

# Final evaluation

Social Media Reel – Final Major Project 2023



# **What is your project**

My project was a social media reel of my dream car which is Jeep wrangler Rubicon with 4 doors, presented in a young female limelight for those in Bradford.

My reason to this project is because it is rarely seen for young females driving in big cars like jeeps and defenders around Bradford.

Another reason for this is that the companies such as Jeep, Land rovers and others present the cars for masculine men and for men who love to be outdoors off-roading. Due to me having a big-time dream to one day be driving a jeep wrangler I want to make a natural thing and t finish this typical stereotype.

**Did it match  
with what  
you  
visualized?**

It was not what I visualized it was quite the opposite but has turned to be ten times better and would not want to change it for the way I visualized it in the first place or how I wanted it in turn out to be.

## How It Went?

I am very happy of the overall outcome of this project. Went through several trails but happy of whatever outcome has come out because of them. The problems I was faced with made me very gutted at times and pulled me down, making me feel the pressure of a failure. I am happy of the overall experience, loved the editing and the post-production part as much as I loved going to the shoots and meeting the staff at the showroom, brought very pleasant vibes.

# **Problems faced?**

I believe no project comes without trails and problem solving. This is what makes your end piece more appreciative and better as every teaches you how to make it better. I faced several problems and wanted to give up each time, but always remembered my motive and tried again. Thank god I was able to always solve the problem, think ahead and make another plan.

**Any changes  
you would  
make?**

There is one big change I would make of this project is to reposition the light and perspective from the defender car to the jeep car which I was going for in the beginning.

Another change I would make is even if I had a driving license or not, I would try to get the car out somewhere in a nice place rather than the showroom to get long shots and bird eye shots which would make it a lot better, as in my other edits I have done you can many times see the other cars in the showroom.

# Did you meet your given deadlines?

The deadlines for this project are very different to the deadline I gave myself.

Ongoing –

- Production Schedule
- Reflective Journal (Discuss the progress, decision-making, problem-solving and experimentation)
- Practical Research and Experimentation

16- 21<sup>st</sup> March – work on risk assessments, location planning, marketing strategies

21- 23<sup>rd</sup> March – Filming – two days

24 –31<sup>st</sup> March editing – get shots of editing as you go along and upload to DS as you progress

31<sup>st</sup>- 19<sup>th</sup> Getting all work done – complete the final project, complete the DS production schedule, reflective journal, final eval and viva voce

19<sup>th</sup> April Deadline

- Completed production in an appropriate format  
Final Evaluation (Written, video or audio essay)  
Viva Voce as a Vlog  
Reflective Journal (Discuss the progress of your project, decision-making, problem-solving and experimentation)

**Did you meet  
your given  
deadlines?**

Previous slide it has been shown of the given deadlines I had given myself with the help of tutors. I did meet deadlines on time and was very organized with what I needed to do, productive when was given a task and did start other tasks meanwhile to get things done faster.