

Micro-FMP Evaluation

Title sequence:

My idea was to pitch a product that builds upon an established market while also capitalising on an opportunity that I had spotted myself. I played around with many different ideas and concepts for my title sequence, with ideas including filming and editing my own sitcom opening (which I decided against due to a lack of a USP for the idea that I could represent within a 30-60 second time frame), as well as a more dramatic television show opening being filmed (decided against for the same reason). Though I wish I could have filmed new scenes for my project, I made the decision against doing so, which allowed me to complete this project much earlier than expected.

For the creation of this sequence, I edited down the length of another song and aimed to have the audio build up towards a dramatic climax before suddenly easing it off with an almost comedic scene. My primary aim was to highlight the best of the character (the creation of the titular suit) but without giving away any story details, taking fights and dramatic moments from future products to purposefully mislead while also providing some spoiler-free drama build-up.

Overall, I'm not entirely pleased with the end product and intend to spend some time figuring out why and what I can work on to prevent a future, unsatisfactory result. I will also try editing future videos (unrelated to course) to attempt to gather whether personal interest in the subject matter adds to the quality of the creation – telling me whether spotting a business opportunity is enough for a project to gain legs.

Documentary:

My idea was to create a documentary that taught people new things about a popular and important subject (mental health) while viewing it from a more unique angle. The first step in creating this documentary was to gather my research from a variety of sources, taking the time to fact check each piece of information to ensure I gather my facts from reliable sources before stating them. After gathering my facts - and ensuring to capture the logo of the company I learned this information from - my next step was to gather relevant clips to play alongside my rendition of the facts. I put a large quantity of time into ensuring these chosen clips meshed well with each other, represented what was being spoken about at the time, didn't go on for too long, or get too repetitive when used in conjunction with other similar clips.

I chose to use quiet and slow music throughout the video while also fading in and out of each image/clip, so as to allow people with autism to watch the video without sensory overload. I also picked a separate song to play towards the end of the track to match the more positive ending note. Due to the short length of each track chosen, I had to stitch together 2 copies of and extend the initial song to match the required length – also trying to mesh the new song near the end into the video in as natural a way as possible. I made sure to create the entirety of the video using non-copyrighted/royalty-free music and scenes so as to allow the video to stand on its own, without worry of ownership claims.

Overall, I am happy with the end result of the documentary. As much as I dislike hearing my own voice, I find that the topics I wished to discuss within the time were addressed and with my efforts in clip-choosing accomplished their intended goal.

Script:

My idea was to practice putting my ideas into a new kind of written form. I have previously written my concept ideas down as a synopsis, collection of events, or simple prompts but had not yet had a chance to attempt putting any of them into script form. If I can improve my script writing skills, it allows me to put down my ideas in a more easy-to-understand form for those beside myself and get each project a potential step closer to being realised. During the making process I ran into numerous hurdles regarding certain elements of the story that forced me to take the idea beyond what was available upon its conception. I found this element of the process to be fascinating and entertaining throughout, while also allowing me to add some much-needed depth to the idea in question. I'm not sure where the quality of the script lies but I have learnt a lot regarding the construction and requirements of creating a script and am now much more enthused about returning to the medium in future projects and improving my abilities.

The script itself was an on-and-off project over several weeks. I'd find myself working on it and changing elements every day or two and coming back with alterations and revisions often. This is especially interesting as it forced me to approach the work differently than any other project, whereas I would usually throw myself into my work, instead I found myself taking time away from it with the intent to return at a later date. I'd run through certain elements of the idea and concept with other people and use their reactions to alter elements of the script, such as me asking whether people could find forgiveness based on the motive and me then thinking to add a moment of self-reflection for the lead character to ask and answer that question from his perspective.

I am overall happy with the outcome of the script itself, though I'm sure that if I were given more time and had fewer external circumstances to contend with, I would continue to add and alter. I found the overall journey of converting the idea into something tangible, as well as the complications of being forced to add depth to what's being told/explored to be endlessly entertaining and interesting.

In conclusion:

I have learned a large sum from attempting all 3 of my choices for this project. The experience gained has been immense and thoroughly enjoyable. I look forward to improving on the skills that were put to work throughout this project in my future, and pushing myself to create bigger and better products in relation to the above – such as filming my own shots for use in the title sequence and documentary and attempting to script a larger and more complex of my ideas.