

Harvey Shaw : [Harvey S Doc.mp4](#)

Multi-Media Evaluation

My multi-media outcome is a representation of my project .RAW that covers smoking and cannabis use in the UK. I really like my video and the general style of it. It is highly effective at having a visual impact on the viewer due to some of the more cinematic elements that some of the clips have. For example, unnatural lighting being used provides an opportunity to be more picturesque even from a documentary point of view. I think the timing between still imagery and footage work well and they help balance each other out rather than the video just feeling like it all being the same type of format.

I decided to use most of the footage in black and white because it matches and contextualizes with my photos and project. I also think that going with monochrome places like a veil over the video for viewers to look through so you can see a work or approach a topic that is difficult or harder to find as palatable. I had to find a medium between high contrast style editing and footage being clear / accessible. I decided to use a few examples of effects within the video such as gradual de-saturation and transitions between media. My favorite thing about the outcome of the video would be how well it translates my intentions around the

subject. I feel like this video would not be as good if it had used more / larger quantities of text. This outcome works very well as being a more visually driven piece and despite there being a good potential of things to say or discuss through text, I think it would not work well among the tempo of images and videos. I would argue that the footage tells the viewer just enough about the project and this works well because it does not force any obvious ideologies or conceptions. It is just a video that is open to interpretation and diverse social / cultural opinions. To begin with I recorded some audio that was interview style with someone in my project, This was going to be over the majority of the video. When it comes to editing I find the audio corrupted and need to compromise so I included some ambient sound at the beginning and the song Buffed Sky by King Krule. I chose this song because it is very slow and almost ambient itself. I personally like the song and I am aware that people might not... I would argue the song is a comfortable counterpart to the media, and it brings out more atmosphere that I think just wouldn't have been there in an interview audio and I would have wished to have used music. Viewers may interpret the sluggish and drifty nature of the song as being linked to what they are seeing clips and videos of, which helps translate and create narratives.

I think my mixed-media outcome could have been improved by using some more text and information about the project however, I also like how it works without. There is a nice contrast between the prints and the footage as the footage holds a more cinematic angle on the drug use, such as the lighting bowl, and the prints just show a brief and far away perspective that leave more assumption to be left to the viewer.

In a conclusion I think that the mixed media outcome was a nice addition to my current project outcomes. I think i am still going to carry on editing it and trying to perfect it after the submission, as I find it a refreshing way to piece together my media. I found it difficult at first but when I got into the rythm of using Premier Pro It was a pleasant change to explore video editing and considering more cinematic elements for a change,