

Video Assessment

Assessing Peers' Work

Song / Band: Rock Bottom- King Krule

Technical Skills: Please tick the appropriate box to indicate level

| | | | | | When? |
|---|---|---|--|--|--|
| Technical Production Skills | | | | | |
| Tripod has been used throughout. Camera movement is deliberate and adds meaning and energy. | ✓ | | | | 0.01-0.04 at the start of the sequence showing the waves the camera movement is also up and down linking with the waves in the shot. |
| Shots are aesthetically pleasing, because rule of thirds and depth of field has been considered. | ✓ | | | | 0.28 Rule of thirds is used to attract the viewer's eye to the subject focus and at 1.34 depth of field is used to create a focus on the subject focus. |
| There is an effective variety of shot-distances/angles and the video cuts to significant close ups. | ✓ | | | | Establishing shot used towards the beginning of the sequence 0.20-0.26 as well as a medium close up in the studio. A close-up was used at 1.26 to show the actors facial expression. |
| Video effects are well chosen and contribute to the overall feel of the video. | | ✓ | | | Throughout the music video high contrast to add shadow is used as well as black and white to create a sad tone for the music video. At 0.14 the shot of the dog has been slowed down to create a sad slow effect. |
| Filmed for editing: <ul style="list-style-type: none"> • Variety & pace/rhythm • Sense? | ✓ | | | | Yes, the shots work well together for example 1.23 to 1.26 where the shot goes from the actor picking up a rock and cuts into the next shot a close up of the actor putting the rock in his pocket. |
| <u>Media Conventions</u> Use, challenge, develop | | | | | |
| Looks and feels like a music video. | ✓ | | | | Yes, seems professionally done. Simple Storyline which is really effective and works well. Easy to follow and goes well with the genre of music at 0.17. |
| Mise-en-scene shows an understanding of genre & star. | ✓ | | | | The suit goes well with the deep tone of the star and genre of the music. The location also works well mainly in the forest with the indie genre. The dog is also scraggly and dirty which also works well at 0.11. |
| Editing makes sense of the narrative/themes. | | ✓ | | | Mostly the editing makes sense of the narrative, with the shots continuing into each other to create an easy to follow story but at parts such as 0.11 the dog is seen in a shot and then not seen again as well as 2.12 where the actor takes his jacket off after having filled it with rocks. |
| Uses varied shot transitions or pace of edit to move between narrative, performance and through time. | ✓ | | | | Yes, shot transitions are smooth and pace of edit has a range for example from 3.16-3.26 the pace of edit has been sped up where the actor is in the water drowning to show the franticness of the moment. |
| Syncing is consistently good and editing reflects rhythm of the music. | | ✓ | | | Lip syncing is mainly good but there are times when it isn't completely in sync. For example at 2.45 the lip syncing is slightly out of time but this is only noticeable when you are paying a lot of attention. Editing is really good and reflects the rhythm of the music well. |