Preliminary Task Evaluation

For our preliminary task, we had to plan, shoot and edit a music video which we did on Carly Rae Jepsen ‘Call me maybe’. I was working with two other people and we worked on making this video as we wanted to gain some experience. We had been given a sheet with the song lyrics on but we hadn’t had the time to do detailed planning so the planning we had was very limited as we had no storyboard, shot list or a written down plan of what we were going to do and which of course had an impact on our music video and the editing of it.

During the editing we had decided to over-saturate the colours in the video which made it look very bright and colourful which gave it a positive feeling. In the music video we used a variety of shot types which used different angles and movements. We filmed the music video using a mobile phone which had good camera quality however we didn’t use tripods, stabilisers or sliders which would have improved the smoothness of the shot and variety so it wouldn’t look shaky and unclear. During our actual graded music video, we will use proper cameras instead of mobile phones to improve the overall quality and feel of the music video. We used a variety of shots such as tracking shots which involved the actors looking directly into the camera which is an effective way to give the music video a more professional and successful look and it also allowed us to match the walking rhythm with the music tempo. We also used other shots which included eye-line shots, low angle and high angle shots and wide and close up shots which gave the video a more professional feel and keeps the interest of the viewers.

We have learned from this process that we should use a plan. To improve and be more organised we need story boards, a shot list, and other written lists that we can use to help us in our music video. We also need to make sure we are linking the shot with the lyrics and the point in the song it matches which can be planned using a shot list. We also need to use a camera and not a mobile phone as we would have gained better results and it would look steadier. We may also have to do a shot more than once in order to get the best result that we can and give the video a more professional look.

Overall the process was interesting and helped us learn what not to do on our music video so it will help us avoid mistakes. We also need to take the planning seriously and put in the effort on planning as well as the actual task. I feel our group worked well together and we will work well together on our actual graded music video and can share our ideas with each other in order to create the best music video that we can. By creating this music video we are now a bit more confident in creating our own music video as we learned from this process.