

Client Project Reflection (ADMA6007) - Assessment 2.

Brief

I have recently completed a project set by a professional client, Nikon. The client's brief was to create a promotional video under 60 seconds, promoting Nikon and acknowledging its 'Japanese heritage' in my final video. This document is the second part of the assessment, where I critically review the work that I have completed during this project. This process took place, responding to client feedback, as well as how I could adapt what I learned to a real-world scenario of freelancing.

Production Review

Overall, the pre-production and research stage of this project was the stage that I enjoyed the most. Which is unusual for me, as it is normally the stage I least enjoy. I believe that the first reason for this was to do with how smoothly this stage of the project went. I found that researching and completing the pre-production paperwork came very naturally to me during this project. I found myself knowing what the next step in pre-production was or what paperwork had to be completed next in order to proceed with this project, rather often throughout the project. I would say that this is due to the experience that I have gained during the past years at university, where I have had to follow these pre-production steps many times before for other past projects as an adventure filmmaking student.

The other reason that I believe this stage of the project went so well was due to the fact that I had a great interest in the topic that I themed my narrative on, that being astrophotography. This meant that while researching the subject, as well as creating pre-production documents towards astrophotography, I found myself naturally looking deeper into the theme due to my personal interest in the topic. As an example, I enjoyed having to find locations that were suitable based on light pollution maps, a pre-production process that I had not completed before but enjoyed exploring. There are more resources I could have used for this research stage, such as useful tips for astrophotography from the Dark Sky Organisation (Scorzafava, 2012).

The final stage of pre-production was to pitch my plan to the client and peers. After doing this, I was positive about the responses that I had received and continued with video production.

The entirety of production was achieved during one long shooting evening. I believe that the successes in the efficiency of the production stage were a result of the work that I put in during my pre-production work. There was one unforeseen challenge that I ran into while trying to capture the astrophotography was the sudden change in weather while at the Black Mountains location. I had planned on capturing astrophotography at this location, but then on the day of production when there was an unexpected forecast, resulting in the sky not being clear enough for me to successfully capture the astrophotography at the location. This meant that I had to make a compromise and only capture the astrophotography in the second planned location during the evening of production. I thought about returning to the first location on a second day

for production, however, I was pleased enough with the results of my photos from the second location by the end of the first evening of production, so I saw no need to return for additional days of shooting.

During production, I also concluded that I had made the right choices in the equipment that I had requested of the client, more specifically, the choice of lens. The Nikkor Z 20mm f/1.8s ended up being the perfect lens in helping me achieve my astro photography successfully. Nikon themselves promote the lens as “Mesmerising nightscapes. This lens’s outstanding optical performance means stars are reproduced as fine, rounded points even when shooting wide open.” (Nikon, 2026). The wide aperture and wide-angle focal length massively helped the final result of my photos come out well. A lens review by Nasim Mansurov (2025) remarks on the “sharpness and contrast performance”, “better at handling chroma” than its predecessor and overall a “marvellous lens with a superb optical performance”.

The post-production of this project went well overall however, in hindsight, I wish that I had had more time to edit the final video. This is due to the fact that I usually like to put multiple days into the editing process as it’s a stage of production that I really enjoy, as well as always liking to perfect. Unfortunately, due to poor time management and the amount of workload that was still due, I had to complete the editing of my video in one sitting, which was not preferable. There were many more graphics and editing effects that I wish were included in my final video if I were to re-edit this with more time available for this process.

Client Feedback

After finishing my final video and sending it to the client, I was fortunate enough to get a response from Maja from Nikon. Maja responded to me with a strong but fair critique of my work.

There was a wide range of feedback on improvements that could have been that would have resulted in benefiting my final video. However, the main piece of feedback that commonly occurred was on the B-roll within my final video.

The client mentioned that some of the clips in my final video were out of focus or a bit shaky at times. My explanation for this is that, due to my being the subject of interest within the film, the camera work throughout the film was not done by me, but was done by a crew member who had no previous experience before with a camera.

Another point made in the feedback was that the client would have liked alternative forms of their branding to have been shown within the video, as an example, their slogan ‘Keep Inspiring’.

They also mentioned that my voice-over wasn't the best. This is a point that I personally agree with, as I had not previously recorded voice-overs, and after recording my voice-overs and hearing them back, I got the impression that my performance of delivering the lines was not the best. Viers (2012, p. 22) states that “Good audio cannot improve the story or subject matter, but bad audio will pull the audience out of the story or make it difficult to focus on the subject matter.”

On a positive note, Nikon did say that I have created a video that I should be proud of and that, with a few minor changes, the video could be a very strong piece of media.

Applying for a freelance career

During this project, I have gained many transferable skills that I can take into the professional space. This project has helped me understand my strengths and weaknesses as a creator, such as my strengths in having experience and knowledge on completing pre-production paperwork, as well as researching a subject. As well as my weaknesses as a creator, which I have discovered through attempting new stages of production during this project, such as recording a voiceover. Through this project, it has also helped me gain a better understanding of the processes of working with a client, and what it's like to follow stricter briefs and branding guidelines.

Conclusion

My final thoughts to summarise this project and the work that I have completed are that I am very satisfied with the portfolio website that I have provided, displaying all of my work and processes that took place in achieving my final video. However, I do feel that I have the ability to create a final video that is stronger than what I eventually produced. If I were to go back and do this project again, I would concentrate more on rethinking the creative vision behind it, as well as spending a lot more time on the production and post-production stages of the project, ensuring that all clips captured are of a high-quality standard and have been processed in post professionally.

Bibliography

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