

BA (Hons) Commercial Dance

Assessment Cover Page

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**Professional Practice for
Performance**

ADPA6008

Reflective Essay

Reflective essay PPP

From January 2026 to March 2026 as a company, we presented 3-minute TV advertisements for Urban Outfitters. Alongside a 20 minute Behind the Scenes (BTS) showing the process. I will be evaluating the overall process we made as a company as well as my own personal development during this process. To produce high quality videos for the presentation there were many different jobs we needed to fulfil as a company. These jobs include:

- Developing the concept
- Choreographing (for the advert)
- Dancers for the advert
- Filming (for the advert and content for the BTS video)
- Editing both videos
- Organising set locations
- Organising the props for specific parts of the set.
- Costumes
- Organising the presentation event.

We also had to put on fundraising events to allow us to produce high quality content. With this fundraising we managed to acquire a videographer that would also edit the main 3-minute advert.

Early on we decided to divide these jobs up among us, this allowed us to complete all these jobs to a high standard within the short time frame we had. For instance, my main roles in this process were:

Sarah Chattaway
(2304455)
Professional Practice for Performance
ADPA6008
Reflective Essays

- Dancer in the Advert
- One of the Prop Managers (mainly leading and organising the props for the Classroom section).
- Editing the 'Concept' section for the BTS video

As a company we all had extensive experience dancing and developing concepts primarily for dance shows. This knowledge came in handy when developing the concept as well as the main products. Personally, I had experience in dancing/performing, along with editing. This was very beneficial when it came to shoot day and when editing my part of the 20-minute BTS video. However, I still lack experience in the industry mainly when it comes to dancing for film. To help overcome this, there were tactics I applied that made me more efficient on the shoot day. These tactics involved:

- Getting advice from people more experienced
- Making sure I was as adaptable as I could be
- Watching Behind the Scenes Videos. (For example, Gap's YouTube video "Making of the 'Better in Denim'" featuring Katseye (2025))

Watching the videos not only gave me a better understanding of the process of shoot days, it gave us ideas on how to layout our BTS video.

During this process I managed to gain and develop new skills alongside developing skills I already possess. These skills include pitching, dancing for film, being on a set

Sarah Chattaway
(2304455)
Professional Practice for Performance
ADPA6008
Reflective Essays

and fundraising. Gaining these skills were not only beneficial during this process but will also benefit me for future projects.

During this process the main reflective model we applied was Schön (1983). This was because unlike other reflective models like Gibbs (1988) this method allowed for in action and on action decisions making. Allowing for swift effective solutions to challenges we face. For instance, we used Schön on the arm section in the dance break in the fashion studio part. We changed it from everyone going the same way to having half the class going the other way. Doing this made the dance break look better as it gave the choreography more dimensions, making it more interesting to watch.

Developing the concept for this project was essential, especially in the early stages as it guided the direction we wanted for the TV advert and the BTS video. One of the first things we did was background research into similar adverts such as Gaps Better in Denim advert featuring Katseye (2025) for the smooth camera transition with the dance breaks. And the Candy Crush x Thundercat TV advert (2025) for the narrative element. For inspiration for the BTS video we took inspiration from Gap's Making of: Linen Moves (2024) and Gap's The making of: Better in Denim (2025). Having these references were vital as it gave us inspiration whilst also being a helpful guide, due to it being the first time we created an advert like this as a company.

One of the first things we did as a company when developing the concept was breaking into smaller groups to brainstorm our initial ideas. This allowed us to generate multiple ideas as we took inspiration from each other whilst allowing us to see the similarities each group had. Seeing the similarities allowed us to see the natural direction we wanted to take as a company whilst being realistic.

However, the brainstorming session revealed that we had too many ideas as well as some being unrealistic. To solve this problem, we decided to have our creative director make the final decision. (We could have vetoed the idea if we didn't agree with it.)

Doing this allowed us to collectively agree to a concept early on, that we could develop further over time. This leads us to making Urban Outfitters the brand we would focus on. Urban Outfitters suited us as a company for many reasons. One of the main reasons was we were Urban's target demographic not only as a generation but as creative individuals. "They came up with the idea to open a retail store for a topic for an entrepreneurial class" (URBN, 2025) From this we can see another reason why Urban fits us as a company as it started out in university with university students similar to us. As Urban is a company that sells a combination of different products and aesthetics, we were able to use parts of all our original ideas whilst developing it to fit Urban Outfitters specifically.

Individually, whilst I found the references gave me more clarity on the project, I originally struggled to make contributions that helped to create and develop the concept. This was due to my lack of experience in the field but also with Urban Outfitters as a company. To overcome this, I did my own individual research on the company. One way I did this was by going to Urban Outfitters myself to get a clearer image of Urban as a company. (See Appendix A). Another way was looking at Urban's

about page. "Urban Outfitters was founded on the pillars of self-expression, connection, and creativity." (URBN, 2025) From this we can see that Urban is about individuality and community. Once I had a clearer understanding of Urban Outfitter, I found I was able to contribute more, like creating mood boards (See Appendix B-D) for each room to help solidify the aesthetics for everyone involved, including the videographer. Being able to develop the concept for this project was essential as it guided the direction we wanted for the TV advert and the BTS video.

The rehearsal process involved a mix of developing the dance sections and organising different parts for the shoot day. This includes organising props, costumes, BTS footage and fundraising. As a company, we divide these roles equally between us as it was a more efficient way of pushing the project forward especially in the time frame we had. Personally, I was on the props team, specifically, I oversaw organising the classroom. This involved making sure I had enough plain black notebooks and the same black biro pen along with a lot of plain A4 paper that was to be thrown. Looking back, I can see that I was able to fulfil my role well as I managed to organise all the props for the classroom section whilst also contributing other props to the other rooms like my bag of yarn for the Fashion studio.

When developing the TV advert, we realised early on we didn't have the funding that we needed. Using Schön's reflective model (1983) as a company we decided to put on multiple fundraising events. This was very beneficial as it gave us enough funding to pay for a videographer and props. It also helped strengthen our bond as a company allowing us to work more efficiently together. "Fundraising unites your team as you

work towards a common goal. People will have the opportunity to connect and build relationships.” (Simononthestreets.co.uk, 2026)

One of our fundraising ideas was doing DIY scratch cards. As a company we had to all individually fill at least 1 20 box grid with donations from people. I personally struggled to do this mainly due to lack of interest from my social circle. This was mostly because they are religious people who don't participate in gambling. To overcome this instead of asking them to pay for a square I simply asked for donations. “Previous research has shown that religious people donate more money to charity than those who are not.” (Taylor. P, 2013) From this we can infer that my social circle were more likely to donate what they could whilst expecting nothing in return.

This outcome was very beneficial as I was able to raise £300 from donation alone. In doing so, with my contribution we were able to pay for the majority of the videographer.

As a company we managed to get all the footage in our 1 shoot day. Filming it on a Saturday was one of the reasons we were able to do so. As our filming location was WAVDA University it meant that barely anyone would be in the building giving us easier access to use the main classrooms we booked as well as the hallways, lift, stairway and reception area. As a company we managed to set up the sets the day before. This was very beneficial as it meant we could start filming early in the morning. It also meant we gained the time to fix any problems we had with the set, such as part of the set falling.

Even though we had practiced in the space, the spacing at certain points didn't look good on camera. To solve this, we looked at what the spacing looked like on camera,

and we were able to make small adjustments that made the spacing look more effective on camera. In turn this made the dance breaks look better on camera as it made it seem fuller and more active.

Personally, I was able to fully perform in the classroom section. Despite this on the first few takes I kept making a couple mistakes. This was partly because this section was intricate and was fully finalised very late into the process. Knowing I was making little mistakes in between I would go over the details in the section making sure I wouldn't make the same mistakes twice. This led to me managing to perform without any mistakes when the camera was doing a close up take on me.

A few days after shoot day we managed to get our final product for the TV advert completed. As a company we decided to mainly focus on editing the BTS video as that was the largest job we had and in comparison organisations the presentation would not take us long. Originally we had 1 editor however we soon realised that this task was too big for 1 person especially in the short time frame we had left. The solution we implemented was to have a team of editors. "Collaborative editing allows multiple editors to contribute their skills, perspectives, and creativity to a project, ultimately enhancing the final product." (Finchley.co.uk, 2024). From this we can see having a team of editors can enhance the final cut as the use of different skills and ideas can make the final cut more visually entertaining for the viewer whilst also getting it complete at a swift pace. Whilst we divided up different sections for specific editors, we still have a head editor. Having a head editor allowed to put all the separate simple edits into 1 cohesive 20 minutes BTS video. This method was very beneficial as we

managed to create a high quality BTS video together as a company within the short frame.

As one of the editors I was able to create a simple edit for the concept section of the video before my allocated time giving more time to the head editor to fully develop the section.

Reflecting on the processes I can see whilst we did well in certain areas, there other areas we could have improved on. As a company we were all able to organise ourselves effectively allowing us to accomplish our individual tasks. For instance, I was able to organise the classroom efficiently whilst also being able to contribute props and ideas to the other main rooms.

One of our most significant missteps was not having the final cut of the BTS completed earlier. Whilst we were able to get the first version of the BTS, on the day of the presentation we had to make a lot of edits to the BTS video to improve its structure and make sure we were including the right content such as the reasoning behind certain decisions. Whilst we managed to finish editing it just in time to present it, the video had to be shown in the cap cut as we had not exposed the video and we had less time to plan out our presentation. This in turn made us stressed which did show up in our performance a bit during our presentation. With hindsight I can tell that we should have started editing the BTS earlier as well as making sure we have all the footage we need beforehand like introductions for each part.

Whilst the TV advert came out well, we weren't 100% satisfied with the final product as the narrative and continuity of the story gets a bit lost after the fashion room section.

This was mainly due to the lack of clarity our videographer had on our story board. From this experience I have learnt that it's vital that the story board is 100% clear for everyone involved, especially the videographer.

Reflecting on my own personal journey whilst I did well performing in the classroom section my performance could be more cheerful in the other sections. Especially the dance breaks. Whilst filming the dance breaks I was concentrating so much on getting the choreography right that I would forget about performing. To overcome this in future I will start to incorporate my performance when learning the choreography in rehearsal times.

In conclusion I can see we were able to present a high-quality TV advert and equally decent BTS video that we created together as a company. As a company and individually we were able to overcome challenges by using the Schön reflective model (1983). For instance, as a company we came up with the solution of raising the necessary funds with multiple fundraising needed to create both videos to a high standard. Personally, even though I was struggling with the DIY scratch cards I was able to get more funds through donations, which was very beneficial when hiring a videographer. In this instance this outcome was better than the original plan as I was able to fundraise a lot more than the scratch cards.

There are areas I can improve for my future development as I enter the industry. For instance, in the future I aim to be able to perform better to the camera by adding my performance earlier on in the rehearsal room. I will also make my alignment clearer by going through the movement slowly and using the mirrors to help correct my alignment.

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Professional Practice for Performance
ADPA6008
Reflective Essays

This will not only make a better dancer overall, but I would look better on camera as well as making the choreography look better.

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Sarah Chattaway
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Professional Practice for Performance
ADPA6008
Reflective Essays

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Sarah Chattaway
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Professional Practice for Performance
ADPA6008
Reflective Essays

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Professional Practice for Performance
ADPA6008
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Appendix

Sarah Chattaway
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Professional Practice for Performance
ADPA6008
Reflective Essays



Appendix

Classroom



Earth Tones

procreate color palette
30 swatches

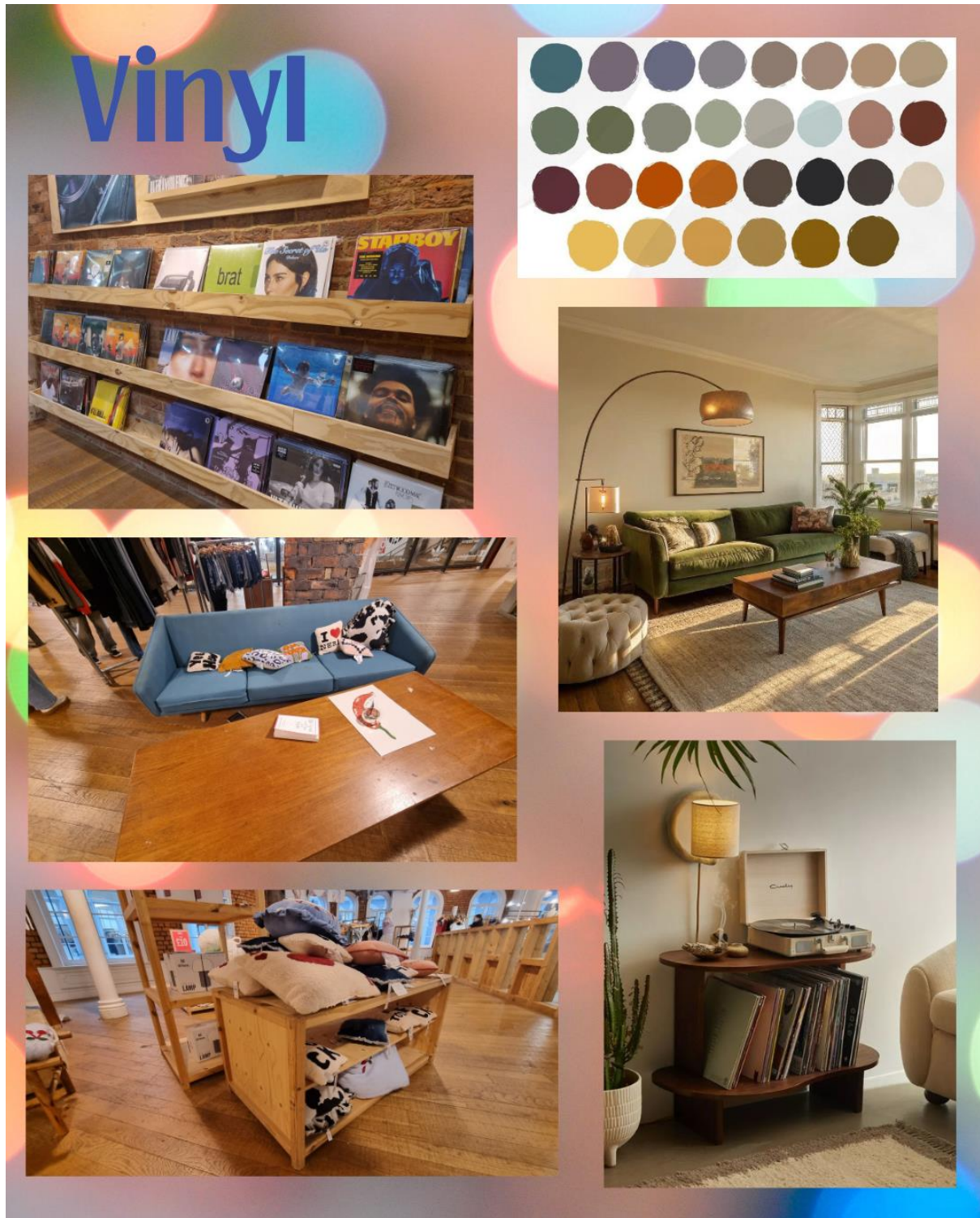


@kotastiia

Appendix B

Fashion Room





Appendix D