***4d lionfish – detailed final advert overview & Evaluation***

Below is an overview of my final advert and I will go into details of the progress I made with the final version of the advert and will also go into further detail about the other versions of the advert and how I progressed from the first advert to the final version and will explain each of the adverts and the changes I made to them before making the final version.

<https://www.youtube.com/watch?v=fcv4KwCzqig>

***Voiceover***

So here is the overview and details of the final advert I continued where I left off with version three and started the recording process where I would record saying the lines that are shown in the advert. The reason for the voiceover is because a majority of adverts contain a voiceover so many people can understand what the product is about and can also trust the person describing the product to them which could potentially sell the product to them and persuade them to buy it.

***Editing***

After recording I sent a gmail to myself and on the computer I downloaded them and converted them to mp3 files using an audio converter and downloaded the files I then began adding the audio files to my current edit and I began shortening the clips to fit in with the video all but one was exactly placed at the right times however the audio at the end did not fit so I had to edit the text and record the new line so it could fit in with the advert and eventually added it in to the advert and everything was now lining up and matching with the advert and after listening to it I was happy with how it turned out I just need to add the end card and one more audio clip and the advert would be eventually completed.

***Making the end card***

After I made the advert I needed to make an end card to end the advert off so I went into adobe photoshop and started making it first of all I put in an image of the sea added it in photoshop, I then added an the image of 4d lionfish product after adding it in i then used the magic want tool to get rid of the background of it and then added it on to the image with the sea background.

Eventually I added some text saying available in all good shops I later changed the font and the colour to yellow and then added it in next to the text after that I've saved it as a photoshop file that’s where after affects comes in.

***After Effects***

When I completed the photoshop file I opened it in after effects and then began to add things one by one first the background , then the product and then the text. I then began to add a rotation of that would last two seconds and then for the last three the text would show up. After completing that I exported it to adobe media encoder , it would then encode it and then make a video I later saved the video and then would add it to my advert.

***Editing & Completing***

After rendering the video I later reopened adobe premier pro and began to add the five second clip to the end of it and after looking at the advert it was lined up perfectly and was ready to go almost I just had to add the last voice clip and it was complete so I grabbed the audio clip into the editing bar to where the end card is and placed it on there. I then decided to play it again and the advert was finished everything lined up perfectly and I was happy with the advert uploaded it up to youtube and digital space alongside the other version I had already made.

***Overview***

Overall I am really happy with how this version of the advert turned out I really loved adding the voice clips as they were really fun to record and edit and converting them to mp4 files. I also loved making the end card as that was my favourite thing to do whilst making the advert overall is the end card and I loved rotating the product in after affects and then adding the text to it and when I looked at my advert I really loved how it all turned out it was improved massively from the first version that I made.

***Text***

Comparing this advert to the first version lots of improvements and changes were made from the original made version firstly the text was improved on quite alot the first version just had one colour and was really hard to see due to how small it was there was no drop shadow and there was nothing special about it but that was the first version and it was something that was to be expected considering it was the first version and not the final one.

Looking at the final version the text has a variety of colours and all text has a drop shadow and the text is much better to read and easier to see and even has a sliding motion so the text can be moved across the screen and disappear so the next scene and text could show up and the text has improved so much compared to the first version and is so much better and im really happy with how the text turned out and is good quality compared to the first version.

***Effects***

Now looking at the effects in the first version there was none at all it was just rough cuts and the text would pop up there was nothing really added in the first version compared to the final version,

Now looking at the effects in the final version and wow theres so much special effects I added in the final version compared to the other versions I made there loads of changes first of all there is now a sliding function for the text making it pop out a bit and more unique that it was in the first version as there was nothing in the first version compared to this one.

Another effect I added is a film dissolve and would appear in between scenes and it would slowly dissolve the end of a scene and it would begin the start of the new scene this makes my advert so much better than it was in the first version as there was nothing and it was only rough cuts which ruined the advert quite a lot in my opinion but like I say it was the first version so it was to be expected and the film dissolve makes the final version what it supposed to be unique and standing out and mostly recognisable in a way.

***Final words***

Overall there is loads of changes between the two and have to say im really how things have improved from the first version it went from a rough mess to a smooth sailing advert and im really proud of how things turned out and I will keep all of this in mind if I make an advert in the future those are my final words in regards to the final advert.