Unit 12 Evaluation

At the beginning of this unit, I wanted to find out how has social media impacted journalism. To address the topic that I chose for this unit I researched into many different topics that relates to the topic. When it came to deciding on a topic it was very difficult for me at first because I did not know what I wanted to do but as I investigated different things, I realised that I wanted to do something that includes both social media and journalism. Looking at the different topics that were about social media and journalism inspired me because I wanted to find out more on how social media impacted journalism and I also wanted to do something that was different. My final product it does not exactly represent my original product that I wrote about in my proposal as I had to make some changes to my final product. At first, I selected the idea on how social media impacted but as the unit went on, I changed the topics as I need to create content three double page spreads and the original topic idea would not interest my target audience that much so I changed it to topics that would interest them.

The research that I conducted for this unit was both primary and secondary. For my secondary research I investigated different topics such as the changes social media has made to journalism, the ethics of both social media and journalism, journalist using social media, the positives and negatives of social media in journalism, fake news, the audience using social media, the influence social media has in journalism and the role social media plays in journalism. Researching into the different topics gave me more knowledge on the impact social media has made in journalism and why it has a certain impact. For my primary research I conducted an interview with a lady named Erin I emailed her the question as she was busy after I received the questions back, I read through her answers and she gave me really good information that helped me gain more knowledge on the topic. I also conducted a questionnaire on how people like receive their information. I got quite a few responses for my questionnaire and the responses that I received from my questionnaire helped me to know what the different ways are, and it also helped me to understand social medias impact on society.

 As I went into pre-production I researched into the different fashion and make-up trends for 2021, covid-19 bucket lists and the most popular tv shows and movies. Researching into these different topics will helped me to know what to include in my articles and what people will enjoy reading. I also researched into photopea which is a photoshop alternative that is available online. I watched different videos that was on YouTube so that I can see how to edit on this software because this was my first time using it, so I was not as nervous as I was when I first used photoshop, but I was not as confident. I think that my secondary research was most effective because some of the information was different and gave me insight to different aspects but at the same time it was also least effective because some of the information was also just being repeated. The questionnaire and the interview were the most effective I say this because it gave me peoples opinion about the topic. I could improve my research portfolio by adding more detail to my work and add more visuals to my research like videos and images. I could have researched how magazine double page spreads layouts and what codes and conventions that are included. I think that as a researcher in this unit I could have performed better because of lockdown I started to get unmotivated so I started to struggle to keep up the standard of my work so I think that I could have done better.

I faced a couple of problems in this unit one of the problems that I faced is the editing software I used to edit my photos. As I went on to create my double page spread it kept crashing, so I had to use another software so that I do not lose any of my work. Another problem I faced was when I was trying to take my picture, I could not find the right lighting because the day that I was taking the photos at the beginning it was cloudy but as it continued the sun started to shine.  Covid-19 caused a massive problem that affected the whole class because we went into another national lockdown which meant we could not go to college, so we had to complete the unit from home. As the unit went on, we had to look for software alternatives and then we got told by college that we could not get any equipment. The skills that I had to show was my flexibility and resilience because I had to change my original idea that I had. I also had to demonstrate my time management and organisation skills making sure I that I take the photos in the sunshine and making sure that I do not miss any of the sunshine so that my photos turn out well. These problems that I face did not affect my idea in any major way as it was only technical and lighting problems that were easily fixed.

 I demonstrated a variety of skills in the pre-production stage of this unit. When it came to writing my proposal for this unit, I had to use many writing skills and making sure that I added enough detail to it. When writing my article, I used my creative writing skills I used this skill so that people can enjoy reading my articles and not get bored. I used my designing skills to choose how I want to layout my page, the font and the colours I would want to choose for my article I used this skill so that I can design my article to catch people’s attention. I used my communication skills to communicate with different people an example of me using my communication skills Is when I needed to ask my parents to sign the location release to give me permission to take the photos I needed. I also used my researching skills in pre-production so that I can look at what I can include in my articles, the content of my articles and into the software I used to edit the photos.  I found researching into the content of the articles, writing the articles and the proposal because I knew what I wanted to write and what I was researching. I found choosing the fonts and the colours for my articles challenging but enjoyable. I say that they were challenging because I could not decide on what colours or fonts for my articles. When it comes to time management, I think that I managed my time well because I would look at my proposal schedule and followed it to the best of my ability. To keep on top of the schedule that I did in my proposal I would make sure that all my work is up to date so I can move on to the next stage.  A contingency plan was important for this unit especially when I cannot access college or the correct software.

When it came to taking the pictures for my fashion trends articles that I included double page spreads they turned out how I wanted them to turn out because I made sure that I did not take the images when the weather was cloudy and dark. I also made sure that I changed the exposure on my camera as it was too bright at some points.  I do think that the photos I took met my target audience because it gives the visual of the current fashion trends and how they could style them. I think that the strength of my photos is how I staged the area and making sure that the area was tidy and clear. I think that I could improve on making sure that there were no shadows in the image. I have gained more knowledge on how I can take pictures on my phone and make them turn out the way they did. I think that if I had the proper equipment the photos would have turned out better, so I do not think that the images that took reflect the industry standards because in a couple my photos there were shadows. If I look at images in a professional magazine

My final product that I created does meet my initial idea because it has the colours that I wanted to include, the font and the images but the only thing that I changed for in my article is the layout because I could not make the measurements fit landscape. My final product that I created does meet my target audience needs because with the audience feedback I received they said that the content that I include in my articles is relatable. The strength of my articles is the design of my articles because of the colours and the font that I used in the different articles that I created. I gained audience feedback on areas I can improve for my article. They said that I should pay more attention to how my text is aligned, I need to add more colour to my articles, repeating words and my grammar. I have gained knowledge and skills on how to use my phone camera to get the best quality photos I could. I also gained more knowledge on how to edit on the software photo pea from watching different YouTube videos on how to edit on the software. As I went on to compile my articles on photopea it kept o crashing so instead of compiling my articles in photopea I switched to Canva to compile my articles. I do not think my final product does not reflect the industry because I started to get unmotivated as I had many distractions around me so was not able to concentrate properly.  If I compare it to a top magazine companies double page spread my magazine is not at that standard but I could have done better if I did not have as many distractions around me.

I think that for this unit I could have challenged myself more than I did because I think that I need to things that gets me out my comfort zone. When I came to doing the schedule and writing my own brief for this unit, I did not find it difficult to do the scheduling but when I came to writing the brief, I found a bit more difficult because at certain points of the brief I did not know what to write. I have learnt many things about myself is that I need to work on my confidence and my writing skill. To build up my confidence and my writing skills I will practice these so that when I start my final major project, I will be more confident, and my writing skills would have improved.