

Client Project Report

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Introduction

This project was about creating a film showing the uses of Nanlite's products like the COMPAC and FORZA product line. Their brief was to create around the word 'action' which can be taken in many different forms. In this report, I will critically reflect on my project and highlight my experiences in the context of freelancing.

The chosen theme of my film is a 'runaway bride'. Throughout the film, we see shots of a bride playing the piano as well as shots highlighting the colour range and quality of the light with the implicit narrative that she has left her partner at the altar.

The Brief

Reflecting on the brief, I found that it was challenging to think of film ideas with the theme of 'action'. After brainstorming with the client's needs in mind, I was left with three ideas. After some feedback, I was able to develop a final idea. My original idea was surrounded by the feel of fantasy, using the lights to create an enchanted forest scene as the subject explores the scene following the lights. The action was to be narrated by the journey of the character and therefore adding a sense of adventure as well.

When it came to production, I did face setbacks. This included the wait for the lights. This could be plausible in a freelancing scenario as well which taught me the importance of being flexible and adaptable in any scenario. I did this by understanding the time limit I faced and adapted my idea to fit with it and the brief. I did this by changing my idea to be more feasible in less time by choosing an indoor location nearby to cut down on travel time and disqualifying environmental factors. "You will

never be able to make your film exactly the way you envision making it—it's just about pushing forward and not giving up." (Allyn, 2020). I believe my decision to rethink my idea was the more reasonable step forward. It has taught me a lot about adapting in the media industry and has been a reminder that not everything will stay to the original plan.

When talking with nanlite, they mentioned that they wanted the film to be produced with the Forza 60II and the Compac 200B. I, however, chose to use the pavotubes from the start for a few different reasons. Firstly, I didn't like the constraints that came with either the Forza or Compac and felt that the pavotubes gave me a lot more creative freedom as it "allows for more comprehensive lighting options ... making it easier to shoot photos and videos" (Nanlite, 2022) The pavotube is also wireless which fits better with my original idea. If this were a real freelancing job, I would have taken more time to make these products work with the brief.

Outcome Reflection

In Reflection, there are aspects of my outcome that were successful. For example, I liked the close-up shots that were in the film including the shot where we see the flower on the piano. With the contrast of the black background and the changing colour of the petals, I feel this gives a dynamic and bold look to the film.

On the other hand, some parts didn't meet my expectations. I believe the film has achieved the aim of action through its movement and meaning, however, this could have also been a much larger part of the narrative. I originally envisioned my film to be part performance and part narrative and therefore fit the brief much better. Action is defined as "the fact or process of doing something, typically to achieve an aim." (Cambridge Dictionary, n.d.) In my case, the process was leaving a toxic relationship to achieve the aim of freedom. Instead, the film is hard to understand and leaves the audience confused and uninterested in its lack of story.

What I learnt from the experience

With this said, looking at this academically it was a success as each difficulty led to learning and developing my production skills. For example, this was my first time working for a client and therefore a brief. This led to me learning how to manage my time. I did this by using a Gantt chart to separate the projects into smaller more doable parts to meet the deadline. “Engaging in time management behaviours results in increased job performance and satisfaction” (Macan, 1994, pg. 3)

Another challenge I faced was using a camera in this new setting. Filming in such low light conditions was a new experience for me and taught me the impact of correctly exposing a scene. On the first day of shooting, I struggled to get the correct exposure that I envisioned, creating a haze in my outcome. Spending time adjusting these settings helped me understand how to shoot in low light.

Along with camera experience, I also had to learn how to light the scene with coloured lighting with a product that I didn't have experience with before the project. I met this challenge by taking the time in my preproduction to use the lights leading to my understanding of the settings and abilities of the product. I also compared Nanlite to a competitor's product in the studio which helped me understand the pavotubes abilities further and therefore understanding its high quality.

Another production skill that I developed further was communication, both with the client and on set. On my first day on set, I struggled to communicate and take charge of the situation. I believe this experience gave me the boost needed to be more organised and better communicate on the second day of shooting. This led the team and I being able to stay on task and ultimately get the work done in time. I know I was successful as “good communication happens when each person on the film crew knows what their job will be that day.” (Rothstein, 2021)

Conclusion

Overall, this experience has been my first real glimpse at freelancing and therefore taught me a lot about production skills including, time management, flexibility and communication.

Freelancing for Nanlite felt like it came with a lot of freedom. Even though I did struggle at first to come up with an idea, the brief was very broad and left a lot of creativity up to me.

If I were to do this project again with the knowledge I now have, I would have spent more time thinking about how I represented the brand and fit with the brief. I would have also been more aware of the technical aspects for example the time to find the right location, the clothing and planning shots.

In conclusion, I believe this project has given me the knowledge and experience to confidently give freelancing a try in the future. I plan on trying to create a profession in photography freelancing and believe I have developed transferable skills from this project that will help me with such. For example, I now feel more confident in communicating with the client which is essential in the real industry.

1177 Words

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