CREATIVE CRITICAL REFLECTION

Q4:HOW DID YOU INTEGRATE TECHNOLOGIES – SOFTWARE, HARDWARE AND ONLINE – IN THIS PROJECT?

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OVERVIEW

- I THINK THE INTERNET MADE THE ENTIRE PROCESS OF CREATING THE ADVANCED PORTFOLIO WAY EASIER THAN IT WOULD HAVE BEEN FOR MUSIC PROMOTERS, FILMMAKERS OR TELEVISION PRODUCERS BACK IN THE DAY, WHICH I SHOULD BE THANKFUL ABOUT, OF COURSE.

- I AM VERY PROUD OF THE WAY I HAVE INCORPORATED SOFTWARE, HARDWARE, AND ONLINE TOGETHER TO CREATE THE ADVANCED PORTFOLIO.

THE WAY I CHOSE TO TAKE FULL ADVANTAGE OF ONLINE

- Song selection : I browsed through YouTube with ease and for cheap and probably went through hundreds of songs in a couple hours before finding the song I liked. If it was not for internet, I would have had to buy and listen to a lot of records.

- Looking for inspirations : to figure out what kind of direction and editing style I wanted, I searched for movies on Netflix and other streaming services which were based on drug abuse and took a lot of inspiration from them I.e requiem for a dream, trainspotting, enter the void, pulp fiction, dev. D

- Researching on real life personalities to take inspiration through the internet I.e ozzy osbourne and philip anselmo
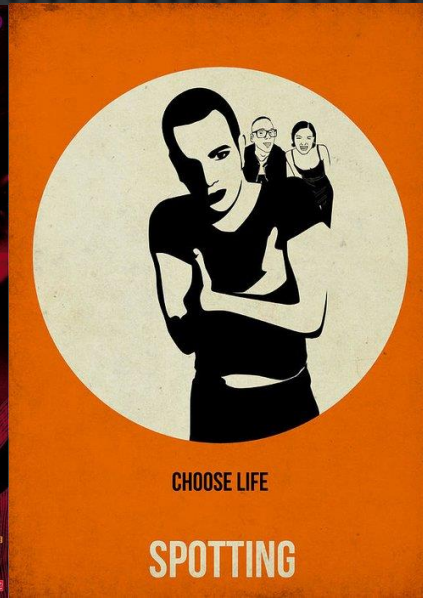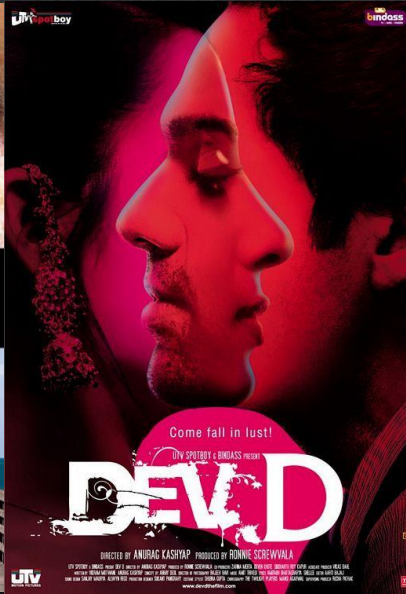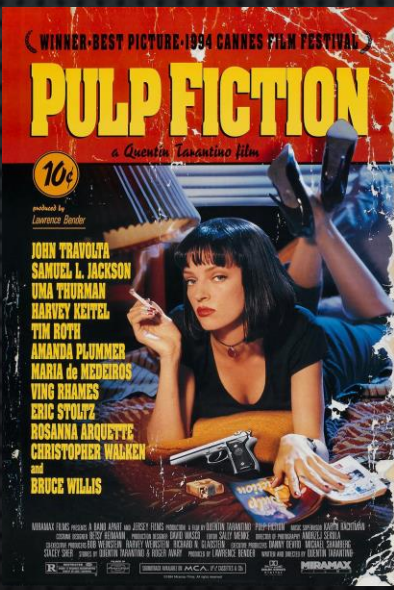
- Communication through WhatsApp and Facebook was an important factor through the internet, whether it was to ask around in my friend circle if anybody would let me shoot at their house to convincing my friend tarawish to act in my music video.

- Through google I could look for pictures that I could use as posters to put on the wall for my set. So internet helped with set design as well.

- By browsing youtube, I could find how to execute a diy snorricam shot, which ended up becoming my favourite shot type from the entire music video, so I am really glad I took full use of the internet.

- I also found great editing, colour grading and visual effects lessons on youtube and other sites. Watching videos of creators such as peter mckinnon and justin odisho taught me with editing in a lot of effects in the video.

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For a recent project, we wanted to film POV shots with a SnorriCam effect, but lacked the rig to do so. It didn't make sense to spend ...

- The final step of the entire process was marketing the album. I uploaded the video on my personal instagram profile, where I got a great response from the audiences. I posted the music video on the youtube channel I made for the band and lastly, the website I made was on wix.com. If it wasn't for that website, which makes website development so simple and easy, I would have had to create the website through coding.

THE WAY SOFTWARE WAS INCORPORATED INTO THE PROJECT

- PRE PRODUCTION: Used light daily life softwares to do all the pre production. Since I did not need a screenwriting software due to the fact that I was making a music video, I wrote the script on microsoft excel, as well as the shot-list. The props list, and rough ideas were being written on microsoft word.

- Post production: I used adobe media encoder pro to create 560p proxies of all the footage since my computer is not powerful enough to render 1080p footage with visual effects and colour effects applied on to it. I did the main editing on adobe premiere pro and for the visual effects, transitions and colour grading, I used the red giant magic bullet suite, red giant vfx suite and red giant universe plugins that can be applied to premiere pro.

- To make the album art for the digipak, I used adobe photoshop cc.

HOW WAS HARDWARE INCORPORATED INTO THIS PROJECT?

- The two cameras I used, which were 1. A sony a6000 mirrorless camera with an APS-C sensor, 16-50mm f/3.5-5.6 aperture and 2. A canon 600D, APS-C sensor with 50mm f/1.8 lens. I used the sony lens for primarily the wide shots and the ones where I needed to execute some difficult shots, since the sony camera is the one I was more comfortable with. I used the canon camera strictly in low light scenes since it took use of the f/1.8 wide aperture lens.

- I had two tripods, one for each camera so I could save time not having to change cameras on the tripod every now and then.

- Some standard coloured light bulbs I used where I wanted neon lights setup.

- USED A COMPUTER FOR EDITING WITH THE SPECS : Core i5 4570, 8gb ram 1600mhz, Rx 560 Graphic card.

Overall, this journey has been really fruitful for me. Not only incorporating hardware, software and online fun but also a great source of learning and experience for future projects so I do not make the mistakes I did this time. The technologies surely helped me create something I am really proud of and if it was not for these technologies, I doubt I would have been so happy with my direction, editing, writing and cinematography progress.