

Client Project Report - HPMF6005
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After receiving a Shimoda Top Loader bag sent from the company and already having the Action X50 in my possession, I received a Brief from Shimoda in which they asked me to create a short video (10-15 minutes), a trailer (30 seconds) and 6-12 BTS images. The video had to show how both bags work independently and together in three contrasting environments; coastal, landscape and urban. My initial response to the brief was that the volume of work was quite substantial. The BTS images and 30 second trailer were definitely achievable, however I was quite worried about the asked duration of the short video. I prepared questions ready for my meeting with Danny Dullforce (the head of Shimoda's social media in Europe) and during our conversation, I enquired about shortening and separating the video into 3 (1-2 minute) videos exploring the individual bags and them both in use together, each displayed on one of the briefs environments which was a success. The trailer stayed the same length, however the amount of BTS images originally asked for was lowered to 5-7 images by Danny's request. After changing these details in the brief, I was a lot happier and confident with what I could produce for Shimoda. It was also discussed that my work could possibly be displayed on Shimoda's stand at the Photo and Film Show at the NEC, which would be a great opportunity to present my work.

The process of making my deliverables went quite smoothly, I tried to separate my location choices out as much as possible, with a different narrative and subject for each. The coastal and landscape narratives were quite simple to think of as I am used to these kinds of environments to film in. The urban location proved most difficult as I was not used to this kind of filming location. Eventually after much deliberation, I came up with a street photography narrative for the Shimoda Top Loader bag and was set to complete filming. When in the planning stage for my deliverables, I initially struggled to think of how I could show off two adventure camera bags in 3 videos. However, because of the versatility of the bags, it was a lot easier than I initially thought.

This is the first client brief I have received, and it immediately displayed a professional manner. I believe that because I was given the opportunity to work for a client like Shimoda, in my personal viewpoint, the work I produce had to be to the best standard I had ever created. Working alongside this realistic brief fueled my motivation throughout the production process. Although it is a university based brief, the potential opportunities that may arise if the work is to a high enough standard, could be highly beneficial for future potential work. From a freelancing standpoint, this entire project, working alongside a client has given me a true real life scenario that I will more than likely encounter in the near future of my career. Learning how to adapt to a brief was a challenging yet rewarding experience that will definitely benefit me when encountering any difficulties with future clients.

Overall I am very pleased with my deliverables having answered each request in the brief to the best of my abilities. If I was to attempt this project again, there would be a few changes that I

would make. The first being the exposure in my Action X50 landscape video. Throughout the editing process I struggled with the colour grading aspect, as most of the shots were slightly overexposed. This was because I filmed the video just after sunrise, the highlights and whites within the shots were almost unrecoverable, however I did my best to salvage as much as possible. In addition to this, during the filming of my Shimoda Action X50 and Top Loader video, I had encountered problems when setting up the balance on the DJI Ronin RS2. After multiple attempts with no success, I continued to film anyway. As a result of this decision, a few of the shots have slight vibrations which are visible in the final film. Sadly due to time constraints I was unable to reshoot this, and I would definitely reshoot if I could.

The feedback I received from Shimoda was extremely promising. Both Danny and Lorraine (another member of Shimoda Europe) were extremely pleased with my work. The response from Danny indicated that I met their expectations for the brief, including sticking well to their target audience of new and existing photographers, videographers and content creators. I communicated with Danny through email over multiple weeks and he explained in my feedback that I have been “really communicative... having a clear understanding of what was expected.”. This feedback has helped inform me of the correct amount of communication with my client, not being too forceful with messages or not sending enough to keep them in the loop. Danny confirmed that Shimoda will use my videos on their screen display at the Photography and Video Show in September which I am extremely happy with. He also added that my work will be sent to Shimoda’s founder Ian Miller based in Japan, as well as Shimoda’s vice president, Peter Windsor based in their New York office. I was not expecting such a positive result from my work and the opportunities that Danny has presented me with. I am extremely pleased with the outcome of this feedback, with the only criticism being that Danny would have liked to see more photographs in the coastal Action X50 and Top Loader video, more similar to the Urban video. This was my original plan, however I was not happy with the images that I had captured therefore I removed them to keep the quality of work to the highest standard. I soon after receiving the feedback, received a phone call from Danny congratulating me on the work I created, and unexpectedly rewarded me by letting me keep the Top Loader bag.

I also received great feedback from Geraint Radford, who as well as praising my work, gave great critical feedback on how to further improve the content for future scenarios. The first point spoke about the over exposed footage in my Landscape video, which I mentioned above. Geraint suggested that I equipped “neutral density filters in order to balance land and sky exposures in challenging lighting conditions”. This was a key feature that I had not thought about before receiving this feedback. Geraint also went on to suggest faster paced editing for my urban footage, as some of the sequences draw on for slightly too long. In order to increase the viewability of my films, this style of editing will definitely be considered for future projects. In my future client projects, I believe this feedback will help me to develop my work into more professional and unique results, creating a more finalised piece of work that separates it apart from competition within the industry.

To summarise, I am extremely pleased with my work and the results that I received for my results. The feedback will help me to achieve a greater result for my next project, and I am

extremely grateful for the learning experience I received from working on a real client brief. Getting the opportunity to work for real clients in the industry and creating content that they are happy with, is a great feeling and has increased my motivation and positive outlook on what's to come in the future for my career.