

Copper Coast Critical Reflection

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Introduction

In this essay I will be analysing what I did in the making of the film festival. Analysing how I worked through the film selection, ident, trailer and logo creating process.

Film Selection

In the film selection process we were each given a list of films to watch individually by logging onto the filmfreeway website. I selected the films I believed to be worthy of entering the film festival by a range of different aspects, story, cinematography, music, directing and acting. Great cinematography was something that I saw throughout most of the films but it was let down by the story, even if you have the best camera in the world and the best location that doesn't equal a great film. A film needs a story and interesting characters to create a great film and to make people want to watch it.

I watched twenty films initially in the process of narrowing down the list and then chose the final nominees for the "Best Actor" group, we all gathered together to watch the nominees in each category and pick winners and runner ups.

I learnt a lot from watching these films, it gave me more insight into what to do and in some cases what not to do when creating my own films.

Idents

In the process of creating my three idents, I chose to focus on the logo of the film festival. Using the logo as a centre point, having a white background to bring focus to the black logo on screen. In each ident I chose a theme to bring forward, the first one was the theme of professionalism and story as the logo is typed onto the screen with the effects of a typewriter and sound backing it up. The second is a more childish, playful theme as the logo comes onto screen seemingly hesitantly, stopping every couple of seconds as if it's hiding, this is backed up by the soundtrack. The third is a more dangerous/dark/rock theme as well as technical as the logo appears on screen in fragments of text and when it does it is filled with yellow and black flames that's after a few seconds blur and swirl to give the effect of a camera losing focus.

Having looked at other idents I do wish that I could change my idents and add in footage.

Trailers

Having researched festival trailers such as “New York”, “London”, “Lavazza Italian” and “TIFF” film festivals, I had an idea as to what I wanted to create with my trailer and that was to get the audience's attention from the very start as like mine was when I watched each and every trailer. Focusing the trailer on story and the characters is the main thing I learnt from watching the different festival trailers as the story and the struggles and victories the characters go through is what ultimately makes a film.

In picking which footage to use in my trailer I focused on faces, happiness and pain. Starting off the trailer with happy moments, enforcing the text I had chosen to overlap the footage, texts appears throughout the videos saying “Copper Coast Film Festival”, “bringing people together”, “from all around the world”, “to experience the joy of film”.

I chose the font “Copperplate” keeping in theme with the logo I created and also the film festival in itself, “Copper Coast”. During my first attempt the white text I used didn’t stand out enough on screen, seeming to blend into the background of some of the footage so in the next attempt I added a shadow that highlighted the text and brought it out more so it could be seen but after re-watching and having others watch it as well, I agreed that the shadowing I had first used was excessive. I played around with the softness, thickness and managed to create a shadow that still highlighted the text to stop it from blending into the background but wasn’t so excessive that it took your attention away from the footage and on screen message.

Also having re-watched my first version of the trailer I noticed other mistakes that needed to be addressed, the text going over more than one line and the misplacement of text, having the “300 films” last, so I changed the order of the text making it go down starting from “300 films”, “22 nominations”, “8 winners”, “1 place”, so the text was in order and made more sense. Also I noticed that although I had mentioned “1 place”, I hadn’t actually said where the festival was so at the end instead of “University Of Wales Trinity St David”, I simply changed it to “Swansea”.

The shots were also too long, at 29 seconds in I added in part of a second soundtrack that had a faster beat with drum beats to contrast to the first more slow peaceful piano soundtrack I used throughout the trailer and because of this I noticed that the shots looked wrong so I used more clips from the different films to work better with the faster beat and also inadvertently giving the audience even more clips from the films they will be able to see if they attend the festival.

The theory of trailers is to give the audience a glimpse into the festival or film even to see if it is something they would want to watch, the goal is to use the most interesting or compelling clips

to grab their attention. I used this theory by choosing the clips from each film that had grabbed my attention when I had watched them and the clips that made me feel happiness, sadness and pain along with the characters.

Logo

The theory of a logo is that it creates a brand for your product, whether that is a festival, film, food or clothing. The more you see of a logo the more you remember it and the more popular it becomes the better that is for your brand and product.

I created my film festival logo in photoshop after having collaborated on ideas/fonts with a colleague. I definitely wanted to keep the box style that we had from the first “Copper Coast” logo and created that box in photoshop using rectangles all of the same width and joining them together leaving the gaps on each side. I used the “Copperplate” font in keeping with the festival/festival location, I created both a black and a white version of the logo because at the time I didn’t know which would look better in the trailer but both can be used throughout the festival depending on the background.

Conclusion

In conclusion I believe that I have succeeded in my attempt to help create a great film festival this year, both with my input in the selection process, the creation of a logo and a trailer. I do think that I could have done a much better job creating the idents, as all three of my designs were very simple and I feel I didn’t challenge myself as much as I wouldn’t liked to in the planning and creation of the idents. If I had the chance I would definitely research better into creating idents and try to incorporate the footage into the ident as well. I learnt that there is a lot that goes into the making of a successful film festival and a lot of different moving pieces that have to come together.