

## Music Video Audio podcast evaluation

My evaluation is in the form of a 3 - 5 audio podcast

### Opening Line

My name is Sammy Gabrria - Nivas and welcome to my podcast for my music video evaluation.

1. Evaluation for Music Video. Discuss the project itself.

- How did it go?
- Your overall thoughts

### Answer

I believe that my pre - production could have been planned a lot better. For example, I decided to do a narrative based music video and do it in the style of an animation. However, it proved to be too difficult and I had to rethink my idea.

I believe I was successful when responding to my research results and meeting audience expectations. To prove this I asked my target audience what they would like to see in my music video. The technical work received the highest responses and I applied this to my production by focusing on camera techniques and post production work.

Another way I proved this was by asking my audience what their favourite jazz song was. Summertime received the highest responses and I decided to do this as my song for my final product.

An area that I felt improved on was directing. When it came to the shooting of my production I clearly understood what I wanted to achieve. I proved this by explaining to my actors and crew what my vision was and breaking it down for them so they understood.

**I felt I was on a journey of learning in this project. This is because I had to respond very quickly to changing my original idea and adapting to a new idea and reorganising it in a very short time. Whilst I was under pressure I had to stay focused and calm.**

**2. Your own professional practice during production and your performance through the project.**

- Were you professional?**
- How did you maintain professionalism throughout this project? Give examples**

### **Answer**

**I do believe I was professional in this project and I demonstrated this in confidence and maturity.**

**I showed professionalism when it came to rethinking my idea for my music video. I demonstrated this by writing up a story and breaking it down into shooting and technical production. In addition I made sure I had a beginning and end to the technical production and story.**

**I was also professional when it came to reshooting my rushes. I demonstrated this by looking at what rushes needed to be improved and contacting my actors to come and reshoot for improved rushes.**

**3. Strengths and Weaknesses of my project with examples.**

### **Answer**

**My biggest strength was my technical production. I made sure I planned out my shots and soundtrack carefully.**

**Furthermore, when it came to the shooting of my production my camera operator understood what shots I wanted and the shoot was a success.**

**I also believe my main research was another strength because my research informed me what my target audience is interested in and what song would be popular. This helped me understand what type of product I wanted to create for my target audience.**

**One of the weaknesses I identified for this project was my organisation. I originally intended my music video to be an animation and created 115 storyboards for the animation.**

**I tried to animate it on an internet animation program called Opentoonz. However, it was too difficult as the process of the drawing the animation took longer than I expected. I then reflected on my mistake and rethought of what I wanted to do for my final product.**

**Another Weakness I identified for this project was my communication with my actors. For example, I didn't give my actress enough detail for the reshoots and this caused her own plans to be disorganised.**

**4. Was your project successful? If you were to re-do your project what changes would you make and why?**

### **Answer**

**Overall, I do believe my project was successful. I believe it was successful because my research informed me about my target audience. Despite me rethinking my idea for this project, I felt very content with the final product I created.**

**If I was to do this project again I would improve my organisation and communication. To improve these two skills for my next project I must do the following: create a production schedule that will keep me organised and give proper communication to my actors.**

**If I was to re do this project again I would also listen and carefully consider the advice of my lecturers as they did advice**

**me that animation would be too long and be challenging. On reflection I feel like I should have responded to this by considering the pros and cons. And will take this on board for the future.**