

Evaluation Question 2 - Rough Script

NOTE: We did not follow the scripts to the word, we mainly just used it as reference to what we needed to address.

Key:

- M: Matthew
- W: Wiktor
- A: Andrew

How does the digipak/advert reflect the ideology of the band? - **M**

In our print productions we have followed certain conventions of the electronic genre to help reflect the ideology of our group. The first example of this would be the computer generated image of an asteroid shower on the cover of our digipak, this connotes that our group firmly associates itself in the modern -electronic genre. Another example would be the vibrant neon colours used in both the digipak and the video, these help to portray our group as being energetic and extraordinary. This energetic attitude is also emphasised in the star's performance, as the chorus begins he is invigorated and dances enthusiastically. The theorist Dyer, created the theory that each producer of media, whether a group or individual, have purposefully manufactured their own unique image, this creates a unique selling point for the artist, which allows any individual producer of media to stand out and become more appealing to a potential consumer. Our media products align with Dyer's theory that the star is both present and absent, our star is present in the video but absent in the print production, suggesting that the star wants to be known to the public eye, but for his work to be centred on his music and not himself.

How does the digipak/advert fit with audience's reading - **W**

Our digipak alone does not particularly present our star in any way, as was the intention. We wanted our slightly disjunctive front cover to mean whatever the audience interprets it to mean. The cultural theorist Stuart Hall, studied how an audience perceives a product, "the reception theory" suggests that there are potentially 2 separate perceptions of a media text, there is the way in which the producer wanted the product to be perceived, and the way in which each individual audience member perceives it. It is common for an artist to want to have their digipak perceived in a certain way, usually aligning with the artist's meta-narrative. However in our case, we defied this convention in that we don't have any set perception of the meaning of the images used. For instance I have a different interpretation of what the asteroids are representing compared to my partner. The main, more general aim for our digipak was to encode a positive, relaxed feeling towards our star, but not in any specific way.

How does the design of the digipak and the advert fit in with the visuals &/or themes in the video? - **A**

I feel there is a blatant visual correlation between all of our media products. The most obvious similarity would be the broad range of neon colours used, in both the music video

and the print productions. The cultural theorist Barthes has been extremely influential in how he explored the way in which texts make meaning. In regards to semiotics which is the study of individual signs, we have included several different semiotic codes, encoding our products in a certain theme. For example, The reason behind the extensive implementation of colour in our media products would be that it is conventional for an electronic music video to be very energetic. An easy way of creating this energetic feeling is through the use of vibrant colour. The bright flashing lights help to emphasis our lively performer. The design of our digipak sought to compliment the music video, in both, there is a dark background which is being flooded with a variety of colour, our aim being to replicate the setting of a nightclub. One way that our print productions compliment our video would be that they both portray the music as being very fun-loving and relaxed, there are no signs from either that the star takes himself seriously, this is emphasized when the star is smiling and gesturing towards the camera whilst he is dancing. One theme that is consistent throughout our products would be that there is no specific meta-narrative implicated

How does the digipack echo the themes in the video &/or genre of the band? - **M**

We feel that the genre of our group is very easily represented on the digipak, the electronic genre is easily connoted with the use of bright colours and computerized imagery. This falls neatly into the theory of semiotics and structuralism, created by Barthes, and this representation of the digipak shows what Barthes describes as a semic code. We managed to echo the electronic themes in the digipak with a very fast paced and colourful performance in our music video. We also included standard electronic iconography such as headphones, hoodie, laptop and electronic keyboard, to further emphasis the genre of our video. Levi-Strauss created a theory named Binary Opposition that highlights the narrative conflict in our main character and his transformation from a mundane football player to a special player that is accepted into the football team that he is attempting to join.

What are the institutional/business purposes behind the 3 products? - **W**

The fundamental purpose of all of our products would be to represent and sell our star in an appealing way, so as to maximise potential revenue. Altman would describe this as a label for our product. We tapped into the electronic genre, fully exploiting key conventions to help us appeal to electronic fans. The football-related narrative of our video also helps to appeal to a massive amount of potential listeners, as football is the most popular sport on earth, our video will not only attract the more generic electronic fans, but football fans, which encompasses a large majority of potential listeners. We feel that the narrative themes explored in the music video are important to the overall product as they not only appeal to football fans, but also encourage the viewer to employ a "can do" attitude, which is not necessarily apparent in our digipak, nevertheless is still crucial to our products.