Unit 11 evaluation

In this unit we had many things to achieve like create a LinkedIn account, apply to Ucas and create a business idea. In the business idea I created a showreel, ident, logo, business cards and what I want to do. To address my progression process project and the materials that I used for it. I researched into things that I did not understand. I also watched different YouTube videos how to edit my showreels and ident and what transitions and effects I can use for them. From the beginning I always wanted to design and style a magazine so deciding what I wanted to do for my progression process and materials was easy to do. Popular magazine brands like vogue, Elle, People and many more brands is what inspired my idea for my work as I like how they design their magazines. My final products do reflect the briefs original requirements because in this unit I did many different things like create a showreel, ident, logos and business cards. We had to create a LinkedIn account and create our CV. We did a headshot for my LinkedIn account where I uploaded it to my account alongside my CV. On my account I put some of the projects that I completed in previous years to the account so people can see what I have created. Alongside with everything else we also completed our UCAS application. My final production I selected this idea for my business idea and materials because it is something that I enjoy doing and it challenges me to do something different.

For this unit I researched into different topics like freelancers, self-branding, the different types of employment contracts, Logos, fonts, Showreels, colour swatches, business cards and different self-branding magazine editors. Looking into the different topics helped me develop my idea more. Knowing how a logo should look and what font and colours I can use. The research helped me design my business card. I also researched into showreels and idents and how I can create them. I watched a professional and student showreels and what they both include and what is different. I also researched into what transitions and effects to make my ident and showreel different to other people. Researching into logos and business cards was my the most significant thing that I researched because my ident and showreel helps to promote my idea to the world. Most of the research that I did in this unit was the most effective because it helped me build my brand more, but I found researching into freelancers that are magazine editors was the least effective research I did because I did not find it helpful. I could improve my research portfolio more by researching into idents as I did not research it. On the completion of this project that I created I have identified areas in my research that I could improve on is my ident and showreel because I feel like I rushed them.

At the beginning we did not have any problems but when December came, we went into a lockdown which was not meant to last long but it was not lifted so that meant we had to work rom home as college was closed. This caused a problem for us because it meant we had to hold off on doing our idents, showreels and headshots because we were not allowed into college, so we did not have access to the proper software to create my ident or showreel. We could not work with the original deadline but as we had the problem of being in lockdown, we had to push the deadline so that we can complete all the work that we could not do at home. The problem solving that I showcased was that preparation and organization I used these skills so that when I returned to college all I had to do is create my show reel, my ident and take my headshot. I used these skills in this unit with our showreels because we had to organise our footage and do our showreel sheet of what we were going to include and how long it is going to last n the showreel. I think that I could improve on many of my problem-solving skills like working under pressure and my self-confidence. To improve theses skills, I could practice my self-confidence and working under pressure. I really need to work on these skills quickly as I would need these skills for when I go to university. In this unit I did not face any problems with my idea so that meant that nothing affected my idea.

My progression material that I did for this unit does meet my initial because I did not have any problems that affected my idea, so this means that my idea did not change anything and stayed the same. I my opinion I think that my business cards and my logos are the strongest part of my progression project and the weakest part of my progression project that could be improved is my showreel and my ident. In the unit I have gained more knowledge and skills on how to edit a showreel and my ident and special effects that I can use for them to make them move smoothly. I gained knowledge on how to edit on adobe after effects and what I can do with my ident. I think that my project does not really reflect the industry standards. I think that if I compare my work to a professional’s work to my work it will not be up to the professional’s standards so to make my work better in the future, I will spend a bit more time on my work for example my ident and my showreel as I feel like I rushed to complete them.

In the unit we also had to do work experience where we had to create tutorials that were about different topics for a tutor at enterprise way. In the group we had different roles to do but the role that I did in work experience was sound. As a group we got assigned to a tutor that is placed at enterprise way. I think that as a group we communicated with each other and the tutor well because we created a group chat on teams where we were able to discuss what we needed to do for the video and what we going to do next. I had to figure away of not holding the boom pole because it would end up in the shot, so I stuck the boom pole down to the table to solve the problem. We ended work experience earlier than we thought we would because we ended up back onto another lockdown. With work experience I think that the videos that we created as group came out really well and that we set a good standard for our work. I think that my communication skills have improved from when previous units. I also had to do diaries that are in full detail of what video we filmed and if we had any problems with the equipment or anything.

At the beginning of this unit, we had to apply to Ucas so that we can apply to university we did this during this during our TPA lessons. Doing the application will give us the chance and the opportunity to choose if we want to go to university. For our Ucas application we had to create a personal statement to sell myself to the university so that they give me the option to go that university. With the personal statement to get it perfect we did three different drafts of it. After tracking my application, I wish I could go back and change some things on my personal statement. Doing this has helped me with my writing skills and helped me to sell myself better.

Throughout the unit we did diaries in detail of what I task I completed, what I needed to complete, why I did the task, the problems I had, what went well and what I need to complete. I think that I could have work worked harder than I did so I think that I did not set the bar high enough and that I did not challenge myself enough. I did not find it difficult to set my own schedule and my own brief gave me the opportunity to work on my own timeline. I learnt that I need to work on my editing skills more than I have previously done. I have also learnt that I need to work on my time management skills for in the future as this is a very important skills that I can use anywhere. To improve my editing skills, I could practice and watch different YouTube videos to see how to do different for example how to change the colour of the background. To improve my time management, I could time myself on different tasks.