

Advanced Portfolio

Critical Reflection

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

How do your products represent social groups or issues?

Meanings and Ideas are communicated through media language, one way in which we did this is that our star is represented as a person who is trapped and lost with their sense of identity, this being the reason we named it 'No Direction'. Our star is seen as a fearless and brave character, the music illustrates a deep, powerful, personal and absent message to the audience, this makes

him out to be ordinary yet extraordinary, these are both features of Dyers paradox of the star. In both our Digipac and social media pages I wanted to represent him on the DP as

a hidden and creative character. I photographed him in a soft light, sitting looking down at the floor. This represented him as sad and mysterious as well as implying a more ordinary side of his star image. My Digi pak represents many social groups and issues as he is framed to look worried and sad. This can be taken into personal interpretation, meaning it is relatable to the audience.



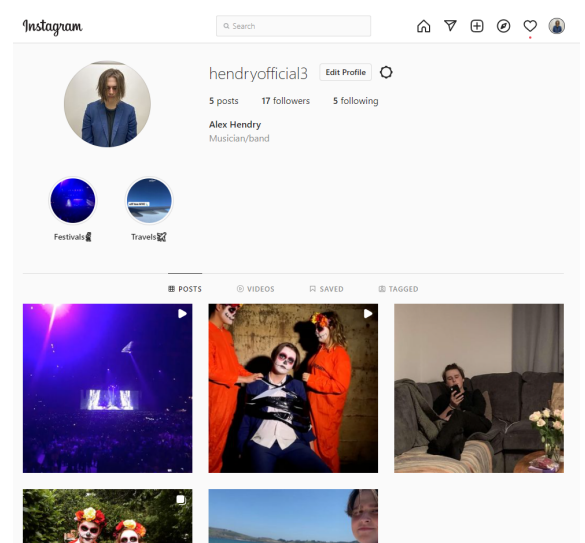
How do the elements of your production work together to create a sense of 'branding'?

The Mission Statement: Our star displays passion and determination through his meaningful performance to inspire his fanbase. In each song and video, he creates a story for the fans to feel inspired and relate to in their own personal way. He brings a unique perspective to the music industry where young people can find and express themselves through his music.

My social media page, Digi Pak and Music Video all work together to create a sense of branding although they all do this in different ways. Richard Dyer talks about how a star can be either ordinary or extraordinary, I used this in the branding of my star image to make the audience both look up to him and to be able to relate to him. Barthes explains that audiences used genre as predictable pleasure meaning they listen to music they know they will like as well as following and buying products they already know they will enjoy as they like the genre of it. For example in my social media page the star image is represented as ordinary and this is mentioned by Richard Dyer. The star image being ordinary in the social media page makes him friendly and approachable as well as making it so the audience is able to relate to the star image. This



is done by posting pictures of his everyday life which are things normal people also do in their day to day. Whereas in my music video the star is represented and extraordinary, this is done by making him the star of the show as well as giving him glamorous clothes and a makeover, doing this gives the audience someone to look up



to and love for being so extraordinary therefore wanting to be like him. In the music video the star image is also shown to be self destructive, trapped and glamorous as well as putting a sense of nihilistic, this is the belief that life is meaningless. This is the way I decided to present and sell the star as this makes him relatable as well as empowering to the audience who may be suffering themselves. The star displays passion and determination through his meaningful performance to inspire his fanbase. In each song and video, he creates a story for the fans to feel inspired and relate to in their own personal way. He brings a unique perspective to the music industry where young people can find and express themselves through his music. The Digi Pak represents the star as both ordinary and extraordinary, as well as communicating the genre to the audience meaning they will know if they like it or not depending on the genre, Barthes theory talks about this as the audience uses genre as predictable pleasure meaning they assume they will like it depending on the genre. The star being portrayed as ordinary and extraordinary in my digi pak is done by portraying the star as someone the audience can like and become as well as someone for them to look up to, this is done by being minimalist with a natural face with minimal makeup.

How do your products engage with the audience?

Your Audience Profile: My audience profile are Mainly female, Young adults between the ages of 20-30 years olds who like dance music, going to festivals and dance raves with the girls, reading books on a lazy Sunday and going out on the weekends. As well as being working class and extroverted

Engaging the audience is a very important aspect of any marketing or advertising campaign, this is because without their buy-in, the success of any product launch will be reduced..

The Social media page is complete with many opportunities for the audience to engage. B + K believe that there is not merely



one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will affect them.

How did your research inform your products and the way they use or challenge conventions?

We made a music video for the electronic dance music genre. To understand the conventions (formal & generic) I researched Prayer in C by Robin Schulz's music video. I learnt a lot about the effects of MES when researching this particular music video, one reason for this being the makeup used in this video. We took this Mexican day of the dead makeup look and made it our own when using it in our own music video.



When researching this music video I also learnt about camera angles and the importance they have in a music video.

However, in our production I decided to challenge these conventions. Instead of a performance based video we added in a narrative. We felt that the correct filmed and styled narrative could fit the expectations of the audience. We used a narrative showing



a man being tied up and restrained, being forced to put this day of the dead makeup on, slowly turning into something he is not. It was filmed using dark gloomy styled footage, some of it being hand held and shaky so that his life was represented as scary and out of the ordinary. This style of filming did challenge the generic EDM genre styled music videos.