FMP – evaluation

When beginning my final major project, my group and I had the idea to create a music video. After being given a prompt, I decided I would base my main idea on nostalgia. I took to researching how to make a video look nostalgic and almost like a memory. I found out that to make a fuzzy and dreamy look on camera, a small amount of Vaseline could be applied to the outer rim of the camera lens. We tried it and it was easy to wipe off and created a temporary hazed look, which is what we were aiming for, so we used this effect when we were filming. We also wanted the footage to look vintage and like it was shot on a digital camera, so I looked into how I could create this effect. Adding the ‘noise’ effect in post-production added a grainy effect, helping the clip to look vintage and aged which is what I was going for.

When choosing a song, I selected a range of songs from my playlist and wrote the names down. When listening to each song, I tried to envision what type of music video I would like and how I want it to look. Whilst still keeping nostalgia in mind, my initial idea was three girls having a picnic together on a sunny day next to a waterfall. My group decided to go with my idea, so we all listened to the songs. We decided on the song ‘Nothing Burns Like The Cold’ - Snoh Alegra, Vince Staples. After brainstorming on this idea and sleeping on it, I realised that the pace and depth of this song were not going to match the vision that we had, so we decided to change the song. We sat down again with a clear mind and listened to the songs again, and narrowed it down to a few final songs. We looked at the lyrics and analysed them from a film perspective and decided the song we were going to use for our music video would be ‘God Gave Me Feet For Dancing’ – Ezra Collective and Yasmin Lacey. Once we were all happy with this song, I emailed Ezra Collective to let them know we were interested in using their song for a non-profit music video for our college work.

Following this, the group and I had a few production meetings to communicate our ideas for the video. We discussed things like locations, outfits, what we will be doing in the video, actors, and our vision for the final result. We decided we would like to be in nature for the entirety of the video, so we suggested a few locations that could be a location we could film. We chose two ideal filming areas and decided to visit them the following day. We went to both locations and carried out a risk assessment and a location recce. After deciding we liked the locations, we emailed the private one to ensure they would be comfortable with us filming there. They soon rang us back and told us that to film on their private land, they would have to close down the whole golf course, and that would cost us £10,000. This would of course not be possible, so we carried on searching.

Later in the week, I ran into my neighbour and the topic of my music video came up. They kindly suggested we use their garden, so after speaking to the other members of the group, we decided to go and have a look to see if it was what we were looking for.

We loved the garden, so we decided that we were going to film there.

After talking more about how we want the video to look, we wanted to experiment with slow motion. We went to collect a camera to experiment with. We filmed a clip on the camera at normal speed to then slow it down in post-production. We found that this left the clip quite laggy and not how we wanted it. Once pressing the s/q button, the video would slow down on the camera, but it was also laggy and didn’t look smooth. Once pressing it again, the video would slow down much more, and this time it was smooth; however, the effect turned the exposure down. Once we turned the exposure and brightness up, we decided that this would work if we wanted to use slow motion in our final piece.

(See below)

<https://youtu.be/oBIAUlSf7dE>

Once we had all the elements of our video generally finalised, we started looking for dates when it would be possible to film. We needed a day that was sunny and warm enough for us to be comfortable outside and a day we were all available. We went through the prop list and divided the props between us, so we were all prepared to bring the correct things on shoot days. We also divided the things we needed to buy so that it was fair, and one of us didn't have to spend too much money.

On the first day of filming, we all met and made our way to the first location and got ourselves ready to film. In some clips, the microphone was hanging down slightly in the top right corner of the screen, so we took the microphone off the camera as we didn’t believe we needed it, as the audio was already created. However, when it became time to edit, we found it difficult to match the words we were singing to the lyrics of the song. When doing this again, we would make sure to keep the microphone connected to make editing and post-production easier for us, and we would check that the mic is well out of the way in all shots.

In some shots, I also found the tripod or our bags in the background. To solve this, we should have worked more collaboratively as a group to ensure clean shots and a fair workload for each.

I would have also worked harder to ensure the shots are perfect. I would do things like check framing more closely, test each shot to make sure we are all in shot the same amount and position myself and the others more carefully. For some shots, the main focal point of the shot is not directly in centre, meaning I had to zoom in in post-production, which lowered the quality of the footage.

I also feel we could have worked better as a group to ensure all pre-production was completed in due course, and any post-production jobs were also completed promptly so that we all had the necessary worksheets. I am still mission some of the shot log sheets due to other members of my group not completing their assigned work. However when it came to production days, me and my group planned well, ensuring we had all the correct equipment and props, we all showed up on location in good time, and we all got the filming done in the allocated time, meaning we were wrapped at the correct time leaving us plenty of time to edit.

This being said there was one member of my group who wasn’t completing work or helping nearly as much as other members. I would have to nag them for work, they didn’t film anything when we were out on location and weren’t overall very productive or proactive. I would work with this person again, I however have needs and expectations that have to be met and I would hope that they try harder to be a good team player and do things to help out their team.

I believe I could have managed my time better by keeping myself on task and therefore completing all my work at the correct pace. I feel as though I left my pre-production and edit decision list to the very last minute which made my workload heavier and creating stress for myself.

When filming, we ran into an issue when a dog on a walk with its owner started eating our cake when we weren’t looking. To avoid this, we could have put the cake away whilst we were filming other sections of the music video or the owner could have paid closer attention to his dog. After this happened, we overcame the situation by facing the bitten section of the cake away from the camera, and not eating the cake.

This project helped me to understand more about working about others vs working with myself. I think in a future project I would like to try working alone so that I am working at my own pace and do not owe anyone else my work and so that I am not waiting on other peoples work to be able to complete my own. I also learned more about editing and effects in post-production and how important it is to help set the scene. I applied the information I researched when creating my music video, and when editing it. I found it helpful to know all about different types of music videos, how to make them look vintage and the history of music videos before I began creating my music video as it gave me background knowledge that I could apply to my own video. I also found it useful to look at music videos with a similar feel to my own for inspiration and to see how they executed their own.

I am happy with how my music video turned out and believe that I executed the video well relating to the initial idea I had. I wanted this video to look almost like a memory and something that the viewers could hopefully relate to. I wanted it to feel like they were watching a video reel from their teenage years. To capture this, I wanted the videos to look thrown together and not 100% neat and perfect. I liked how footage came out on a digital camera – not great quality or perfectly coloured – so I filmed some clips on my own digital camera to use along with most of the clips on an NX80 that I would edit to look similar.