Hirah M Aurangzeb

UAL Level 3 Diploma in Creative Media Production & Technology

Final Evaluation

20/05/2022

My Project:

Description

For my Final Major Project (FMP) I produced the idea and the final piece of a short film of a story being narrated with 1-2 second animated gifs in between. The short film is about a little girl who witnesses her crush being bullied in her school, to fight these bullies she uses her imagination to overcome this fear.

For this project pre-production, we needed to plan a storyboard, make sketches, needed a script, a shot list, a location reece and action plan. For production we needed to convert the sketches into digital gifs, shoot our film, scheduling, check listing. Post-production came with editing the intro, outro the short film, watching the footages and making the poster.

In the beginning we had first came with the idea of a short film of a flip book which would be handwritten, and sound would be added to a post-production. However, I did not feel like it was linking into my course, it was more of the art side and was not linking with pocket planet. So, finally I have decided I will do a short animated short film. Due to the brief time, I asked if I could team up with 2 classmates as it was a lot of work. As when making an animation you need a few sketches and to develop it just to move a step forward you need 3 frames which is quite challenging, and it would be impossible for me to complete on my own.

1 week after pitching my idea, talking to my small team, we realised, and we had split roles in between us. One in pre-production, one in production and one for post-production. Not that only that one person would be working under it, it would be that they will take lead for certain time. A few days after this we realised it was too much work and less time. Looking at YouTube and still doing research we changed our idea and narrowed it to something we could give 100% efforts to and use most of the time. Looking at CBeebies bedtime stories we said we will try referring to the concept but convert it to our thing instead of still animations we will import animated gifs in our short film whilst our storyteller narrates the story.

My feelings

The result of this project, I think personally I have done well. Throughout our production we faced several problems, learnt many new things, and solved many problems along this way to get to this stage. For example, I faced delays in our work and to overcome this problem we worked double the time and tried finishing things one time check listing things off. We finished and scheduled things by collaborating and sharing jobs. Events like this would end up making me all stressed out and feeling so dis-organised.

Evaluation - Conclusion - Action

The overall project I give it an 8 out of 10. Being encountered by several problems in this project we somehow did overcome it. For example, one struggle we faced is that we did not want one to be doing all the work and the other just waiting for example, I am from the post-production end so through this whole thing I could of sat on the side and just waited to edit and make the poster however whilst my time were doing this for pre-production and production I helped and supported them how much I could, like taking areas to work on and check listing for them. By doing this it helped pick up the pressure a lot of give us more time to get many things completed and in this way our communication skills developed, and we all were improving in every sector. Pre-production, production, and post-producing.

*One thing I would have improved in this short film that I and my team have produced is, when referring to **equality and diversity**, I realized we totally refer to it whilst doing this project, we did not think about the ones who are disadvantage in many ways. If I had to change one thing in my production, it would be my narrator only talking. Would I be making my narrator talk but also sign language? Why I would do this is because it would be equal as it would also involve the ones who have disadvantages in listening so for the deaf children. It would engage them, and they would not feel left out. Or another thing I would add to show diversity is I would add a few more animated characters, but I would ask my graphic designer not to colour them white, colour each character a different skin colour to represent another race. Or I would ask my graphic designer if she had a little more time could she be more creative and either add a headscarf, turban, religious bangle, cross or other religious references.*

I like the way the short film has come but there are many things that looking at the overcome I feel and know it that I could have done better. As it was my first time holding a camera for videography, I did not know how to position it really and how to take the shots, but still I tried and came out with the best ability shots I could take. Looking at the editing I should have recorded the sound as we can hardly hear the narrator and mostly the noise at the back. I could have used more variety shots. I feel like we could have covered the cover of the book which we used as a prop for this short film. Moreover, I feel like our narrator should have practiced her lines and bit more and made sure she really felt comfortable with the camera so that she was not nervous most of the time. But due to the limited time and since we needed to make animations, one of the team members fell ill, went behind schedule, and editing needed to be done before the deadline. I feel like we done a lot better than I thought.

In conclusion, this overall project has come a lot better than expected, in so less time a lot of work was produced. It is only after when things happen or are finished in a certain way, we always sit at the end and say and know that it could be done another way, which could of result in many better ways.

My vision of the Post-Production Area:

Being from post-production, I had the hardest job with the least time, which was so hard to manage and cope.

Let us first start off with the positives, I had a talented team, so they completed things when they were asked and helped me decide things when I am confused or cannot chose between. The second positive I had from being post-production is that due to my last experience I did not have a challenging time searching for or trying new tools on the application.

The negative side of being the one from post-production, is that you get the most least time from the whole project for example if planning takes 2 weeks, pre-production 3 weeks, production 2

weeks and you only have 9 to 10 weeks to begin with you only have that 1-2 weeks to quickly look at the footages, make an intro, make sure the animations are working, see if the music suits the short film, combine the edits, make, and add an outro. See if it is running smoothly, if the team does not like it, re-make. Then make a poster but usually a poster is made as soon as we got animations gifs or actors knowing their role, so it makes an elegant poster.

A great struggle as the editor I was challenged by was the system constantly crashing, I faced this problem by constantly save my work and save my work on all macs I worked on. I would also save this on a USB, on the desktop, my one drive and send it on teams to myself.