that offered training in Maya. Generally, the interviewees liked to be "Current."

Brand Attributes (based on Ethnography Findings)

Elegant
Flashy
Inspired
Trendy
Superficial

Influential
Colorful
Alive
Traditional
Creative

