Unit 13 FMP evaluation

I set out to create a cooking magazine. To address the criteria through my proposal I made sure that I produce a detailed proposal explaining my idea in detail. When beginning this unit, I created a mind map of the previous projects from the previous years of studying media. I wanted to create a photobook or a magazine. I then chose to do a magazine for my final major project because it is something I enjoy doing as I am into journalism. I then went on to figure out what my magazine was going to be about. The first topic I thought of was a teen mom magazine, but I then talked about the idea and I got feedback on the idea. The feedback I got was that it would be hard for me to do as I am not in the target audience. I then went on to my second idea which was a cooking magazine. What inspired me to do a cooking magazine was that I love to cook and eat food because food and cooking are popular topics that everyone enjoys. With the changes I made from the audience feedback about my magazine the final product does not meet my proposal for example I originally chose to use bright colours but I had to change the background colour to a darker colour. I selected this idea because my first plan would have set me up to fail but the cooking magazine would have set me up to pass this unit with a good grade. I chose the cooking magazine idea as it was a popular topic, and I am in the target audience.

The research that I conducted at the first stage was topics for the magazine, whether I should do print base or digital, target audience, different editing techniques and titles for a cooking magazine. When researching for the photobook I looked at where I can print them, ideas for the photobook, editing techniques. The research that I did that informed my planning for my magazine was recipes, food trends, designing a cooking magazine, writing articles, food photography tips and tricks, Photoshop, InDesign, Target audience, interview and questionnaire. I had to pitch my idea. When pitching my idea, I felt nervous as I don’t like to do public speaking but I felt confident that I pitched my idea well. During the pitch I felt that I was talking fast and slow and that could be because I was nervous. At the end of the pitch I was asked questions and I was able to respond to questions with the correct answer. With my pitch slides I made sure that I included everything that I was going to do and why I was doing that specific task. In Pre-production I researched into different recipes and cooking shows. In My most significant research that I did was researching not how to design and writing an article because these helped me to improve on designing my magazine. I also researching into food photography tips and tricks are significant in my research as well because I have not done food photography before this unit. The method that was effective was the questionnaire and the interview because with the questionnaire it confirmed my idea. With the interview I was able to interview a chef that was working at college that gave me an insight in being a chef and his story of becoming a chef. I say the questionnaire and the interview because they gave me people opinion on my idea and an insight in becoming a chef. The least effective method OI think was researching into the different recipes because I feel like this did not help me gain more knowledge about a cooking magazine, but it did help me gain more knowledge on what recipes I can include in my magazine. My research portfolio can be improved because I could else, I could include in my magazine other than recipes, Vouchers, the interview, images and cooking show reviews. Completing the project, I can identify that their areas of research that would have helped me to edit my magazine better for example how to wrap text in photoshop as well as InDesign. As a researcher I feel that I could have performed better because I could have looked at different editing techniques that I did not previously look at. I feel that looking at different techniques would have helped me more than I thought it would have. Throughout the different units that I previously completed as a researcher I know that my skills of being researcher has become stronger than they were. I say this because as I went through the different units, I started to link my research together. In this unit I made sure to link my research but also use different sources like cooking magazines, cooking books and websites.

At the beginning of this unit, I did not encounter any problems but when we got to the second week of post-production, we did encounter a major problem. The problem we encountered was that we all had to self-isolate and that caused us to have a delay on post-production because I had photoshop, but I did not have InDesign. To rectify this problem was to get a laptop from college but that then caused another problem as Adobe was not working on the laptop, they game me. On my laptop I had photoshop, but it kept crashing a lot so that slowed me down on doing my work. To rectify this, I just stopped editing as I was afraid that I would have lost my work even though I saved my work. The skills that I showed was being organised, communication, flexibility, initiative and time management. I say these because throughout the time I had not editing I did the different task that I have not completed or the task that were for the week ahead for example this evaluation and planning for the screening. I think that I can work on these skills that I put previously because even though they have improved I feel like I can improve on them even more. To improve these different skills, I will need to practice these in different aspects of my life. The problems did not affect my idea, but it affected on how I will edit my magazine as I did not really have access to any software which pushed me backwards. Looking back at my contingency plan I could have considered more than I did even though in my contingency plan I talked about covid 19 and how we might end up in another lock down but not isolation. I also said about using a free software to continue editing my magazine. I feel that I could add this to my research so that I knew what software that I could use.

In pre-production I demonstrated many different skills that helped me. I demonstrated my creativity, planning, writing, organisation and communication. An example of using my creativity skills is when I had to do my page layout, choosing fonts and the colours for my magazines. I had to use my writing skills for when I was writing my articles. Planning, communication and organisation all linked together because I had to use them to fill out the pre-production paperwork for example the location sheet, I had to get my mon to sign it to give me permission. I feel that with this unit I found creating my page layout, choosing the colours and the fonts the most enjoyable because I was able to be creative and I was able to create something different to what I previously created. My time management for this unit was good because I would set a certain amount of time to do certain things and try to stay within that time limit. To make sure that I stayed to the proposal schedule I did work when I got home from college, work from home day and the days that I am not in college. I would made sure that I was on top off my work. In production, I demonstrated practical skills that I previously learnt and skills that I have learnt from my food photography practical. I have demonstrated my camera skills, lighting and cooking skills in production. An example for my camera skills is when I was taking the different images of the food and positioning of the camera. An example of lighting is when I was lighting for food making sure that the food is lighted properly. I also demonstrated my cooking skills by cooking all the different recipes. I found cooking the most enjoyable because I enjoy cooking, but I found taking the images the challenging part because I have not done food photography before this unit. With this part of the unit, I believe that my timing was good because I made sure that I prepared all the vegetables and the meats first so that I did not waste a lot of time. To make sure that I stayed to the proposal schedule I did work when I got home from college, work from home day and the days that I am not in college. I would made sure that I was on top off my work. The contingency plan was important at both stages because anything could happen so having this helped me know that I had a backup plan. When taking the pictures, I was too close to the food, so it made it harder to edit the images. Comparing my images to the images you would see on Tesco that they are not close and that you can see what is around the images. Throughout post-production I gained audience feed back on my magazine and I also gained feedback on my final product they said that I should change the background colour, the images should be edited better, the font should be different, and that the layout should be different.

With the final product does meet my initial intention but I feel that some parts of the magazine could have been better for example editing the images could have been better if I took the images on a better background. I say this because I feel like I could have taken a bit more time to edit my pictures. The needs of my target audience have been met because I included recipes that my target audience can do and that I included vouchers. The strengths of my magazine are the layout and the text and how I wrapped the text around the images. The area of improvement for my final product is that I needed to edit the images of the food better. I have gained skills and knowledge on food photography and InDesign. I have learnt how to do food photography in a practical with Michael so that I can take my images to the best of my ability and I learned how to use InDesign in a practical so that I can put my magazine together. My Product is not reflective of industry standards because if I compare my magazine to a professional cooking magazine like the BBC good food my magazine would seem like it is not good enough. To make my magazine to that level I should have put in more time into editing my magazine.

I think that I did challenge my self because I have not done food photography or use InDesign so I had to learn something new. I did not find it hard to control my schedule at first but then when it came to the second week of post-production it was hard because we had to isolate so I did not have any software. I did not find it hard to set my own brief because I know what I wanted to do and when. I have learnt that I need to practice editing photos as it is not my strong point. I have identified gaps in my knowledge that I know that I need to fill like In Design I need to learn more about it. The final moment I found most significant moment in this unit is when I was doing the cooking for the images because I really enjoy cooking so I would say that that was the most significant moment.