

# Advanced Portfolio

## Critical Reflection

Name: Alex Mourant

- How do the elements of your production work together to create a sense of 'branding'?
- How did your research inform your products and the way they use or challenge conventions?
- How do your products represent social groups or issues?
- How do your products engage with the audience?

**The Mission Statement:** Anonymous-B is a quirky, off the wall, trip hop artist. They embrace the intensity of youth and the passion, tragedy and energy of youth. Not afraid to deal with raw emotion and the intensity of love, loss and pain, Anonymous-B takes on the intensity and joy of being young and in love.

The new album Recognition is a journey through the ups and downs of living in the crazy, fast paced, dynamic and eclectic world of GenZ as they challenge social norms and prepare to turn the world on its axis.

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For a brand to be successful they need to be able to adapt to their audience, so producers and managers work hard to create a brand that blends together. I recognised that the genre I've selected is generically unconventional to the norms of a music video, this part of my production helped me to move forward in my production as I had more of an idea of how to apply my knowledge of the genre to the making of my star and branding. The production of these projects were seen as revision on music videos and digipaks, to understand what I'll be making and to know what the end product needs to look like. A part of the production was to analyse an artist in the same genre to gather an understanding of what our social media pages of the star need to look like, and to learn how to create a brand out of your artist. I analysed an artist called D4vd, who has a similar theme to my artist and who also has a dress sense which is unconventional to a regular music artist, this is what I want my artist to be viewed as. In the production I had to think of a mission statement for the



brand, calling my artist relatable to the younger audience and reaching to an audience who may be or have been in a relationship and felt sadness or passion. The mission statement is based on the branding of my artist, his brand is about being young and in love and also is related to the sadness that he's been through. Which is what the

audience would expect to see, the star image should be represented as a bit edgy and someone who has a bit of darkness to them. All of the products I have created work together to represent my artist and in multiple ways to show the audience who they are and what they're like, the viewers will be able to understand my star's identity thanks to his clear representation. A brand uses varied media language to communicate the same message on numerous platforms, but the message always represents the same brand. In terms of my artist, I have tried to display him as relatable, but someone who shows emotion on my digipak and music video. I had to make sure that every product I created had unambiguous denotations in order to promote a favoured interpretation. On my



social media page I have attempted to make it more personal to the artist, feeling closer to the audience and they can see what happens in his life, showing some personal identity.

Researching and watching professional music videos within the trip hop genre gave me a clear understanding of the similarities and differences between formal and generic conventions of music

videos. For example I examined the music video by Joji, Slow dancing in the dark. This video showed a lot of sadness and depression, this artist is based on being relatable to the younger audience and shows a lot of dark colours which works together with the slow pace of the music to create this image of sadness. This artist is similar to my artist which is why it was the perfect resource for my research, to



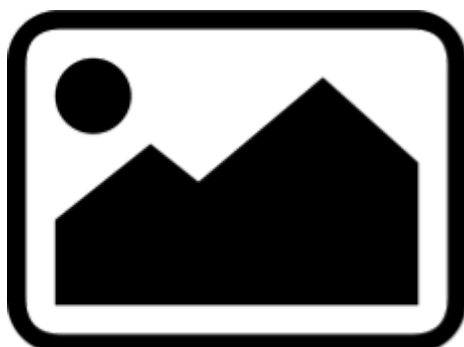
show me what the genre looks like and the conventions to follow. One task I had to do for research was to analyse similar artists' social media pages. This task was also very useful in the production stage, as a first step I had to learn about the use of social media pages for artists, how they promote the star and how useful they are to gain a fanbase and to gain more attention to themselves. For my digipak I took inspiration from similar artists for the colours to use, the poses I want my star to do and the way that it's

formatted. After researching digipaks, I noticed that it's conventional for the front cover to contain a large image of the artist as the main focal point, which is what I did for mine, I wanted to keep the conventions in mind while creating my digipak. As for my music video, it's quite conventional to the genre, a sad sounding slow paced song, with dark tones and facial expressions to show his emotion. For my social media page I learnt the conventions before beginning, I am trying to keep the same style as others, whilst trying to signify his difference between the others. There was a constant theme throughout the video, a black and white patch in most shots, to show there's brightness all around him but he still feels broken. I kept the cuts on the beat which is also a conventional feature of a music video. The outfit I decided on for my artist isn't conventional to the genre, I wanted my star to wear casual clothes in all my products, in my music video for example, I wanted him to be seen as a regular person, displaying to the audience that he is just like them in order for them to relate to him

My products represent social groups or issues because of the personality of my artist, his young, maybe rebellious attitude and style may represent how a lot of young people may feel, the genre of music is also generically aimed towards a younger generation, ultimately we would want the audience to feel closer to my artist allow them to feel like they can relate to them. In order to fulfil this I wanted to use the fonts, colours, images and Mise-en-scene. These are examples of media language which is how I can present him in the way I want to for this genre. For this product, I had to carry out research on other digipaks, the way that they're formatted, where to place my images,



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which pose I want my star to do and which colours would suit the genre and the music video included. I used the colour red for my digipak to show that it's about love and passion, this colour describes the music video well and also the star. I had my star pose in a way that showed he isn't bothered, no happiness or desire left in him, he posed looking down, maybe showing

weakness to the audience, also by placing the camera above him looking down can also present him as weak and powerless, the audience may feel sorrow or may relate to this feeling. My image is the main focus point on the digipak, this is a conventional feature on a digipak, a large image of the star covering the majority of the page, the image shows his importance.

In all of my products I believe there is an element to all of them that allows the audience to engage or interact. all the products were designed for an audience to be able to interact with. The social media page shows a personal side of the star, a feeling that he is engaging and interacting with them on social media, the audience can direct his posts towards themselves and feel the social interaction from it. And similarly to youtube the audience are able to express opinions that the artist is likely to see. It makes the audience feel important in their life, being able to see the stuff the star does in their own time, like charity work, or where they go out to eat, what their favourite clothing brands are. But I still need to provide them with the information and entertainment that they want or need, such as tour dates, dates for their new songs or albums or any other teaser or prizes that they may want to give to them. It's important to keep the genre in mind when thinking about what I'm going to post, what types of prizes may my audience want, which brands would they be interested in seeing, these are relevant to the target audience and will increase engagement from the audience if done correctly. I have added stories on my social media page which are interactive for the audience, they have the ability to ask questions to the star, the stories can be used to to keep the audience up to date on what's been happening recently to do with my star, all the projects they've been working on, personal pictures that won't be posted anywhere else, it can be seen to them as an exclusive page where they can feel closer to the star. I made sure that all things posted kept the same representation for my artist, the captions were also written to sound like the artist was writing it in their own words, to sound like they're talking to the audience, attempting to gain more likes, followers or comments by adding hashtags. I want the words that were written to sound like how the fans in this genre talk, fans look for personal identity, comparing themselves with the artist, this is another way to engage the audience.

