

Jöttner Report - Client Project- HPMF6005- 2103747 - Jess Shreeve

Reflecting on the project, I am satisfied with its outcome despite the numerous challenges encountered. I was able to pivot and think on the fly in a professional manner when navigating the difficulties and challenges being able to supply effective results

Planning and Preparation

From the start, I identified how important have a detailed and structured approach would be, planning out my timelines and the necessary steps I needed to take in order to make this project a success, ensuring each phase of the project was considered carefully, this proactive planning in an ideal world would have set up a strong foundation that I could build on and allow for a clear concise timeline for my client.

Understanding Client Expectations

My Interactions with Jöttnar were very informative and insightful. I was able to partake within In-depth discussions, outlining what they were after and how their brief and expectations matched up with my skills and talents as a filmmaker. I was able through these discussions to gain a robust understanding of the vision they had, ensuring my project matched their purposes for reaching out in the first place, allowing for clear and concise planning and an outline of the steps to take being created.

Challenges with Timing and Delivery

A significant obstacle to my planning arose in the form of a late arrival of the clothing items I needed to create this project. The delay was substantial with my receipt of the clothes a week or two before the final deadline for the entire project. This threw off all my planning and meant I had to pivot heavily to even get this project completed. One of my original models was unable to do dates so late as he had a holiday booked for the end of april, which originally wouldn't have mattered but with the clothing arriving so late I had to seek a different model. Had this situation occurred in a real-world scenario with a client, I would have discussed the impact such delays had on my work and planned timeline and such I would either need to reset client expectations or potentially even scrap the project all together as the situation was unsatisfactory for all parties involved.

Adapting to Circumstances

Despite these setbacks, the project proved to be an invaluable learning experience. I maintained a professional attitude and demonstrated flexibility in adapting to the evolving circumstances. This adaptability was crucial in ensuring that the final deliverables met a commendable quality standard despite the initial setbacks. This

adaptability came in the last minute change of locations and models, having only 1 weekend to film the entire project but fortunately the weather lined up and I was able to get it completed despite the setbacks.

Lessons Learned and Future Application

One of the most significant lessons learned is that expectations and delivery promises should be clearly set out and upheld by all parties. With this in mind future projects I am a part of will emphasise this aspect from the beginning, ensuring all necessary resources are secured well in advance to avoid similar issues. This will involve establishing a clear timeline and expectation that the client and myself will agree on and maintain an open line of communications to disclose any delays or change to these pre-agreed plans before they become an issue.

Stress Management and Professionalism

The Stress and anxiety caused by such heavy delays in this project highlighted numerous quirks of professional practice that I will consider in future. While maintaining professionalism and keeping clients onboard is vital to good business success, this project showed the more difficult and complicated side of maintaining a professional relationship while everything is crashing down. Effective stress monitoring and management techniques were and will continue to be useful as I pursue further client based work, While in future projects I will be more vigilant of potential road bumps and stressors earlier and will implement communication and mitigation strategies to reduce the impact these road bumps may have on future projects.

Final Deliverables and Quality Assurance

Despite the various challenges and setbacks, the final deliverables were of a high-quality level, matching Jötnars current brand identity and values will provide a series of content to bridge the gap between potential client bases. This quality was maintained through the ability to at first meticulously plan but then be able to pivot on that plan, having a back up on back up plan for situations that may arise and to be able to adapt to situations as they come up is an invaluable skill I developed over this project and my degree, This experience in particular has underscored the importance of my own quality assurance processes, being able to hold my self to a high standard and identify when is the best time to change tack for the sake of the project and its quality in order to ensure the final output meet or exceed the clients expectations while maintaining my own professional and personal self-respect.

Continuous Improvement

This project has been an excellent chance to work on my areas of weakness, each challenge faced provided an opportunity to learn, grow and adapt both my existing skills while also helping to develop softer more subtle skills such as professionalism and communication. Reflecting on this experience, I feel I am better equipped to identify and

address potential issues that may arise prior to them becoming true issues which will be vital for my continued professional practice and development through my personal and professional life.

Building Resilience

The Challenges I encountered in this project and other projects through my final year on Adventure filmmaking have contributed to building my resilience. This year has not been the easiest and having to apply for extenuating circumstances meant this project was complicated even further. However I have proven to myself that in professional and personal settings I am able to adapt and overcome unforeseen circumstances, find solutions even under pressure and grow my confidence both in terms of discussions with a client but also being able to sell myself as a professional.

Conclusion

In conclusion, the project, despite its challenges, was a success and provided valuable insights and learning experiences. The professional skills and development I have gained through this project will and have already set me up on a good path for continued work as an adventure filmmaker with my eventual goal to work with companies such as peakUK, Pyrhana and RAB, this project was a brilliant practice run to identify the things that went well : My adaptability and creative talents under pressure, as well as those that didn't go so well and need more improvement but improved over the project, e.g. ability to foresee negative outcomes before they happen and professional discussion with clients I am unfamiliar with.