

Advanced Portfolio

Critical Reflection

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- 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?

Our Mission Statement

'Mia Elise, the newest face amongst pop singers. Influenced by the best of London's pop scene and the top 10's in Britpop, Mia aims to bring pop to break ups. She's combining a musical landscape of pop lyrics, catchy melodies and feelings. She will be satisfying the new wave of critics around the world, with her new, exciting album 'THINKING LOVE' destined for a Grammy and more! Making this by far her best album yet!'

The representation and role of the star and genre is a crucial aspect to gain meaning and understanding throughout your products. The audience can relate to her image by recognising the ordinary with the extraordinary elements. Your brand needs to be identifiable by your target audience for them to understand and recognise your brand values and blended campaign, this is of importance as you don't want them to reject your media package. At the beginning of our planning and research to create our desired star image, we created a mission statement that was used as a guide for our multimedia package brand. Our mission statement included key descriptors such as *friendly, playful and happy* as well as enforcing the theme of *female empowerment*. The star image we want our audience to interpret and relate to consists of a *friendly, welcoming, fun and playful personality* (Dyer), as well as enforcing female empowerment and *independence*. Throughout our multimedia package I feel we have conveyed and presented these descriptors successfully, creating a coherent theme throughout our music video, digipak and Social Media Page using the appropriate form of media language for each different platform. For example, on our digipak we have used a pastel colour palette as this reinforces and signifies (De Saussure) the fun, playful side of our star image.





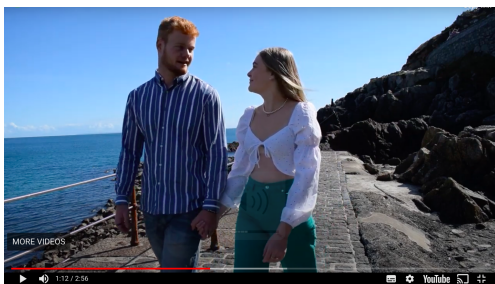
Secondly, we have portrayed our star as ordinary (Dyer) through her emotions and the lyrics, as well as powerful and extraordinary as she uses a series of gestures and body language to represent her thoughts and feelings. As a whole our social media page brings all of these elements together where it exploits and promotes our digipak and music video.

A conventional metanarrative was carried throughout our products guiding my group and I to stay focused on the representation of our star and the design of our branding.

As a group we individually researched, analysed and deconstructed a variety of professional pop music videos from a timeline of eras to get an insight into the conventional MES that represents our pop genre. This includes colourful clothing, bold makeup, hair styled neatly and well manicured nails for female pop stars. In particular I looked at 'Memories' by Conan Gray as this music video consisted of narrative and performance throughout which allowed us to understand the specific elements that build up and construct a successful music video.

This consists of what Lacey would call the repertoire of elements which are with the expected ingredients that allows the purposeful meaning and message of our music video to intrigue and entertain our target audience, keeping it conventional to the pop genre, but also allowing it to be different enough to stand out from its competitors. These elements were then used as a blueprint (Altman) to create our own, for example

Band / Song	Duration (mins)	Content Ratio: Narrative / Performance	Genre	MES - how is it relevant to the genre and/or the context?	Describe the type and structure of Narrative and how it is related to the genre (Illustration, Application of Diagram)	Star Image: What does the video tell us about the star/image? What affects would you use to describe the image?
Stephanie D'Angelo Ladies	3:29	0 / 100	Pop	<ul style="list-style-type: none"> The performance is very upbeat and energetic which contrasts with the pop genre. The lyrics also refers to the confidence they can instillability by showing this through a consistent theme and uncorrelated scene with the music video. Small Costumes Big, well-manicured hair Black and white which is simple yet effective Representing female empowerment Creating the narrative of stepping women with love and respect, not taking women for granted Female camera angles to keep the audience engaged 	<ul style="list-style-type: none"> The narrative starts to loveless and sad. It's understood that he has lost his only friend. The lyrics represent relationships, anger and love over a relationship. The narrative within this video is illustrated clearly to the lyrics. 	<ul style="list-style-type: none"> The 3 women look classy, confident and of high energy The video tells us that the artist is iconic Confidence Powerful Meaning needs to represent femininity
Conan Gray Memories	4:55	50 / 50	Indie Pop	<ul style="list-style-type: none"> Phone call at the beginning The lyrics about the memories of his girl missing the same clothes Flash expressions and body language show he is angry when he burns the picture. Lowkey lighting indicating a low mood Recurring theme of nostalgia 	<ul style="list-style-type: none"> The narrative starts to loveless and sad. It's understood that he has lost his only friend. The lyrics represent relationships, anger and love over a relationship. The narrative within this video is illustrated clearly to the lyrics. 	<ul style="list-style-type: none"> Emotional Setting: backdrop narrative Leaving in "Hollow tracks in his own life" Rare memories
Phoebe Bridgers Sadness Complex	4:32	100 / 0	Indie Pop	<ul style="list-style-type: none"> The narrative includes bridges (even if they're not) making about her go up and down of having a heart complete within a relationship The beginning of the video shows the artist with a sad look on his face, sad and looking deeply about something on his mind Using the star image to include artistic and this is shown within the video Chorus 	<ul style="list-style-type: none"> By the video being in black and white it supports the dark feel to the video Close-ups and sounds on the breath represents the theme of pain Singing about being relating back to pain and potentially healing 	



we used a narrative that consisted of a young, teenage girl who is brokenhearted after finding out her not so perfect relationship has hit the rocks, she uses this to show her emotions through a series of scenes consisting of daily life where she finds herself seeing flashbacks of her content, blissful and joyous relationship, to now seeing who she

thought was the love of her life, with a new girl. During the video the audience will learn that there is a coherent theme of a pearl necklace that plays its role between both the ex girlfriend and new girlfriend. We chose to use the pearl necklace as a symbol of love and romance, what Barthes would determine is a symbolic code.

Using close up and mid shots of this prop helps signify the significance of this to the audience. Throughout our production and filming we decided to use handheld style cinematography to represent her life as shaky and unstable which links to their relationship, and in other scenes we used a tripod to show the stabilisation of their previous relationship together, and her final feelings after getting over him. This conventionally fitted with the generic conventions of pop music videos and their vision of being slightly unrealistic, slow transitions. The overarching conventions include editing to the beat, lip syncing and selling the star which were consistently kept to throughout the music video which kept it conventional to the pop genre.



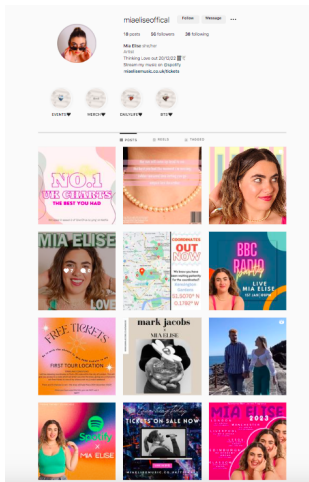
Our star and genre is represented in the digipak using the appropriate media language of font, colours, images and layout etc. Our star image refers to a calm, powerful and independent character, and we wanted to introduce this idea on our digipak to represent our star and genre. We wanted to represent our artist, Mia Elise on our digipak as a confident, powerful independent character which we did by capturing our star laughing, looking directly into the camera which connotes the emotion of happiness and warmth. By doing this the audience can immediately understand the social group our star is

representing from the MES and colour palette, this then allows them to engage with our product and to tap into the genre and the star image. We decided to keep our colour palette simple by using pastel colours, as this allows all focus to be on our star image and refers back to the idea of feminism and female empowerment. The front cover image acts as a first impression and identification of our star image and product, in our case this is supported in presenting the ordinary side of our star. The bold, sans serif font used on the front cover of our digipak is a form of a semic code that our young, contemporary audience will respond to favourably, this adds a more modern feel to our product. The significance of the pearl necklace is a running theme throughout our music video, so using it coherently in our digipak keeps it conventional and acts as a symbolic code for wealth and romance.



The key purpose and aim of marketing is to engage and interact with your target audience. In order to do this we understood that we needed to create colourful and visually pleasing branding to create an emotional response with our audience base. Audiences and producers now work together, however the audience always expects to have a say in the direction and purpose of

media texts, this means that audiences are no longer passive. We decided to create an Instagram account as from our research and statistics we found that this platform was used the most for our age range of audience being the younger generation. For this reason, we chose to keep our colour palette consistent throughout our page to keep to a clear, coherent marketing strategy. To keep our audience engaged and focused on our star and her music, we were posting updates with stories, posts and reels including teasers of upcoming tour dates, new shoots and new to the market merch, by doing this it gives our audience the opportunity to reinforce their personal identity. As a result of this, we ensured that the use of Blumer and Katz Uses and Gratification Theory was considered in our social media page as this is what they would argue is the key element to engage an audience in any media text. For example, this includes the opportunity for social interaction where we



were posting relevant updates and teasers on our star and her journey, as well as providing entertainment using a guerrilla marketing campaign where the audience have a chance to win free tickets. A form of cross media convergence and synergy including collaborations with brands on our social media page to allow our audience to express their personal identity with the use of the fashion industry. These examples were used to fulfil the audience's needs and to maximise their experience. Within our social media page you will expect to see photos, captions, hashtags, mentions, locations, comments and likes as a form of media language in both visual and literal terms. We have included a link in our bio which instantly takes the viewer to a website where you can purchase tickets for upcoming tours and events including relevant information and statistics, as well as the opportunity to purchase our latest merch which allows them to feel part of a 'group'.

