Evaluation unit 1+2 music video

Introduction

My initial thought of the brief was that it would be a new experience for me as I haven’t done anything like this before it gave me more ideas for what I want to do in the future. For this brief, I was looking forward to the different process and learning something new. What concerned me for this unit was that I was nervous, scared, worried and I wasn’t sure what to do due to that I haven’t filmed for a long time. What also concerned me was that I haven’t done anything like this before. I thought that we could choose our own genre but for the genre we got as a group was that I had for the narrative was that a girl is hanging in the park with her friends and she sees a guy and develops a crush. She scared to say something to him, but her friends figured it out and encouraged her to say something and have a relationship with her. I thought that we could have 3 characters two that are females and one male. I thought the females could be dressed in jeans and a t-shirt with a jacket with different accessories. For the male I had the idea of him being dressed in jeans in a shirt and jeans and with any accessories. As a group, we decided on the final idea by taking different elements of everyone’s idea and putting it into a narrative piece that made up the music videos story line. We also had meetings to help us decide on what we are going to do, what roles we are doing, what are we going to need for the music and what locations we are we going to need. What inspired my idea is watching different music videos and thinking what we could I did this because I wanted a storyline that is different but is along the lyrics of the song we chose which was when love takes over. What also inspired my idea is thinking of the lyrics and what they meant and what they say. This helped a lot when it came to analysing the lyrics.

The research I conducted to inform my planning was researching the different areas of our genre which was dance. I asked different questions about the genre dance and researched different genre this is to inform me on what we are doing and what we need to include in our music video. We analysed the lyrics and the music video to understand the lyrics means and what codes and conventions the videos use. The most significant research I did was the questionnaire because it showed me tat more of my age group listen to the genre we were given. The method that were most significant was that was finding out the purpose of music videos because this gave me more knowledge of music videos. The least significant method that I researched was the visual albums because it gave me more knowledge, but I think that it didn’t come in handy, but it will come in handy in the future. I could improve my research portfolio was asking different questions so that I can do things into detail.

I think that the pitch didn’t go as plan because even though we were prepared to some extent. We could add more information and detail to some slides. Our strengths were making sure that we knew what slides to read but there was some slide that we read extra so we could have prepared a bit more. The skills that I have learnt and demonstrated in pre-production is that I can fill forms out such as Location release, location reece and more. In production I was able to show my skills of being production and able to show that I can multitask. Throughout production we didn’t get enough clips so when it came to edit it was hard because we didn’t have enough clips to edit with. As production assistant it gave me an experience because this was a new role. On the first day we forgot to print out the shot list so we said that for the rest of the week we will print out the shot list. In post-production I was able learn new skills and demonstrate them in my thumbnail, but I also was able use the skills that I learnt previously. I was able to use photoshop to create the thumbnail and using different effects to create something different. I think the problem we had at first was finding a storyline because we weren’t able to come up with something that go along with the lyrics. The lyric was about a relationship being complicated, so we wanted to go along the lines of that. We all came up with different ideas and took parts of everyone ideas to get our final idea. The other problem we faced was that we couldn’t find any actors to take part in our music video due to the fact that no one was available at the time due to that they weren’t allowed, or they went to a different college. We also faced something minor when someone left our group to go to another media level. I think the group communicated well due to that we made a group chat on WhatsApp snapchat this made it easier to communicate and what we need to do and find out more information. We also have each other on snap chat so even if we didn’t create a group chat, we would still be able to communicate with each other. The problems we faced was finding actors we overcame this problem by using myself as the female main character and Ahmed as the male main character. I think the production didn’t really change because we were able to stick to our storyboard. While filming we didn’t film certain scenes that was important to the narrative.

The product meets my initial idea because I wanted to create something different and original. I think that my product reflects the dance genre conventions because we had a meeting on which codes and conventions, we are going to use in our music video. I think that we met the needs of our target audience because we know what they like and understand what they want to see. We also said that we are more around their age group as well. The strengths I think that the product have is the thumbnail because I was able to learn something new. The product could improve by the camera quality and getting better camera positions. I also believe that I could improve on my editing skills. I could improve on learning to cutting to the beat. I learnt new things in premiere pro and photoshops that I could try in the future. In photoshop I learnt how to create the thumbnail and add effects to them. In premiere pro I learnt how to do multi-screen and how to take a frame from a clip. I think that the product does and doesn’t reflect the industry standards I say this because I think that partly it does due to that I tried my best to do the editing I can and to add effects to the thumbnail. To improve my editing, I would practice, and I would watch more editing videos and effects.

In my opinion I would say that I challenged myself as music videos is new to me and that it is different. Doing this unit gave me a new experience and gave me a new understanding. I think that we as a group has set the bar in the middle because we could have come up with a better idea that was more creative and different. I also think as a person we did set the bar to in the middle because I could have given more creative ideas to the group. What I learnt about myself is that I can be organised and able to come out of comfort zone and do things that don’t like to do for example be the female character for two music videos. This also gave me a new experience of seeing how a music video is made. I realized that I could have improve my knowledge in camera skills and more. I also realised that I could improve on my editing skills this would give me the opportunity to learn new things. Over next term I could improve on a number of different things such as editing and camera skills. I would like to achieve on goal at a time so that I can focus and improve on it, so I would like to improve on editing skills. So that next term I can use the improved skills that I learnt and that I can use in my work. I also think that I can improve on a number of things like communication that can help me in the future.