



ONE LIFE, FILM IT!

Capable of shooting in silky smooth high definition, the Olfi® one.five action cameras can produce a truly stunning video.

Brief - create a review for the angle of an extreme sport athlete who needs a new action camera. This should include the multiple way the camera can be used. This is not a paid promotion.

Name: Jack Laytham
Student number: 1901706
HPMF6005
Link to final video:



products:



OLFI ONE.FIVE BLACK 4K ACTION CAMERA (2ND GEN):

- 4K and 1080p Ultra High Definition Video Resolutions
- External Mic Capability
- 16 Megapixel Camera
- Digital Image Stabilisation
- 30M Waterproof

OLFI ONE.FIVE WHITE 1080P HD ACTION CAMERA (2ND GEN):

- Full HD 1080p at 60fps
- Rear LCD Screen
- Compatible with Remote Control
- 16MP Photos
- Image Stabilisation



OLFI FEIYUTECH WG2 3-AXIS GIMBAL CAMERA STABILISER:

- Can be mounted on a helmet, chest, bike, selfie stick, car and more!
- Simple Operation
- Adjustable arm
- Mechanical Rotation
- Auto-rotate Time-lapse Function
- Lasts up to 2 ½ hours during filming
- Camera not included

Research

The brand:

The beliefs of Olfi are as stated on their web site *"We believe in living life to its full potential with travel, naps, good food, great wine, great friends, long talks, broadened horizons and a spirit of adventure."*

ABOUT US:

We are a small action camera company based in North Wales, UK. We love life. During the day we answer your questions, listen to your needs and strive for better. At night time, we do what every normal person does. We rest. And we sleep soundly in our beds. Why? Because we always try our best. Because we're not corporate. Because we chase customer satisfaction over profits. But mainly because we love our jobs.

They are a small company from north Wales and its main USP is the fact it's cheaper than its rival competitors.

Competitors

Gopro HERO10: £480 - 5.3k60fps

Dji action 2: £349 - 4k120fps

Dji pocket 2: £339 - 4k60fps, 3-Axis Stabilisation

Video ideas:

Idea one - This would be an action video similar to a Gopro video to show case that an Olfi can do the exact same as a Gopro but at a fraction of the cost.

Idea two - A shot vlog using and showing casing the camera.

Final Video Idea - Create a review video to show case the product to people after an action camera pov tech review branded.

A review in the style of Casey Neistat & Dan Mace, I will do multiple different sports to show off the action capability of the camera (surfing, skate boarding.)

Originally I was going to do something similar to Dan Mace's stop motion sections that he does in his videos but I feel like I would just be copying him as I've never done it before and trying to bring something new would take away from the video as that's going to be enough of a task already. I don't want to risk something not working on a client's video. This will be filmed as a vlog

Location:

- Beach
- Pembrey country park
- The studio
- My bedroom

Notes on the olfi/mini script:

Would I choose this over any of the others probably not, but due to budget reasons compared to other action cameras in that range its the perfect camera.

Olfy fits in as middle ground with go pro coming in at around £400 and the cheap action cameras coming in at £60. Olfy is an amazing middle point at £150.

Although go pro are doing 5.3k60fps, who needs that the Olfy 4K Ultra HD is more then adequate for posting on YouTube and other social media for a camera where you just want to jump in and film its perfect.

Olfy has a built in image stabilisation but if that's not enough for you, you can also get a add on gimbal for an additional £150 which still makes it cheaper then the latest go pro.

Olfy is the prefect pick up and shot action camera**Target audience:**

For this film my target audience is going to be extreme sport athletes from the ages of 16-24 who are in need of an action camera with in a reusable budget.

Funding:

As this is not a paid promotion of the video I have kept funds to a minimum I will keep the budget at an affordable price and have aimed for maximum of £100.

All I will need is :

- Petrol £60
- Entrance to beach £5
- Food £15

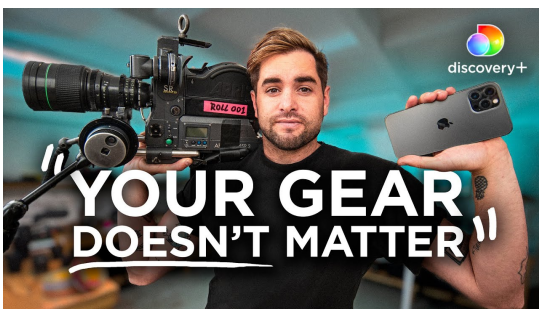
inspirational videos

I will be using these three videos as my main inspiration, due to the fact I am more of a gorilla filmmaker but I still need a rough idea of how the film was going to look. I also came up with a mini shot list/location list which

Dan Mace - Vlogging in 1960 vs Today (Camera test)



Dan mace - The Biggest Myth In Filmmaking



I want to create something similar to these videos where I add in a mini vlog using the Olfi. I feel like this gives the audience and myself a chance to get a raw feeling of the Olfi, I also will not edit or alter the footage that comes out of the Olfi to get a honest look at its footage. Due the fact that the primary demographic will be extreme sport athletes who may not have access to the colour grading intricacies of premier pro.

Drift Innovation- Drift HD: Best Waterproof Action Camera | Waterfall Proof



This is a video filmed by a previous student a UWTSD adventure filmmaking, I loved his approach to a client video where he just filmed a day out using the camera. I wanted to do something similar but with more substance so I decided to future a mini vlog in my review/vlog.

Casey Neistat - IS THIS THE CAMERA OF THE FUTURE?



Similar to Dan and Casey I want my film to have an un orthodox feel to it with different cuts and transitions. To make sure the audience have a coherent understanding I will add in my current locations of where I am at so they don't get lost and confused. I also wrote a mini script to use as a guide line during filming at the studio.

Jeven Dovey - Stop Making Boring Videos & Use Visual Story Sequences



Here is a short video I found to help get a better understanding on how to make my vlog more engaging as I had never produced a professional vlog before.

Shotlist:

1. Opening shot candied getting ready to getting start the vlog
2. Montage of getting surfboard ready and getting to the beach the of surfing
3. Time-laps to beach
4. Using the camera as a vlog camera
5. Shot on the side of the car
6. Walk reverse shot
7. Shot of the scenery to see the camera handles the lighting
8. Zoom out of final shot from Olfi to being in the studio
9. Sofa wide shot of me talking
10. Other footage from action camera to end the vlog

Conclusion

In conclusion I feel that I created the optimum video I could, considering the lack of communication from company. I feel as though this video would be used as paid promotion by Olfi as it highlights the positives of the camera and showcases it in different environments. I was able use the camera for surfing, driving, vlogging and skiing which I feel shows of the camera's capabilities to the highest extent. I drew inspiration from audio visual guidance to plan the format of my video and mirrored the videographer styles of Casey Neistat and Dan Mace. The primary limitation I faced with this project was the lack of correspondence I had from the client meaning I didn't get any feedback so I am unaware if my work was a suitable fit for the brief.