**Evaluation – LV3 social media advert production**

**Bailey Haggan**

***Description***

So what happened for this project was we were given certain products and we were put in groups of three or four and we had to work to make three or separate adverts and in my group we had to plan & produce together our separate ideas for our own adverts eventually we came up with our adverts and we had to film a bunch of scenes which involved filming in the toilets for the fish swimming and we had to film our own scenes so we didn’t copy each others work. Once we completed we went our separate ways to edit our own adverts.

I began editing the advert I made three versions adding bits at a time before making the final version which includes text , a sliding motion , a film dissolve , a voiceover and an ending card and eventually uploaded the advert and my other versions on both youtube and digital space and gave my opinions on them on digital space and other word documents.

***Analysis***

Time to analyze my work and have to say that were so many elements that were good for example the editing process was smooth sailing in my opinion I really enjoyed editing my advert it distracted me from the outside world it was fun to create however there we some bad elements which included the filming I think we didn’t film a lot and I think we could of filmed loads more and added a bit more to it I think another thing was that we barely used the green screen and I think I could of done a lot more if we had green screen and analysing the full advert I have to say I did really well with this project however I could of improved the advert a bit more if I had a lot more time to work on it.

***Strengths & Weaknesses***

Strengths – I have to say for strengths that there we some good elements that I enjoyed during this project such as the editing , the filming and the production was the strengths in my opinion and no issues with it whatsoever.

Weaknesses- for weaknesses I probably to say the planning because the planning took way too long as I am a person who prefers getting straight into things and I feel that the planning is the main weakness even though it has to be part of the project some parts of planning dragged in my opinion and that is why I think the planning is the weakness In my opinion

***What would of I had done differently if I did this project again.***

So if I went back in time to do this course again I would do the whole process because I feel the product that I was provided limited my ideas and resources for filming for this project even though I enjoyed it I feel I could have had a better advert with a better product and I feel the 4d lionfish limited the whole thing if it was the water game things could been better explored in my opinion and that why I think start from scratch if I had a different product also I would also lower the sound to make it quieter and make the shot more smoother and flexible.

***Conclusion***

In conclusion there were some good stuff I really liked doing about this project such as filming and most certainly the editing part which I found quite and really fun to do and never been excited to do editing in my life all because of this project and would do it all over again as I really loved this project and found it quite even though some parts dragged and the advert could have been slightly better at the beginning towards the end as I found it really quite fun to do.

***End of evaluation***