

FMP - Evaluation

Overview

I initially planned to make a short film/long music video consisting of 3 music videos pieced together by an underlying narrative. Through lots of logistical errors and new planning, I decided to change the idea to one music video as from the first shots viewed it looked like an amazing stand alone music video.

Ideas Generation, Feasibility and Presentation

I feel I am effective with coming up with ideas, however I always look for all the issues in them to make them non-feasible, however I did attempt to pursue a bad plan of what is below.

Initially my plan was for my final product to be 6 shortened music videos tied together with an underlying narrative, I slowly decided during the first few weeks of pre-production that my initial idea of filming 6 music videos and piecing them together would be extremely time consuming and would be less feasible.

Research & Pre-production

For my research report I investigated Semiotics and Narrative Theory. The Narrative theory was initially related to my original plan of the final product, however, later in development I changed it to semiotics as narrative theory was no longer relevant. This research into semiotics was beneficial as it allowed me to be able to study how so many elements of what was visible in each shot could tell a part of the story produced by the song. For example, the use of lighting, and how harsher lights in production – and also making them sharper and rougher in post-production – can heavily impact the music video in a positive way of conveying the narrative and presenting a story with just performance.

For the test shoots of the music video, I started off with a rough list of the test shoots I would do based on my website. This looked somewhat like this:

TEST SHOOT ONE:

Confetti Cannons launching in slow motion. No direct subject needed in shot as the slow motion is the focus.

EQUIPMENT:

Sony A7III + BlackMagic + Studio Lighting + Studio + Confetti Launcher(s) + Libec Tripod x2

TEST SHOOT TWO:

Confetti Cannons launching in slow motion with camera mounted to gimbal. Camera pulls backwards as confetti launches. Subject needed in shot as reference point.

EQUIPMENT:

Sony A7III + BlackMagic + M50 MKII + Studio Lighting + Studio + Confetti Launcher(s) + Weebil Gimbal

TEST SHOOT THREE:

Lighting and performance test shoot. General check of lighting positions and camera angles. Also looking out for performers and directing them on what looks good and how things can work well for the shots.

EQUIPMENT:

M50 MKII + Canon 80D + Studio Lighting + Studio + Crane V2 Gimbal

TEST SHOOT FOUR:

Placing all the test shoot together to test edit transitions between shots and basic additional colour grading for my type of shots and their style.

EQUIPMENT:

Premiere Pro

I feel this was an effective way to plan my test shoots however I did change some things in them and Test shoot 4 didn't happen, I documented these in mini evaluations and notes below the test shoots on my website.

Production

There was one primary shoot for the music video which was a performance act in front of an audience in the Lecture Theatre. This required lots of equipment from lighting and many cameras, and also the planning and arrangement for both the room and the performers.

The equipment used in this shoot was 3 Canon 80D's all in 1080p 50FPS, 1 Black Magic camera in 1080p 120FPS, Sony A7SIII mounted to a Weebill S shooting in either 4K 100FPS or 1080p 240FPS.

This shoot did finish looking particularly cinematic which was an issue as it did not match the genre well, so I knew I needed to do another shoot.

This shoot took lots of planning as I needed to coordinate the usage of cameras, the audience, the band (While trying to get their energy up), and plan when to set the confetti launchers off.



The performers involved were Sam on the guitar, and Tom on drums, while the audience was just random people I could find in the hallways and refectory.



I feel this shoot went very well as I managed to make lots of footage all in a short space of time, while also entertaining an audience who were watching the project being made and then also became part of the production for some scenes.

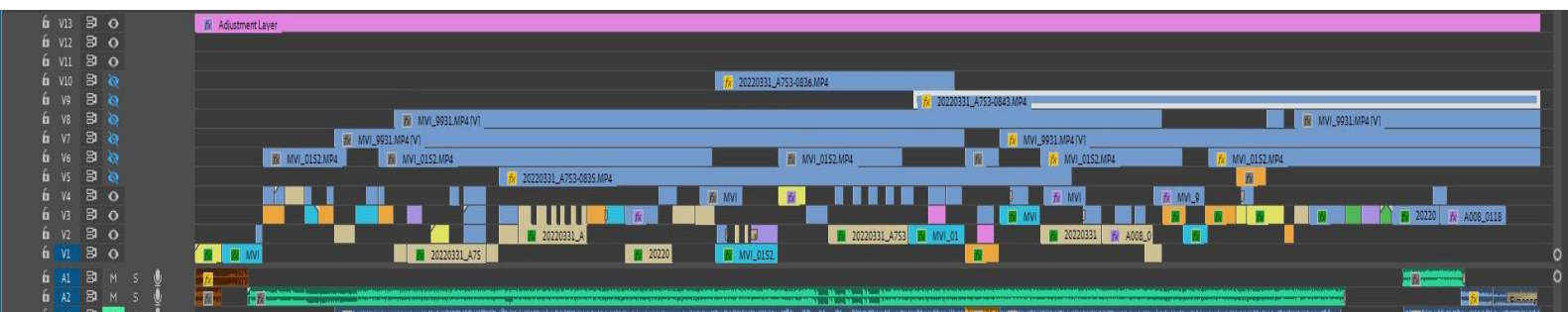


In the next shoot it was just shooting simple B-Roll footage. This required 3 actors – Jaiden, Harry, and Ed. I needed to get the energy of the scene up getting some aggressive footage and slow-motion anger. I feel like for this shoot I achieved what I aimed for effectively. The cameras used for this was the Sony A7III shooting in 100FPS 1080p.



The third shoot was based on feedback after my final export as I needed lyrical scenes in the final product. So, this shoot was a simple lighting set up in the studio, matching the look of the second shoot and I was filming Rowan miming along to the lyrics of the song. The equipment used to film this shoot was a Canon 80D shooting in 50FPS 1080p, and a Canon M50 MKII shooting in 100FPS 720p.

Post-production



Above is a screenshot of the entire timeline, of course its zoomed out enough that a lot of the shorter shots are not visible.

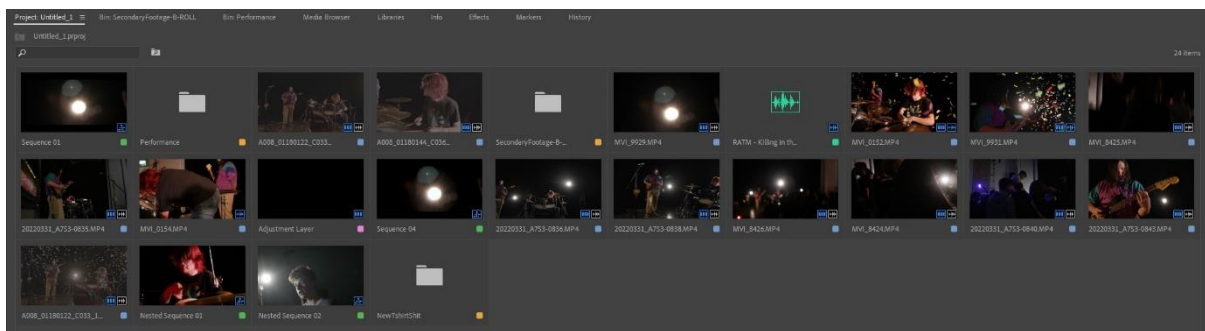
The green audio track is the actual song which is audible throughout. The brown audio track is intro audio which is two layered recordings of audio from one of the B-Roll Canon 80D's. Towards the end of the product on the audio track the audio of course returns back to the audio from one of the cameras as the main song track ends.

The video timeline is a bit more messy, tracks 5 – 10 are non-visible as that was where I kept the main performance footage to cut from, and then I'd move the cut video from the large clips into tracks 1 – 4.

To constantly update visuals along with the new footage I found myself re-colour grading all my footage multiple times which allowed me to experiment more

The top Adjustment layer on track 13 is to add the same consistent black borders to the top and bottom of all the footage. It made it guaranteed accurate and is easy to do.

This overall method made it really easy and effective to edit for me.



Above is an image of my file sorting, which is still pretty good but it had seen better days before I started re-shooting so much.

Feedback & Summary

3. Was it good (0 point)

[More Details](#) [Insights](#)

25
Responses

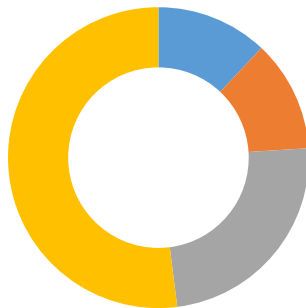


8.64 Average Rating

Above is a simple and clear question which formed a positive average rating of 8.6/10 stars of my final product pre-feedback.

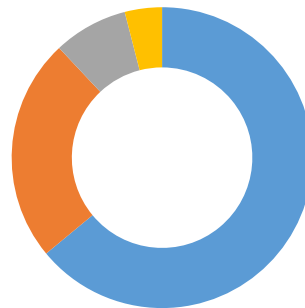
In more detail, my feedback outlines which elements were more positive and effective, compared to the parts which needed improvement and were less effective. This is clearly shown in these pie charts.

Weakest Element



■ Camerawork ■ Editing
■ Music choice ■ Acting/ Performance

Strongest Element



■ Camerawork ■ Editing
■ Music choice ■ Acting/ Performance

These pie charts clearly show that the acting and performance lacked compared to other elements, my method of fixing this was doing an additional shoot where I had Rowan perform the lyrics for the song and do some dramatic B-Roll footage too. I think the feedback from these two charts fourughly helped influence the outcome of the post-feedback product and also reminded me what I initally missed in the original shoots.

How was the performance?



7.8/10 Avg. Rating

The performance was rated a 7.8/10 which was the lowest rating for the individual elements. However it is still a pretty good rating which shows it managed to still carry good energy and entertainment.

How was the editing?



8.5/10 Avg. Rating

The editing was rated 8.5/10 which is good because I invested a lot of time into editing which took up a lot of time inbetween shoots, although it was a good choice as it allowed me a chance to be able to reflect on what content I have made so far and what else I need to film.

How was the colour grading?



8.7/10 Avg. Rating

The colour grading received the highest individual rating of 8.7/10 which does show where a lot of my editing energy went into. I attempted to colour grade my final product as subtly as possible to not ruin the overall videography.

After the first few exports, I decided to go back over my entire product and re-colour grade most of the footage used in the music video to add more black and white, change the saturation levels, and make the scenes colder to convey the energy of the song and the roughness of the type of videography I needed to represent the lyrics effectively.

Overall, I am happy with my final product. I am most pleased with the primary footage of the band in the lecture theatre, however, I feel it did need a bit more energy in the performers.