

Music Video Evaluation (The Adults Are Talking)

I started this project by discussing it with people the moment it was told we would be starting in 2 weeks. We formed a group and started discussing song choices and story ideas a week before we were set to start. The idea of telling a story with drunken teens and some kind of event occurring came up early and often when looking at song choices, eventually to the point where we'd match song type to that initial idea before suggesting them. We would dedicate calls and in-person meets to listen to song suggestions and discuss potential stories and variations.

Once we were pretty much set on the drunken teen setting, we decided to keep song choice as something to bear in mind – with 8 potential songs for this story being available at this point – and went around the town centre scouting potential filming locations. We would also use Google Earth Street View when scouting potential areas that were further away from the campus.

At this point, we started to put together a pre-production portfolio as the project officially came to a start. As we worked on things like a shot list and mood board, we also made a final decision on song choice. I got to work on editing the length of the song down from 5 mins 10 secs to 2 mins 50 secs. I went through multiple different versions, trying to make my cuts as seamless as possible – deciding that I would use editing and camerawork to create a drunken effect to mask one cut I couldn't clean up.

Our next step was to familiarise ourselves with a new camera, the c100, its settings and its lenses. We were recommended this camera by a teacher due to us being able to use specific lenses for specific outcomes. We settled on a normal FOV lens with aperture and NT slides to allow for easier filming in low-light situations. I headed down to our selected filming location with some of the group in order to perform camera tests and try working with the lighting.

We had some issues when trying to gather people to perform for us in the video, with different people having awkward schedules for us to try and work with. I believe this aspect could be worked on, making it clearer to all group members who's available and when for filming, planning these elements out further in advance. Due to the nature of the video, we needed to bring in extra people to perform. By the end, we only needed to use people from within our class due to timetable issues with others, as well as the later filming times than an average project. I wish to try working with people from other areas at some point in the future.

There were more complications when filming due to me not expressing my ideas as clearly as I wanted to. I would sit down with my group and discuss how this affected them and get to the root of the issue, making sure to explain the elements of the idea that I hadn't made as clear originally. Going forward, I have taken in this information and intend to work on my idea clarity when explaining to group members. I believe this will help keep future projects running more efficiently and prevent unnecessary frustrations.

Due to the nature of the project, we set out to film shots around the centre of the Milton Keynes Hub area. Before filming, I did extensive research into the law and what/how we're allowed to film in these public spaces. Due to this, when we were confronted by a building owner at one point for filming outside of it, I was able to take control of the situation and calmly resolve the issue before it grew – explaining what we're doing and to what effect, while being informed that no laws or social rules were broken. They were calm and very understanding upon me explaining the situation as I had learned and allowed us to keep the shots we'd already taken.

Regarding future projects, I believe that keeping an eye on weather and temperature forecasts will be beneficial. This is due to some of our filming days being extremely uncomfortable for all involved due to the freezing weather of the time. Being aware of these things also means that if we can't move the filming date, it allows us to better prepare for cold conditions with more layers, etc.

Finally, we would all sit down to edit. I was set on creating my own personal edit entirely by myself, without using the 50% complete edit from our dedicated editor. This inspired the other group members to give this a go as well. Upon finishing my personal edit, I offer my help at any opportunity for the other 2 group members' edits as well as making sure our designated editor is present as well to help add to the editing work he's being credited for in this project.

Overall, I am very happy with how the music video has turned out and I've learnt a lot about multiple new elements to media production - with lessons learned for projects going forward.