

25/11/2022

## **UAL CREATIVE MEDIA AND FILM PRODUCTION**

### **FOOD DOCUMENTARY – PROJECT EVALUATION**

#### **The project plan was well defined and communicated from the start**

Initially the project was pitched in one of the simplest ways, I did not want to get stuck in trying to a bunch of things what I could not see any vision in them. It is evident in my work that this work was well defined and communicated from the start. It is as if I had the documentary in a bubble and I only wrote the necessary topics around it e.g., the footage I can record, the locations, speakers, and availability.

#### **The initial goals were clear**

The goals that initially wanted to get at the end were noticeably clear and visible. I give my 100% efforts, time, and strength in trying to make the goals come visually visible not only displayed in my mind or paper.

#### **The allocated resource was adequate for achieving goals**

The resources given to us to achieve the goals were given, but we need more experience and chances with them. I feel like with the video and still cameras we should have had a workshop where we all tried different cameras and learnt how to use them, which type of film production we should use it for and which it would be better for. How to change different settings on the camera and how to get footage without it being wobbly or blurry.

#### **The original project timeline was realistic**

Personally, if this project timeline were given to someone in industry, they would be in disbelief, but because we are students and as we are still learning that was a great timeline. September – December was a great space of time. However, if my health and attendance were all good, I would have initially completed this by now with the plan I had in the beginning. But due to many circumstances and downfalls, I were unable to do this as my health played the biggest part in this where I was unable to focus on this project or get anything completed which has got me gutted as I really wanted to come out with something good and gobsmacking.

#### **Did it all work well together**

Despite all the flaws, obstacles, and hardships I think overall things at the end did work together and I did get to make a documentary at the end, which I do believe it could be 10x better but really it is great thinking I had less time after missing a lot of time off. I expected the Aspect ratio to be 16:9 this is because it is suitable for my YouTube audience, this came out well at the end.

#### **Did you work efficiently with the client**

My client was Al-Ameen from David Hockney Building, works with students and I approached him to help me with my project from the experience and knowledge he has developed whilst working in Bradford college. I think we both work efficiently with each other and learnt a lot from each other. For example, when we both met, we were a bit uncomfortable, so remove that we got to know a little bit about each other, the reason behind this project and what his job role is. Then when we were doing the interview, when we both had a question-and-answer meeting we would feel incredibly nervous, and you could hear the hesitation in our voices which was very

funny at the time but was not working or the documentary which made things nerve-racking. So, we both asked each other how we could come over this boundary of awkwardness, so he suggested to have a normal conversation with the camera recording him on the side, so he does not feel the pressure on him but just generally feels like he is talking to a friend, or student about his experiences. Overall, this was a good suggestion which made things come to ease and he said parts I would need for the documentary I snip them out. But having more of a normal conversation looked a lot better in the documentary otherwise the nervousness was very visible this made Al look feel like he knew what he was doing, and it was not new, which is a good thing.

### **We got the project results that we wanted**

At the end we did get the results I was hoping to get at the end; however, it was not spot on the way I wanted it to be. The results I were wanted were something that was an engagement that would be given as a 'takeaway with you motive.' I was willing to try to give the audience an imagery bag of mixed feelings at the end of the documentary that they would keep themselves engaged and thinking about the change they can be for us, the community and for the world, by making one smile.

However due to the challenges of facing denials of foodbanks I were unable to show the blessings of foodbanks to those who can't afford it so I still went with the main topic of 'FOOD' however was trying to get the audience thinking the blessing that was given through food but was unable to convey that message even though I used voice over to interact with the documentary and send the message I still failed as I wanted it to be displayed through footage.

### **What went well on this project**

The one thing that went well with this project was the editing, however the footage was or how bad the quality was, I was finally able to put something together. I really enjoy the editing part as you can be given one simple video but using After effects and Premier pro you can change the whole video with using different sound, effects, colour grading, movements, text and much more. Editing was the main part that went smoothly on this project I was happy with the edit, because though the footage quality was reasonably very bad and was nothing more than a lot of B-roll's of food, cars, people I was able to get something together which look very pleasing I would say.

### **What aspect of the project was most frustrating**

There are two or three aspects that were very frustrating. One of them are due to the season of Christmas around the corner I faced many and many denials from all the foodbanks organizations which made me rethink my whole documentary and rethink what I can move my focus to but get the similar message out to the young generation. Some with appealing footage and effects. The second thing that was very much frustrating is after getting out my way and get many b-roll's which just made sense to me to get in such short time I had lost my work, as I have not been in college very regular I did not know that the computers were going to get wiped, so I had saved my work to the desktop and uploaded to one drive but due some connection problems it was uploaded with glitches. However, when I came back the next Friday for my lesson there was no documentary that I made as they had wiped the computers which made me awfully gutted so the day it was the deadline I need to sit whilst on break and put something simple and quickly together, this was very brain-hurting and frustrating.

### **What was the most satisfying part of the project**

The most satisfying part was editing the first time, as it felt like a burden of the shoulders and where I was editing my work, taken by me. I was putting a documentary together from scrap, meaning I was putting my vision from my mind alive by using Premier Pro. This was so satisfying as it was like the end part of the whole production and once you know yourself that you are this part, it is one of the biggest reliefs you feel but at this part if you feel like there is something missing you can quickly arrange a last-minute interview or go quickly get more B-roll's which makes your documentary look splendid.

**What issues would you like to discuss**

I struggled to get enough interviews as I planned to get little clips and different viewpoints on this topic, so it's not bias on the opinion and thought they get together by the end of the documentary. Another issue is many teachers who I was going to interview about the foodbank from Bradford college had said no me last minute either because they didn't understand, or they just didn't feel comfortable enough to be interviewed. Another thing is losing my work, I am a person who always stays on top of my work and never save my work to desktop always email it to myself or put on one drive and the one time I saved it on my desktop saying next time I will upload on one drive is the day I lose my work which is very upsetting.

**How would you change that next time**

Next time I would change is that I will not make plan B last minute. I will make many plan B's when planning any documentary or films, just in case people last minute cancel on me or leave me struggling to get so other contacts. Another thing is that even if I feel unwell, I will try doing more research at home so when it comes to us producing the project then we are not behind so we can look at other kind of topics we can focus the project on if something goes wrong.