

Advanced Portfolio

Critical Reflection

Name: Forename Surname

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?

To successfully represent an artist it is crucial to create aesthetically pleasing products. This is especially true when referring to our digipak as the digipak is an actual physical product available for purchase. We attempted to maintain the star image (individual, emotional, popular) by representing his edgy and unconventional personality and as such, the metanarrative of the star exposes his extraordinary and confident persona. The digipak was the



perfect opportunity to represent the extraordinary element of Dyer's paradox of the star. In the digipak our star is represented as an exceptional person that can be an idealized version of humanity. In the digipak specifically, we wanted to represent the star's



individuality, to do this we specifically went against the conventions to help represent the individuality of the star. To do this we mixed up tranquil / neutral feelings into the digipak which is meant to be a product of rap artists. We attempted to fulfill our audience's expectations whilst also giving them something unique / different and essentially subverting expectations. To create this

unconventional aspect we dressed the star in an arrogant Sunday golfer outfit. The colours were bright and we even used a golfing bag to fully create this golfer aesthetic. This is yet again subverting the representation of our star. We also used a soft pastel green background to connote a relaxing carefree feel, but underneath the surface there is a more sinister and ominous going on.

Barthes would argue that this representation though using the semic codes of a soft light and pastel background not be read as such but instead the use of these cultural codes could deduce a oppositional reading to his defiant fans.

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

A main aim of a brand is to be easily recognisable by an audience. This is why the production of the brand must be carefully thought out and well blended. The idea of a brand is that all of the products belong to a 'family'. Our artist's mission statement focused on being 'edgy' and 'low key'. To convey these key



themes all of our

products in the package work together to express our artists' persona. Barthes states that all cultural forms, including media are made up of a system of signs. He argues that organizations of semiotics and structuralism encode particular ideologies. For example, some of the star images that my target audience would come to expect to see was the

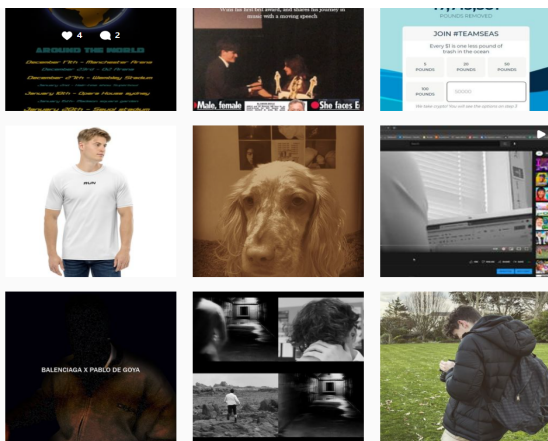
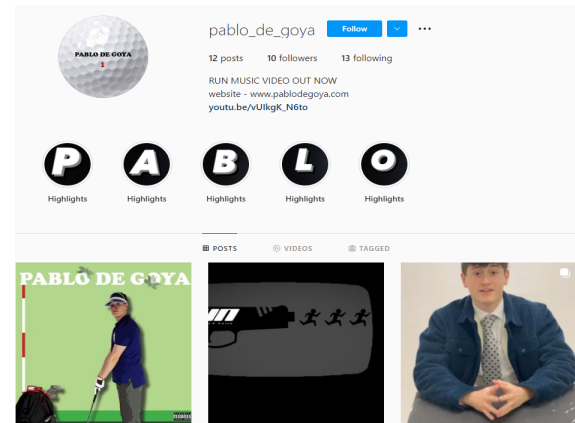
obscurity of the artist who disregarded social norms.. This was evident in all of the products - a fast paced edit and Black and white filter in the music video conveyed an edgy and emotional person .Within the DP, this was juxtaposed by symbolically representing Pablo as he was portrayed as a cocky carefree golfer. The paradox of the star was something essential we needed to include in our products. To do this we needed to simultaneously have two contradictory representations,both extraordinary

and ordinary. Our audience should be able to decode the idea that whilst Pablo is an extraordinary character with an extreme personality that can sometimes make him seem as super human, he is also a quiet and ordinary character like everybody else. These two sides of Pablo's personality were displayed on the SMP where the fan base would have the expectation to be teased and tempted to follow his 'unattainable lifestyle' whilst also being involved in the promotion of his album and music video.

How do your products engage with the audience?

Engaging the audience was the main aim of Pablo De Goya's marketing/advertising campaign as without the audience investing into the product the launch cant be maximised.

The SMP is full of opportunities to engage the fans of Pablo. One Theorist, Hall explains that encoding any media text with the expected signs and symbols of the genre is imperative in order that the target audience can decode it and understand the text and get a preferred reading of the text. When an audience consumes a media text defined by a generic label they have expectations of the text and if these expectations are not fulfilled the audience can get an opposed reading of the text. One reason why the SMP is so important for the brand is that it is the best platform for fan engagement. One example where we utilized this platform is when



we created a clothing brand for the star. B and K states that the audience consumes media for 4 reasons ;

Entertainment, Information, Personal Identity and Social Interaction. So when creating our social media we needed to refer to these 4 ideas to engage the audience. The social media platform as a whole is built for social interaction as fans can like and comment on the stars' posts giving them a sense of involvement. The clothing brand post was

specifically targeted to 'personal identity'. With the clothing, not only fans can support the star but they can represent their identity through means of clothing.

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

For our music video we explored professional music videos of the emo pop genre. From this the generic conventions were made abundantly clear. For example the MES follows a high contrast colour scheme that is also thematically dark in all sorts of ways. Not only is there a high contrast colour scheme but also thematically dark. Another generic convention we discovered was low - key lighting that is used to represent a gloomy and anarchic identity which is



synonymous with emo pop. Lacey would refer to this as the repertoire of elements. This theory refers to the expectations that the audience has when consuming media. Altman would suggest that audiences can identify genres through 2 different elements. The elements are called semantic and syntactic. These two features are considered 'obvious'

indicators for identifying genre. However, after our research we decided to follow Lacey's theory that genre is the same but different. We want to fulfill your audience's expectations whilst also giving them something unique / different. We did this by following some generic conventions with the black suite and the low key lighting which satisfies the audience's expectations whilst



also giving the audience something new. We decided to start our music video with a short reverse shot scene which is more commonly found in a Tv drama rather than an emo pop music video. This was purposely done to represent something different. We also carefully constructed the music video so it was an Amplification. We took the lyrics which had a key link to depression and sadness and we amplified it in our filming and editing. One effective piece of editing we used was when we edited the main antagonist's eyes and turned them black. The idea was to start the music video mundane and then proceed to a much darker theme that gets progressively worse. To do this we changed

settings to match this. Later on in the song when the theme is at its darkest we shot in an underground bunker to portray this dark theme. Compare this to the beginning of the video where we shot in an office, there is a real stark contrast which we were able to achieve through means of MES.