



REFLECTIVE JOURNAL

Final Major Project – Social Media Reel
Hirah M Aurangzeb

Week
Commencing:
13/03/2023

Update:

This week I have completed my written project Proposal and my location plan.

Thinking how long I have got, I wanted to schedule myself with many other shorter deadlines. I got together with my tutor and produced the plan with a new timetable and a new scheduled checklist.

Which will be found on the next slide.

Week
Commencing:
13/03/2023
continued...

Update:

Timetable

Ongoing –

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

16- 21st March – work on risk assessments, location planning, marketing strategies

21- 23rd March – Filming – two days

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

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

19th 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)

Week
Commencing:
20/03/2023

Update:

22/03/2023 - The showrooms that gave me permission a few weeks ago when planning this project, they are either not replying to my emails and calls, so the Stoneacre Jeep showroom we will not be doing production for. I am very gutted and disappointment as I had a lot faith in them and the main reason of being gutted is because the main Jeep, I wanted to make a reel on isn't available in any showrooms which are local not even the used Jeep wrangler. So, I produced a plan B and called a showroom where I have been before and have seen the excellent service, they provide for their customers so I want to go meet them face to face today and received good news, got permission and will be going to shoot there tomorrow the Defender in the land rover. I am okay with the Defender as it still matches with the idea I am trying to put forward as well as a Jeep wrangler a defender is presented in masculine light and not seen drove by women in Bradford.



Week Commencing:
20/03/2023
Day – Wednesday 22/03

22/03/2023 -
Wonderful experience, loved the atmosphere and
hospitality. The service of the staff are very
welcoming and friendly. I would love to work with
these a lot many other times again.

Week
Commencing:
20/03/2023

23/03/2023 - 24/03/03/2023

Production Update:

I received a message this morning to my model telling me she wouldn't be able to attend the shoot on Friday, which made me re-think the whole scenario again and re-plan the whole shoot. I contacted her back and asked if she available for Thursday afternoon and she was happy to attend. So, I re-organized and cleaned up my shoot and swapped my aims around. I told my model to meet me at location and we will continue there. So, after feeling the pressure of my shoulders after re-scheduling everything in such short time, I reached to college to pick up the camera I booked on Monday to find out I had no camera booked on my name or on either of my tutors. I felt a whole overwhelming storm of feelings shadowing over me.

Week
Commencing:
20/03/2023
Continued...

Update:

I knew this is something I could overcome and knew I had my phone on me even if I didn't take a camera, I could cover some good shots on my phone. However, it would not look professional to go into a showroom where there would be staff looking at me knowing I am a media student walking in with a phone to capture footage. Central media told me they cannot give me any cameras without tutor's permission or request. I walked back to my building and could not find any of my tutors and I just could feel only discouragement at this moment and felt like this project was going to flop. However, I found Paul (tutor) and requested him to assist me to central media. Thank god, everything worked out and I was given permission to take the camera out on my name.

Week
Commencing:
20/03/2023
Continued...

Update:

I came across another problem, I was given a camera which I have never come across before or took training with, I didn't know how to start the thing and how to insert the memory card. So first I tried taking practical shots to look like I knew what I was doing in front of my model and the staff at the showroom, when I really had no clue. I went on the side and searched on YouTube and came across this link <https://www.youtube.com/watch?v=0R2B9gNc4AM> After watching the video and experimenting with the camera I came to a point where I understood the basics of the camera and was able to revive some footage. Loved my experience because even though all the difficulties and trails I was coming across I was still able to get some basic footage for even a basic edit.

Week
Commencing:
20/03/2023
Continued...

Update:

Due to the video camera being heavy it was hard to walk around towards the middle of shoot my arm was hurting and could not lift the camera no more, this is when I decided to put the camera away and take my phone out. I got better footage then the camera as the camera was too big couldn't get in the small spaces to record smooth moves.

Next time I think it would be better using a Go Pro as they are handheld and can move faster and smoother. Or one of the train track where you can place your camera and it moves smoothly on the floor in that way are reflections would not come in the footage of the car.



Week Commencing: 20/03/2023

Day: Thursday 23/03/2023

Update: Thursday 23/03/2023 & Friday 24/03/2023- Location shoots started at Land rover based on Canal Road, began film shooting. Had an exciting time at this showroom, took a lot of B'rolls and recorded a lot of footage. Our model student - Charlie, was very patient with us and knew what we were aiming for, we presented to her the idea we was trying to get to our audience, and she was ready to take the risks. We first gave her the time and space to get comfortable with the car, camera, us and the staff and people that were in the showroom.

Week
Commencing:
03/04/2023

Update:

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

I have received this outcome
completed this, this week, finish
edits and drafts and uploaded to
digital space.