Script - Evaluation Question 3

Key:
- W: Wiktor
- A: Andrew
- M: Matthew
- Letter at end of paragraph that that person will read

This is our evaluation question 3, what have you learned from your audience feedback? W

For our pitch feedback, people were suggesting that we should use a lot of colour correction because many professional electronic music videos include a variety of colour. Interviewees said that they like the idea of a struggle and journey in the narrative. However we have also received suggestions to try and not make it like an A level sport montage. We want our performance to be conventional to the electronic genre, this will mean it has to be energetic, focused and create a lively feeling. **A**

We have asked a student that studies media to give us feedback for the first draft of our music video. He said that some of the shots are of a lower resolution, so we first tried to make them better quality using editing but it didn't make much of a difference. He really liked the point of view shots and the energy of the second half of the music video. He said to get more energy in the first half of the video so that it's exciting all the way through, this way we can portray the artist's metanarrative more clearly as being an energetic and extraordinary. **M**

After we made improvements, we have asked another student to do feedback for our draft 2 of our music video. She said that she really likes the point of view and the slow motion shots. She said that when the character throws his hands in front of the camera, the hands should be spread out a bit more which we tried to re-film but we couldn't do it again because of weather reasons. She also mentioned that the lighting is really good when our character does pull ups. We were happy with this feedback because we wanted people to enjoy our point of view shots and the slow motion shots. **W**

Stuart Hall theorized the reception theory, which states that there are 3 potential interpretations of a media text, Preferred, Negotiated and oppositional. The preferred reading for our digipak would be that it is identifiable as part of the electronic genre. In order to gauge this, we went around the school refectory and asked people what genre they thought our digipack was representing. We ideally wanted the interviewee to decode that our digipak appeared to be conventional to the electronic genre. Most of them said techno or dance which is electronic music. only two people were a bit confused about what genre our digipak was representing,this was because the front and back cover didn't have the same colour scheme as the inside. taking this feedback into consideration, we decided to change the colours of the front and back cover so that they are consistent with the inside of our digipack. **A**

A student told us that the advert has good contrast, which helps the whole piece flow to create an interesting and attention-grabbing poster. The heading and sub text attract the audience to the right place, which is a good positive for us as the producers because it shows that we are getting a preferred reading, or at the least a negotiated reading from our audience, the concept of which explained by the theorist Stuart Hall. However, the pixelated font is good but we thought that it looks like an old video game font which doesn't fit on a modern electronic poster, so we found a font that better fits the modern electronic genre. **M**

We have created a questionnaire and sent it out to multiple people. The feedback we got was really good. We were really pleased that most people recognised our prefered reading of our music video and digipak. Also every person said that they would watch the music video again. Most people said that they feel energetic and some said that they feel happy, this is our preferred reading as Hall would suggest and we feel really good that most people got it. One person said that they felt sad but we are not taking this feedback seriously. Overall we are happy about the feedback that we got. **W**