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Module Code: HMPF6005

Assessment Title: Client Projective Feedback and Personal Experience Evaluation

This review will discuss the positive and negative which I received from the University of my client project video in partnership with Ofli, as well as outlining my own personal experience and shortcomings.

Feedback

“Jack has produced an interesting and humorous video to showcase these action cameras. His on-screen presence appears honest and typically this would be of benefit to brand marketing, should the product match the specifications and the promises made by the manufacturers” “This highlights the basic positives my lecturer believes that my video has included. I am glad that the audience perceived the video as lighthearted and humorous as this is the videography style I was aiming for, taking inspiration heavily from Casey Neistat and Dan Mace. I used informal camera angles and videography styles to create a vlog-like review of the primary product. Honesty was an aspect of the review process that I wanted to be consistent with although I did face major issues regarding this which I will touch upon in my personal experience evaluation.

‘The sample footage in the video is mostly real-world use, which is important to everyday users and does address his chosen audience’ “I included authentic footage to showcase the camera in a variety of natural environments. I believe this created the best representation of the product to the audience as my initial plan was showcase the Olfi’s features in their natural and purest form.

“I feel the video is a little too long, some of the cuts could be shortened because they don’t add much to the narrative, examples of this can be seen in the “setting up” shots near the beginning of the video.” I agree with this statement as I did feel that some of my video content was more ‘filler’ instead of beneficial to the narrative. I found myself talking more in certain segments in order to get the time limit up to 10 minutes, Through my lack of communication with Olfi, I was unaware of the

set brief time and made the executive judgement to settle for 10 minutes as it is similar to the timeframe of my course mates projects.

“The hyper lapse scenes work well to display the camera's capabilities, although one car journey would have been sufficient to inform the viewers’ Elaborating on my last point, I did find myself adding in more content that may not be necessary to showcase the camera. However, through my research and inspiration process I found that vlogs similar to mine tend to be very informal and include more examples of products, which may not be essential.

“Jack has a great sense of humour, and this is evident in his video, this review does highlight the positives of the cameras. The pacing of the video could be improved to maintain the energy he showed in the opening scene.” Again, due to the lack of communication and ability to use the camera due to failure, I progressively lost all motivation throughout the video as I found it very challenging to falsely promote a product which I did not believe in. If the Olfi had functioned as it should have, I would have had a lot more interest in creating a narrative and flow to the video.

“Well done for creating this review. I believe that by working with certain brands, Jack could form collaborations and produce impactful and trustworthy reviews for potential clients.” This has boosted my confidence massively as making product advertising videos is defiantly something I would like to explore within my personal filmmaking career. I experienced so many obstacles regarding this client project which I will discuss within my personal evaluation, therefore, it is beneficial to my personal and professional development to receive helpful feedback on my project.

Personal Evaluation

My primary obstacle with this project was the lack of communication from the company and the failure of the product when attempting to use it for the video. Firstly, as forementioned, I was not given a brief from the client regarding imperative information such as how long the video should be, what it should contain, primary audiences and

much more. This left me initially clueless and not optimistic for the creative process for this project,

When it came to planning the video, I researched extensively into similar videography styles and began to plan my narrative to what I believed the company would want in an advertisement for this project. Although typically I would develop an idea and put it into practise, due to the numerous shortcomings I encountered, I went through many mini cycles of development in order to produce a final video for this assessment. I found myself experiencing many technical and developmental difficulties which made me very doubtful of a successful client project video.

The biggest problem I encountered was the breaking of the camera when I used it to film surfing in the sea, which was my initial idea. I filmed the introduction then headed to the beach optimistic to gather footage. I then attached the Olfi to myself in the recommended way, pressed record and began surfing. However, to my dismay when a wave came into contact with the camera, the case snapped and the Olfi sadly sunk to the bottom of the ocean. I searched for the camera alas it was nowhere to be seen, disheartened, I headed out of the sea and had to reevaluate my entire project.

After speaking to my lecturer about this enormous setback, he recommended that I use my alternative action camera so that I was able to produce any film footage at all for this assesment. Due to the lack of communication and support from the client, I was advised to go off brief and do the best I can with my GoPro. Consequently, I developed a new narrative for my video and began filming as soon as possible. I used a plurality of environments to fill out the time of the video, ending it in the University studio where I gave my final verdict on the Olfi.

Although I evidently had a very negative experience with the company and their product, I was still determined to create a positive advertisement for their product. I found this extremely difficult due to the sheer number of setbacks. Nevertheless, upon evaluation I am proud of how I handled the situation and my final project video. I tried my hardest to make the best out of a bad situation and therefore gained experience on what I would do if this problem happened with a real client during my filmmaking career. I feel that my video included a multitude of camera angles and I learnt how to

conduct and showcase many new skills. The research and production processes taught me a lot about advertisements and the assessment as a whole I would class to have a successful outcome. The university were very accepting of my damage to the camera and helped me to come up with a feasible solution, which is a transferable skill I will use in my own career.