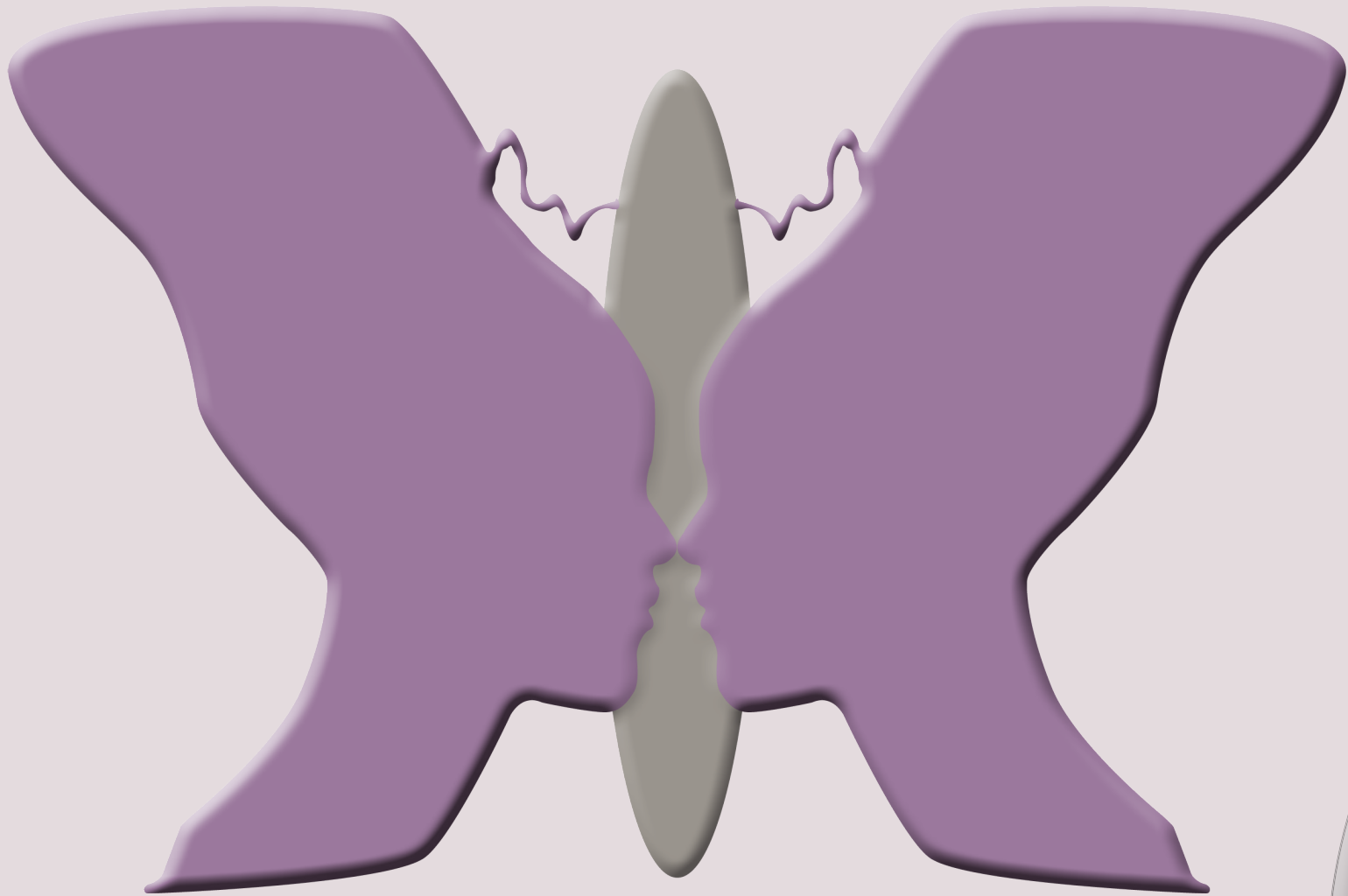


Gina Helena



Gina Helena



Having an imagination that seldom decelerates, I am constantly eager to create and entertain. Storytelling through filmmaking became an adventurous means to journal my life in a transparently complex and entertaining manner. I aspire to inspire in awe-inspiring ways.

The Director

Life is simply inspirational! Many themes in my work consist of an array and mix of styles and moments between Comedy, Romance, and Drama. Much of my inspiration stems from curiosity and personal experience. This includes self-exploration and the evaluations between various social encounters. Being a very playful and adventurous individual, I enjoy embracing every moment and setting I find myself in as an incentive for a potentially new treatment. Connecting ideas with culture and the current social climate is a method also used to enhance the stories that are formed. I aim to add the sense of honesty in return for an individually unique connection between myself and those receiving my work. Transparency and empathy is the sugar to my cup of tea!

During pre-production, plenty of research takes place regarding the obstacle of the film. Influence is often gained from reading psychology, sociology, and philosophy articles. The research findings aid into the authenticity of feelings, moments, moods, and insights of which are intended to be highlighted in the films I direct. Understanding character motivations in those contexts also allows me to communicate with the actors and team in a highly effective manner. With a formal background in dance and music, I hold a unique skillset that prevails in the execution of directing actors through movement and emotion.

T A B L E
O F
C O N T E N T S

Shorts

Music Videos

Commercials

Extras

Hustle

The Documentary

Producer, Director, Editor



Hustle is a non-narrative Documentary film that highlights the lives of the Micro-entrepreneurs of Miami. Marginalized from society, the subject's motivations are revealed.



Each subject in the documentary was asked to stare at the lens of the camera for 30 seconds. Eyes are claimed to be the windows to one's soul.



Mariposa Short Drama

Producer, Director Editor

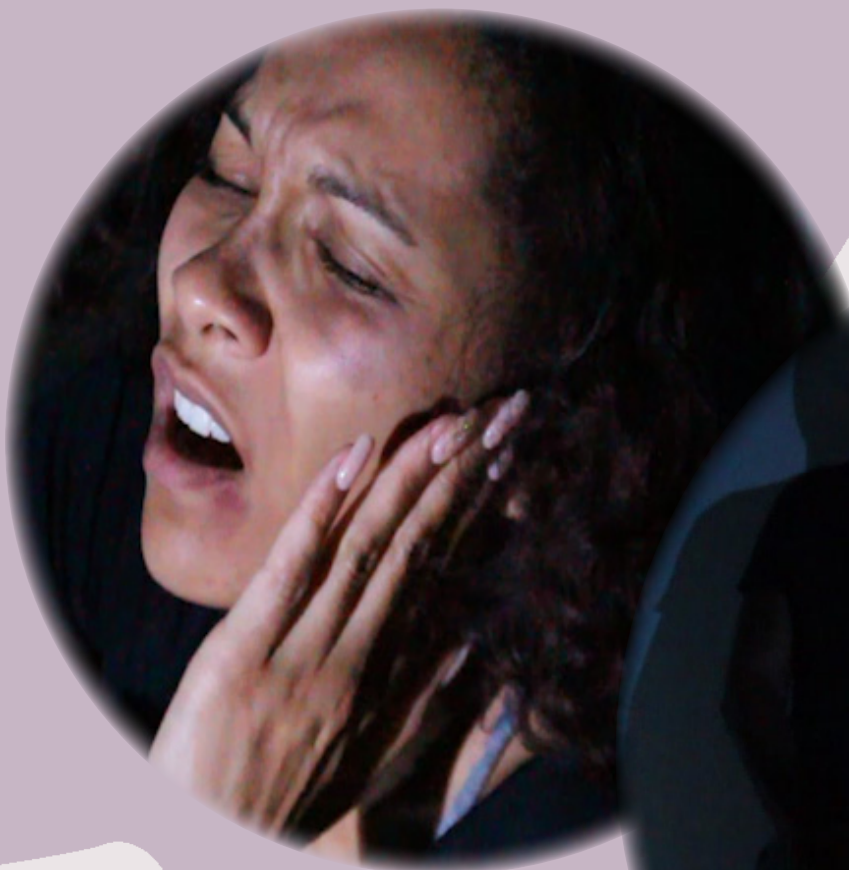


Mariposa was the adaption from a chapter of a piece of writing. The narrative is about a woman who is caught up in a relationship filled with crime and domestic violence. The scene takes place with Ana Fox beaten and handcuffed in an interrogation room. Ana is reflecting about her life choices and everything that has recently occurred.

Mise-En-Scene was used to capture the mood and suspense in Ana's story. Lighting was heavily experimented with. Dark, cold blue tones, silhouettes, and single sourced lighting depicted the characters lonely and depressing experience in the interrogation room.



'My grandmother would always say, "Ana, If you want to see the rainbow, you have to survive in the rain." Yet, seven simple colors are impossible to see when surrounded by such darkness; depression.'



The Twist

Short Comedy

Writer, Producer, Director



Dawn's insecurity compels her to seek revenge against her boyfriend when his distance forces her to assume that he's being unfaithful. She meets with Pookie to plot her revenge. By the time she finds out the truth, the relationship is damaged, and the wedding proposal is ruined.

Pookie, an exuberantly questionable character, assists Dawn in her revenge plot against her boyfriend.



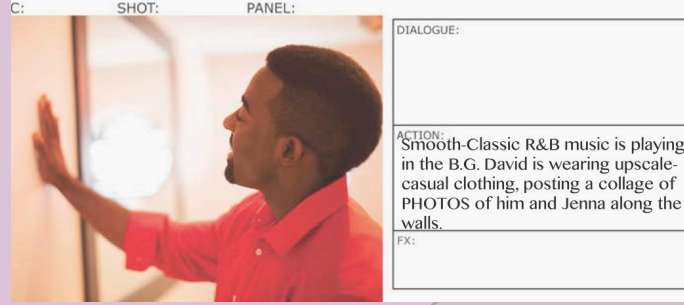
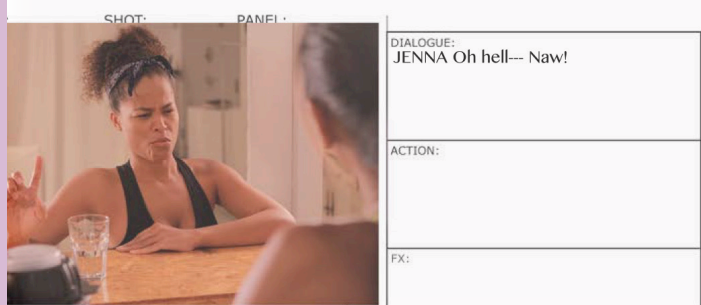
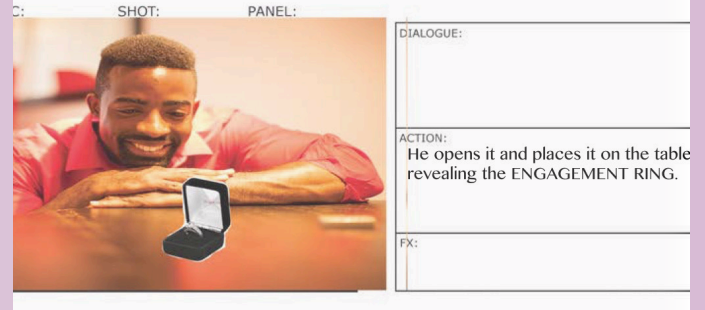
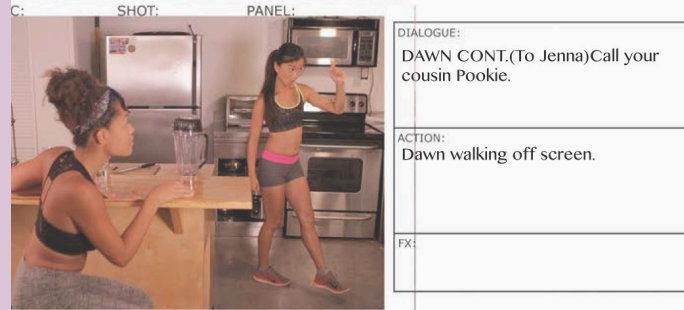
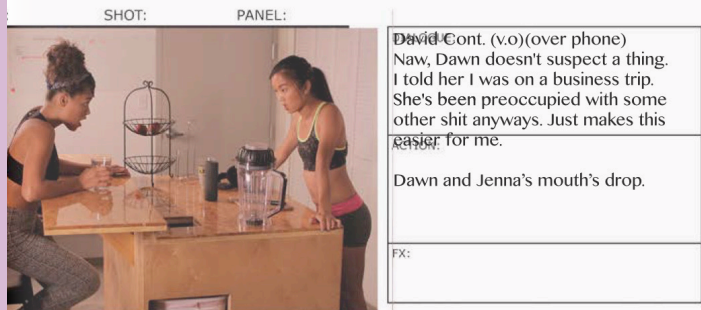
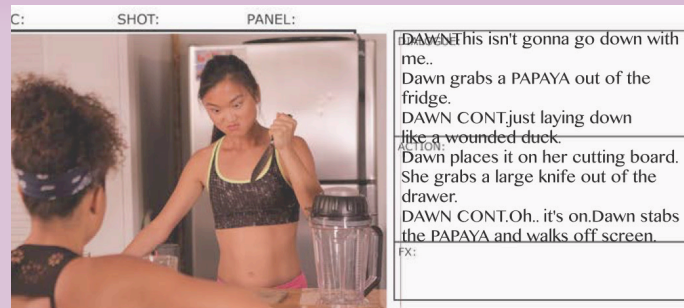
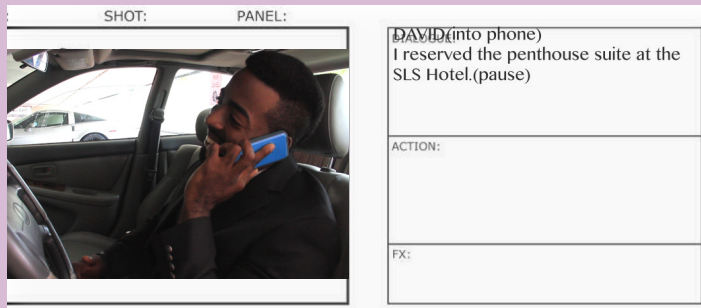
Dawn's boyfriend lights some candles to set the mood for the romantic evening he has planned for Dawn.



The Twist Behind The Scenes



The challenge occurred in this kitchen scene when the talent playing Dawn struggled with the blocking and dialogue. I choreographed her through the moment of the scene to execute the actions with dialogue simultaneously.



Storyboard of various scenes in the film



On to the Next One

Music Video

Producer, Director, Editor, Lighting



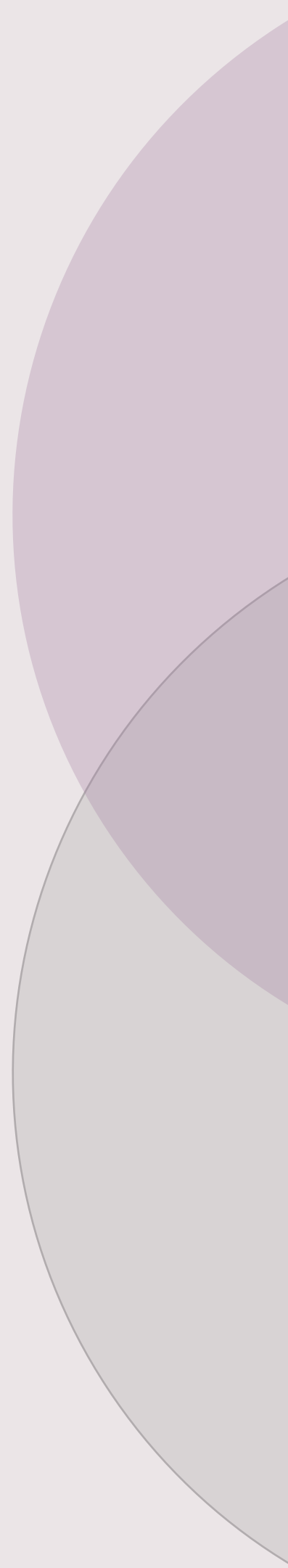
The concept for this music video was conceived after the music producer, Swizz Beatz followed the talent on Instagram. It was created to gain the talent's recognition as a comedian by attracting his attention for reposts. The personal goal for this project was to incorporate all of the basic lighting techniques. Shown are dramatic, extreme, and three-point lighting.



Dramatic Lighting



Extreme Lighting



Tell Your Friends

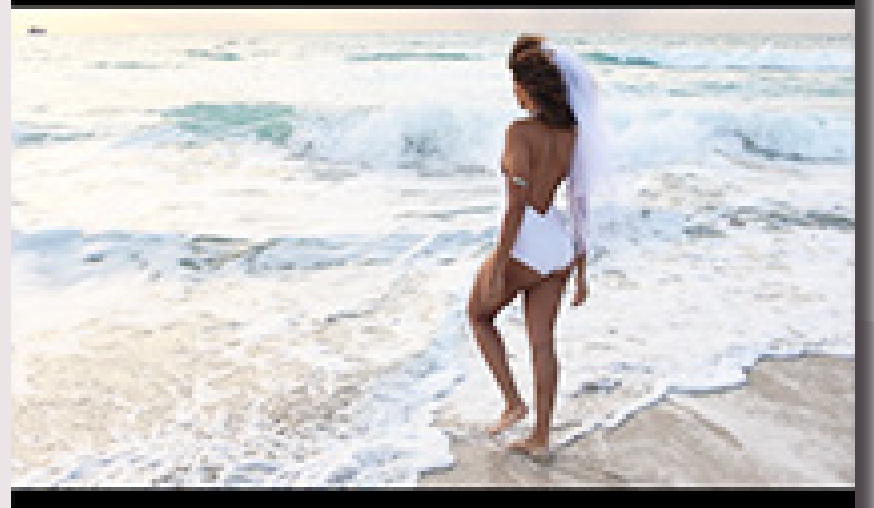
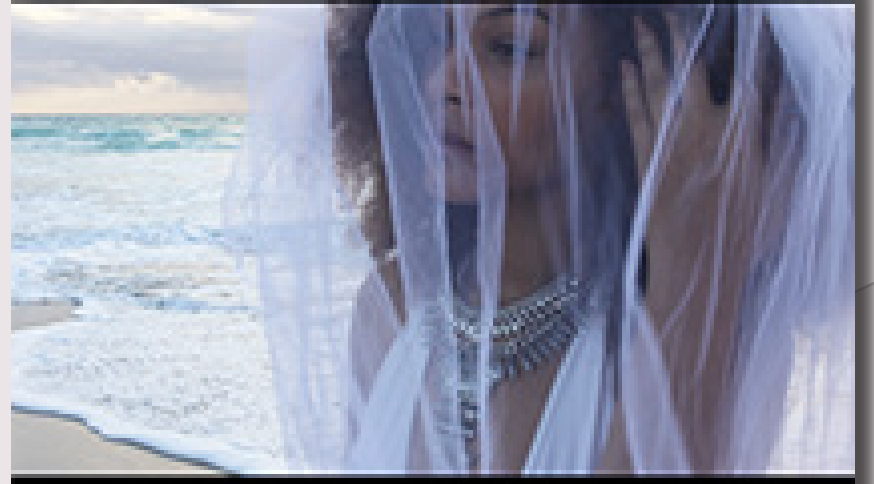
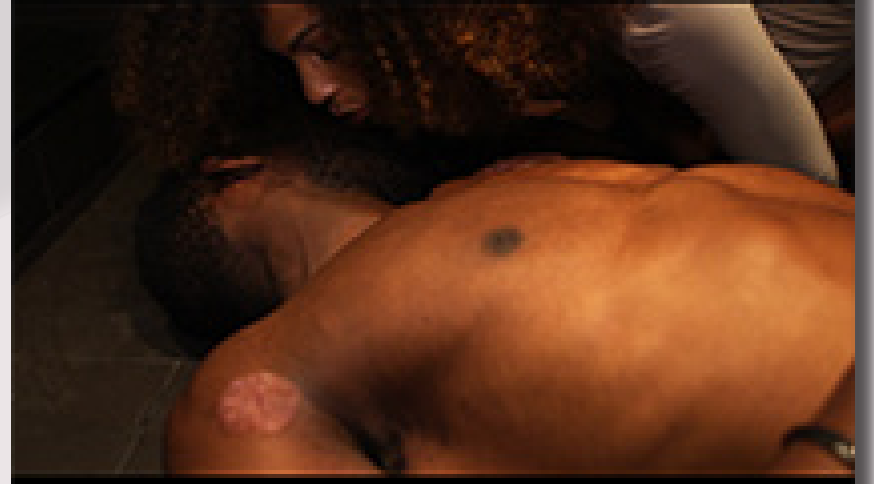
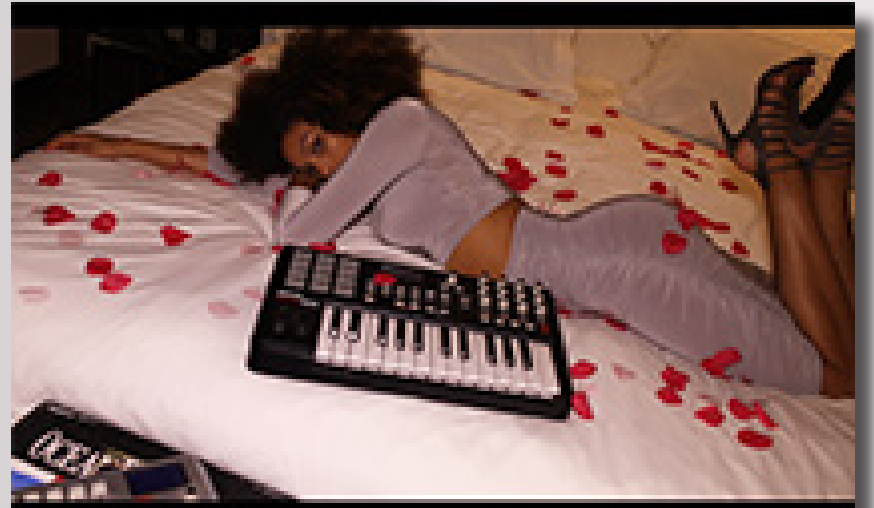
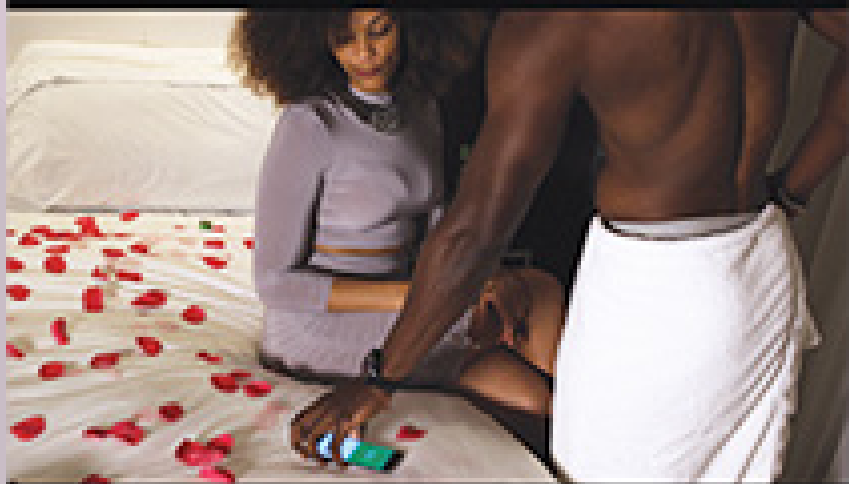
Music Video

Producer, Director, Editor



Originally written as a poem that was fused from an exhausted and broken heart, the talent and I took to the recording studio to produce the words into a song. The storyline is about a classically redundant bad romance. An ungrateful, unfaithful, and insincere boyfriend who's attempts to woo his girlfriend back, per usual, backfires and results in his suggested death by premeditated murder.

The challenge was to display the boyfriend's death as a metaphor which signifies the end of their futile relationship. The video implies that she drugged him, but it reveals no such thing. The story ends with the talent kissing the dead man goodbye; The visuals transition her to the beach, in a white swimsuit and veil. She walks into the ocean, against the waves; symbolizing her cleansed spirit from overcoming her obstacle.



Just Do It Commercial

Writer, Director, Editor



Nike Commercials are usually intensely inspirational, and they may seem too intense for some. The client wanted to reach out to a wider audience that may get intimidated by watching the usual commercials that show the top athletes in the industry doing what they do best. It was determined to follow their usual style by beginning the commercial with a seriously empowered, and dedicated athlete practicing basketball. The video quickly transitions to a more comedic tone when it is revealed that he's not very athletic yet. The slogan, 'Just Do It' appears in the beginning of the commercial, and ends with the words, 'Or at least try to..'" The direction was to spread the realistic message that success takes time through dedication and perseverance. Anyone can do it.



Starburst Commercial

Writer, Producer, Director, Editor



Unexplainably Juicy

This is an experiment of two treatments. By popular vote, pink is known to be the best flavor out of the Starburst package. Many prefer not to share their pink Starbursts. Many feel special towards those who do share their pink Starbursts. It was concluded that a hilarious story could be built off of this concept. The second treatment was conceived after getting stuck and lost on the train. I began to look at the people around me. I then imagined what it would be like if I was stuck riding on a train with someone I despised; like an ex! I love awkward moments! The two treatments synced perfectly together, resulting in an extremely awkward, yet “unexplainably juicy”, and hilariously cute Starburst commercial!



Rushing to catch the train, she enters the packed mover and notices that the only spot available is next to someone she resents. She does her best to be petty and ignore him.



He offers her the pink Starburst. She takes it; and her resentment towards him disappears.

Travel "Tyme"

Caron Paris Fragrance Spot

Producer, Director, Editor



Presented at the Red Dot Exhibition during Art Basel

With the fragrance having the premise or slogan of "A Timeless Love", the connection was made by the fact that one's sense of smell has the ability to trigger vivid memories of the past. The theory of a 'Long Lost Love' was an adaptable concept. The Story with the basis of two people gaining such strong connections and attractions between each other, that they immediately fall in love. Their story travels through time.

The clients wanted to reach out to the urban market. A collaboration was made with a Spoken Word Poet to narrate the story through poetry to further convey the passion the characters have for one another.

The poem, which is titled 'Travel Tyme' is the expression of one's hopes, fears, and yearning for the one they admire. A love that was once lost and found again, only to realize it had never left. The Love was just "Traveling Time".



**"Love's sometimes like demolition,
But falling faster than expected is often only for the gifted."**



Background Research for Travel Tyme



Not only do smells trigger autobiographical memories, but they are also highly emotive. Incoming smells are refined through the olfactory bulb. The olfactory bulb begins inside the nose and runs along the bottom of the brain throughout areas that happen to be heavily associated in emotion and memory. "Autobiographical memories are also referred to the LOVER acronym- Limbic, Old, Vivid, Emotional, and Rare" (Larsson). With that added, it's obvious to understand that the perfume industry is developed around this strong connection.



Perfume can trigger an array of feelings: Desire, power, vitality, relaxation, and even attraction (Fifth Sense). Smell is an essential factor between the attraction of two beings.



The body odor that is propelled can actually hold responsibility to our subconscious decisions of the partners we choose to be with. Women, in particular, often find a man's scent the most attractive attribute on his body. So, if a woman meets a nice and charming man that smells good, she is bound to gain an unforgettable attraction.

Extras



Green screen



Perspective through patterns and shapes



Extras



Multiples - Photoshop

Once you get them
stuck in your
get them out again



Typography