

Advanced Portfolio Exemplar 2

Set brief 1 – Main task: Music promo video; ancillary tasks: website homepage for the band and a cover for its release as part of a digipak.

This is a group production but an individual blog (which also has links to the individual blogs of the other members of the group). The candidate has posted their complete portfolio on their blog (<http://fahminaali.blogspot.com>), including the artefacts, which are clearly labelled for ease of navigation. The candidate's 'journey' is very clear through the 50 entries. Both moving image and print skills have clearly been taught and it is evident from the blog that an appropriate amount of time has been allocated to a unit worth 50% of the A2 marks (the first entry was made in December, the last in May). The centre's coversheet assessment comments were detailed and focused and greatly aided moderation.

Main task - Music Promo video

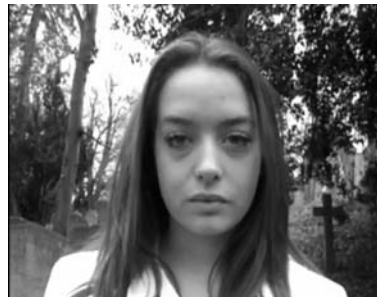
Low level 4 - 32/40. The centre has accurately awarded the candidate a low level 4 for the main task and gives clear reasons for giving a different mark from her partners for this element:

Fahmina has demonstrated proficiency in a number of technical skills such as filming and editing. Mise-en-scene has been chosen appropriately and although the work was storyboarded, the group lost focus about how they wanted the video to develop and as a result, the narrative is a little repetitive although I can see what they were aiming at. Fahmina made an excellent contribution to the construction of the video, taking overall responsibility for most of the editing, hence the difference in marks.

Camera

Uses a wide range of usually well-framed shot distances and angles.

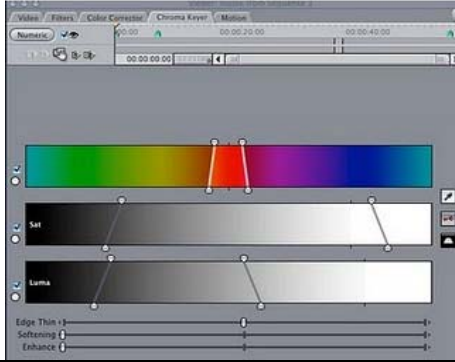
The combination of shots creates the desired unsettled feel



Editing

Fast paced, well synchronised with the beat of the soundtrack.

Effective and controlled use of visual effects, including colour correction and chroma key



Mise en scene has been carefully selected and constructed in terms of setting, props, costume, makeup, figure and lighting.



**Ancillary task 1
- digipak**

The artefact is Low level 4 – 9/10 – BUT, although the Centre has assessed the standard of production accurately, the candidate's own blog seems to suggest another member of the group produced the digipak! (See ancillary 2 below!)

The digipak effectively compliments the main task. Original images are good and the use of ICT is strong. Fahmina has consistently demonstrated a wide range of technical skills combining image and text well. A very strong contribution to the work was made.

Produced four panes.

Follows conventions (although there is no text on the spine and CD tray is arguably upside down).

Plenty of original images. Care has been taken in terms of mise en scene

Institutional details in place. Design ties in with the album

Typography generally well selected (and drop shadow effect to tie in with the red of the champagne glass) BUT 'The Ghost Frequency' is in different fonts on the CD tray and the front panel.



Ancillary task 2 - website

Level 1 – due to minimal evidence of a contribution to the website. Given the Centre's comment about this candidate's actual contribution (saying they "worked co-operatively") – it is difficult to uphold the level 3 mark (7/10), as they don't seem to have made an active contribution to the website. It's vital that every member of a group production is actively involved in producing each

The website continues the look of the band and shows a proficient understanding of the conventions of web design and although Lucy took overall responsibility for the construction of this, Fahmina worked cooperatively at the planning and design stage. Text, photos, video and sound have generally been integrated well.

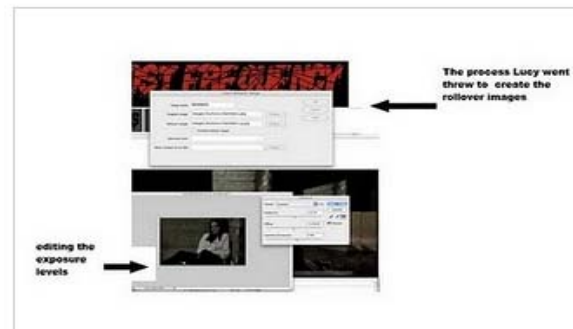
artefact.

See above!

Making the Website

Seeing as though I was unfamiliar with technology to begin with and did not have much qualification in the IT department we agreed that to get the best outcome we should hand this role to someone in the group who was familiar to creating a website as well as this at this point in time I had my hands full editing the final video. As Louise was creating the digi-pak we gave the role to Lucy.

Lucy used Adobe Dreamweaver . She firstly started it with a table she had created and placed the appropriate images and text in the correct boxes. To show how far she could extend her IT ways, she made the pictures into roller images changing them from colour to black and white.



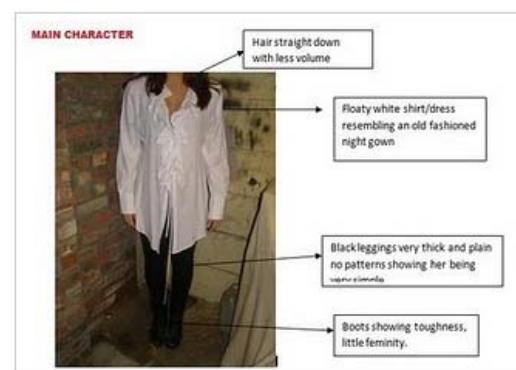
Planning

Careful research has been done into music videos and Fahmina has worked extremely hard at targeting her intended audience. She made an excellent contribution to the planning stage, sharing the work equally with the other two members of her group and her planning shows the process she went through to achieve a coherent campaign.

Even though **Evanescence- Bring Me to Life** the song is slow paced and the total opposite to the pace of **Nightmare**, I thought that it captured the chilling and uneasy feel we wanted with our video.



<u>Student name</u>	<u>Role</u>	<u>Suitability of role</u>
Fahmina Ali	Camerasperson/ Director	Good at framing shots and setting focal points. Good organization skills and focusing when it needs to be.
Louise Barwell	Actress	Good at expressing emotions and confident
Lucy Simonds	Actress	Good at expressing dominance over another character and portraying it by her eyes.



HEADER



banner with patterns

PIC

LASTEST NEWS (from the group)

PIC

PIC

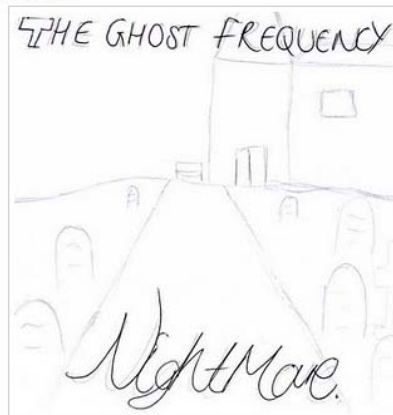
VIDEO
(Nightmare by
The Ghost
Frequency)

Paper sketches of our Digi-pak

Before we could create our digi-pak we had to sketch a few ideas out.

Drawing them out would have helped out group in trying to image the end product:

FRONT COVER



Music video permission/ reply

Here's a copy of the letter we sent to City Rockers, who are the current Record Label and current copyright holders of the song by The Ghost Frequency.

Dear Copyright Holder,

I am an A level student and I am writing to request your permission to use one track by The Ghost Frequency entitled 'Nightmare'

With your permission, this track would be used in my current A-level Media Studies project that involves creating a music video for a popular music track, as well as producing an album and a magazine advert for the artist.

If I received your permission, this track would ONLY be used in an educational context and be viewed by my media class, my teacher and the OCR exam board moderator. It would NOT be released to a large audience or uploaded to any public video websites.

The artist and your company would of course be fully recognised throughout pre-production and the final video itself. A copyright notice, with wording supplied by you can be included in the records of the project. If this is required, please send full details.

I look forward to hearing from you.

Regards,

Fahmina Ali

The presentation of this using ICT is also excellent with the blog including embedded images and video; use of YouTube, Flickr, Slideshare, Vimeo, My Space, etc

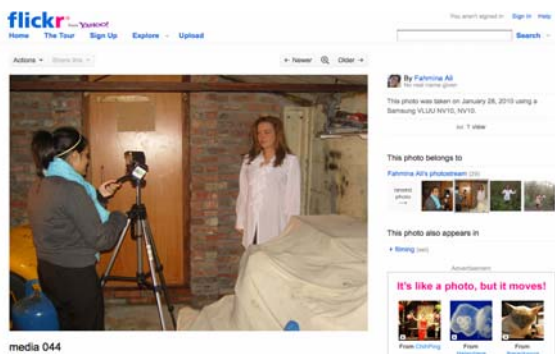
Brand identity?

Creating A Brand Identity Across All Three Tasks

BRAND IDENTITY?

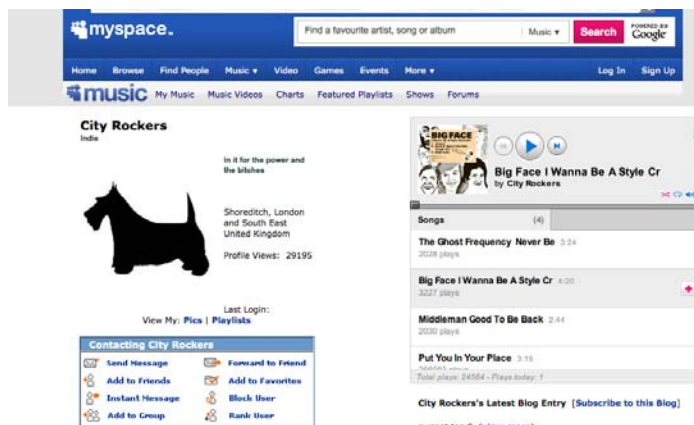
Firstly in order to actually create any identity of a brand we have to have a clear and evident link which crossed all three tasks:

- ⊗ Colour of fonts
- ⊗ Fonts used
- ⊗ Photos used
- ⊗ Themes etc



media 044
Analysis music video 2

TROUBLE IS A FRIEND- Lenka



Evaluation

Low level 4. The Centre assessed this work accurately with this low level 4 mark (16/20) – it shows many elements of excellence in the presentation and some of the coverage, but it is not consistent.

A clear account of all stages of production. Fahmina has explained the reasons behind her technical decisions and has justified how her video, digipak and website communicates with her intended audience. She has placed it in the wider context and compared it with real media output and she has made some creative use of the technology available to her via a blog.

Each question is a separate entry. It makes excellent use of different aspects of ICT in each answer: embedded sound files, links and images, Facebook, Slideshare although the answers are a little underdeveloped for a high level 4

Evaluation (ONE)

In what ways does your media product use, develop or challenge forms and conventions of real media products?

In answering this particular question we have to know the original theories (conventions) to existing music videos, website advertising artists and digi-packs. Only then can we evaluate whether our products is consistent with those conventions.

The first theory I can compare with is the **GENERAL THEORY** on music videos:

This is where the lyrics establish a general feeling and a sense of subject rather than a meaning. The tempo of the music often drives the editing. The Genre might be reflected in types of

lessons experimenting with different fonts, looking through <http://www.dafont.com/>



Lucy Simonds definitely am just going to keep posting until we get more feedback aha, thanks guyyssss we really appreciate it big timeeee! ♥

Untitled
vimeo.com
vimeo is a respectful community of creative people who are passionate about sharing the videos they make. Use Vimeo if you want the best tools and highest quality video in the universe.

Wed at 8:32pm · Comment · Like · Share

Deborah McJuckie Editing between 10 - 20 secs and 1.28 needs to be tighter as you appear in different places in graveyard. Isn't out to the beat - too random. I don't think clouds in colour work - i told him to play with contrast and make it more black and white. You need to get rid of letter box on odd shots or add it to all of them and there are still too many black gaps between shots and i think those need to be tighter. Apart from that... i like it! x
Wed at 9:44pm

Farhana Ali me like but very repetitive
Wed at 8:25pm

Summiyyah Bint Abu Tahir its really good..gave me the spook! reminded me of "the ring" xxx
Wed at 9:32am

Summiyyah Bint Abu Tahir i do rel like it but theres too much like stopping in then starting...it could be more flowy, like a few times it was ooh spooky but after a while its kinda of like my eyes hurt...im sorry if thats mean levey! im being a critique here lol...good luck hun x x x
p.s. dnt hurt me please!
Thu at 6:54pm

Evaluation (TWO)

How effective is the combination of your main products and ancillary texts?

MUSIC VIDEO

The music video we decided to do was for the song the 'Nightmare' which was The Ghost Frequency's' debut single.

Views:



We had a simple and clear narrative which was the girl in the white; Louise, was being followed by the girl in the black, Lucy. All this was happening in the mind of Louise's. Her movement of twisting and turning in her bed conveys she is trapped in the nightmare and wants to escape from it.

After editing our rough cut we posted out, what we thought, was our final cut on face book. After posting it we soon began to get feedback.



We realised after reading the comments there was still room for

improvements on the video. Even though we thought that this was the final cut and got extremely happy about it i thought to achieve a higher grade I should listen to the positive criticism and fix the footage.

The next equipment (well a program) we used was **final cut express**. If we didn't have any access to this program we would have had to use Adobe premier which is no where near the standards of final cut. I believe, as it has more effects and you can cut the exact point where the unwanted footage is, unlike adobe where u have to delete the whole entire clip, in the end it creates a more professional look, which has continuous editing.

In design and Photoshop was used to create the digi-pak and manipulate the pictures if we weren't able to use programs like these we would have had to use paint which would not have been able to hold the professional look and we would not have been able to erase all the flaws in photos to perfection like Photoshop does. If we did not have access to **dreamweaver** we would not have been able to create a website and so would have had to just create a music advert instead.

view on slideshare