

# YOUR NAME (0000)

## Critical Reflection on Component 3

### COMPONENT 3 BRIEF COMPLETED:

A promotion package for the release of an album, to include:

- a music video (major task)
- a social media page (minor task)
- a digipak (minor task)

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**Component 3 Critical Reflection**  
**Your Name (candidate number)**

**Part 1**

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

In our group we decided to look at different RnB music videos such as Hotline Bling by Drake and also On My Mind by Jorja Smith which is the song we decided to base our music video on. While we watched we started to grasp that the performance is used more throughout the video but they do feature parts of narrative to give the audience a story to watch while listening to the song. We also looked at a film called 'Raging Bull' and took a part from the boxing fight scene of them in black and white so we tried to replicate the corner scene in our own way.



In the photos I am showing you a screenshot from my music video as well as a screenshot from the fighting scene in the film 'Raging Bull'. This is how we tried to present the fighting scene similarly in the corner of the ring he's beaten to his last hit and is on the edge of going down. He gets back up and carries on showing the fighting power in his spirit. With our camera movement we made the camera a bit shaky on purpose to give it a bit more of a reality for the viewer as if they are in the ring with the fighters. This is unconventional with the theme of our music video as RnB has nothing to do with boxing theoretically. We thought the black and white also gave it a bit of a dark emotional feeling where the fighter is almost on the brink but turns it round and wins the fight. I learnt through watching different music videos that they are typically edited to the beat to keep a flow.



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**Part 2**

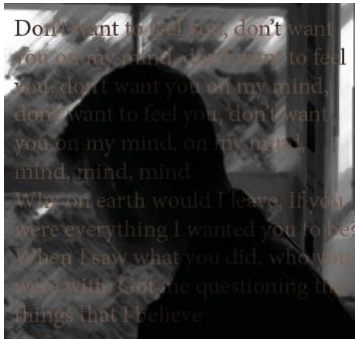
*How did your research inform your products and the way they use or challenge conventions?*



To create an interesting and successful product you have to represent your star in your own authentic way. Our star is known as a chilled, relaxed and down to earth person. I thought about the symbolic, semic and cultural methods from barthes while creating our digipak. We used some of our mise en scene to create some symbolic meaning through the digipak such as the rings and jewelry he was wearing which linked into the music video storyline about his ring. He shows very different personalities through his social media from doing his music and opening up emotionally to

then sitting in a deck chair in a relaxed state.

I wanted to represent him as an emotional and vulnerable character who is in a confused and stressed state, I showed this through sitting him in a library which is a very unconventional place for a RnB artist. Barthes reads the representation through cultural codes of him in a library, this may infer that he is a quiet and secluded person who keeps to themselves.



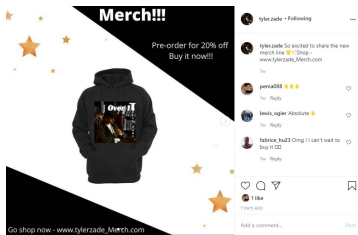
**Component 3 Critical Reflection**  
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**Part 3**

***How do your products represent social groups or issues?***

The main aim of my marketing is to engage my audience by advertising my product as this increases attraction to my social media page through buying the music, the merch and this will maximize our success for our product.

We try to portray our music artist as chilled and relaxed but also passionate and motivational, we do this throughout our social media page with some of our posts with him chilling in a comfy chair with a mojito from then getting ready for boxing on a monday morning.



I was conscious of the ideas from B&K and their analysis of how the audience seeks use and pleasure from media texts. The merch page links to our social media page giving the audience a way to show themselves as part of our fan group by wearing the merch. This gains attraction when other people see the merch and this also acts as part of the advertising campaign. I also wanted to fill the media page with information that was relevant and entertaining for our fans to feel excited for every new post that we displayed. For example, when we leaked dates for the music video release, this excites them to come back and watch it first. This example was created to increase the amount of attention, clicks, likes to work out what our target audience thinks. Another post on our social media page features our artist having a drink on his balcony, this makes our audience feel closer to him as it gives an insight into what goes on behind the scenes of all the music and fame.



## Component 3 Critical Reflection

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### Part 4

*How do your products engage with the audience?*

We communicated a story about our product to create a sense of branding, we created a consistent idea about our music video, the conventional RnB is all hard and threatening whereas we have subverted our brand and our music video is soulful, sensitive and melancholy.

The song is slow and sad so we wanted to reflect this in our design. We used high angles in the music video when he was sitting looking down at his ring. This makes him look like he is in a vulnerable state; the ring symbolises his lost girl.

In our digipak front cover we used a low key and dark colour palette however we contrasted this from the back as the back is high key and a bright and vibrant palette. We also went with an unconventional setting using a library which represents him as a quiet and quite reserved man. We used a consistent font throughout our whole music video project.



The images of our star in all three products is important and the clothes / jewelry he wears. An important signifier of his status, but also carry special meaning, when we see him discard the ring in the boxing club.

We used what some people would call a controversial setting for our RnB artist as you would very rarely see them in a library. In a music video when you watch it usually ends well however in our video, the artist loses the girl and it ends with them split up.

