LINK TO PORTFOLIO:
https://spark.adobe.com/page/4vy8Sk5gpADLS/

SELF- REFLECTION

Overall, I have invested an incredible amount of time to decipher intricate ideas which I have been pondering upon over the past weeks to produce my personal best current thinking outcome in a form of a creative project portfolio. In the beginning I had decided to curate my very on vlog series however upon viewing the sceneries and opportunities provided by the university I wanted to personally challenge myself to pursue a short film project. I personally recognise that film may not be my forte, however I promise myself to research and truly understand the content I will be pursuing for my creative project. I believe every ounce of resilience and inquisitive thinking I possess fuels my anticipation to deliberate on intricate ideas to show my lecturers of my capacity to produce my creative project short film.

In terms of my creative project development, I had been guided purposefully by Dr Brett Aggersberg for my short film project that started out as a vague idea that may lean into poetic films. However, upon reviewing my content and setting a mindset as of the product I would like to produce, I was able to come to a standpoint of developing a short film that may have philosophical underlying message. I was given examples to review such as Casey Niestat's video content about growing up and Koyaanisqatsi. Through these two varying concepts of content but with similar intangible underlying messages had provided me an inspiration to find a median between the two and pursued research movies of the same sort. Primarily the movies such as Lost in Translation (2003) Pursuit of Happyness (2006), Open Road by Sathish Saakar (2016) and Life Lessons by a 7 thousand mile bike (2015) truly inspired me in many different aspects of the construction of film as a whole. From the colour grading, mood, style and aspects of cinematography truly allowed me to learn about the film as a piece of technical art.

In brevity, the projection of this creative project allows me to communicate art in its finest digital form that is to film them. On this account, this acts as a quintessential element in communicating my dream to become a credible corporate communication practitioner in a reputable company in Malaysia. To be a corporate communication practitioner is to communicate the company's identity using visually strong elements that act as a strong substance to the company. Therefore, to be able to produce a visually strong short film allows me to practice my personal philosophical belief in this context to pursue greater heights in the industry.