

Advanced Portfolio

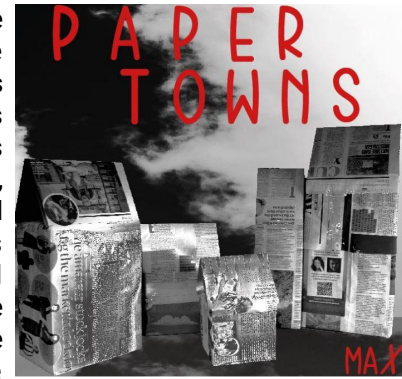
Critical Reflection

Name: Millie Sutton

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?

I used the idea of a starless cover and focused on an image of a paper town. The image helps represent the genre as one that examines and probes life's issues; the paper town is symbolic of our skin thin existence and this would be decoded as such by my target audience who would see the symbolism of it, as Barthes suggests. This conveys my star as thoughtful and philosophical. My star is represented as both extraordinary and ordinary as in Dyers Paradox of the Star, arrogance shown by his lack of need to be seen, he is presuming he is known and yet ordinary as he cares about the world and its issues. With this, it has emphasized the self-centeredness and arrogance of the star and is conveyed through him having no part in being displayed on the front page or throughout the digipak. However, it could be decoded as symbolic of his personality, meaning he is not showy and that he is represented as a reserved person throughout the demographic.



There are what Barthes would express as Semic-codes in my digipak, these are images that have connotations, for example, the way I have used the pen to outline the town whilst editing, enabled me to convey my imagery and personal photographs as a drawing to the audience. The hand drawn image gives an authentic and organic vibe to ensure my audience understands the genre and the relations between my themes and issues.

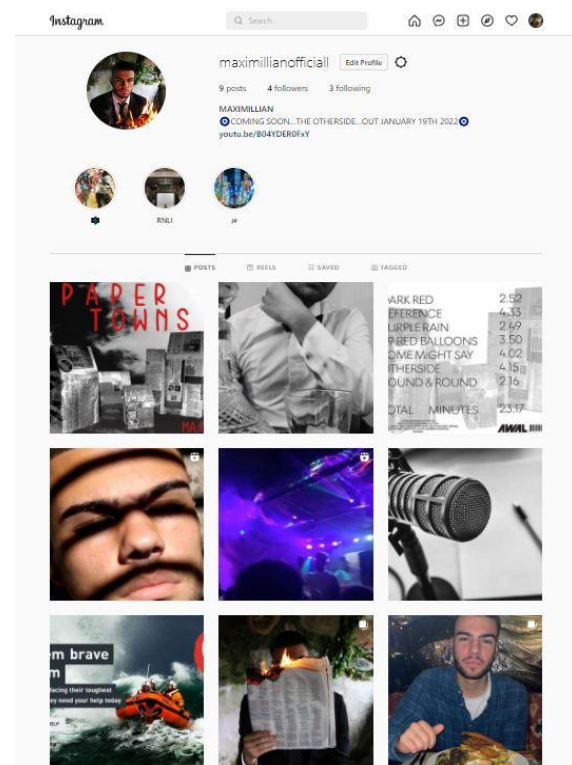
DARK RED	2.52
REFERENCE	4.33
PURPLE RAIN	2.49
99 RED BALLOONS	3.50
SOME MIGHT SAY	4.02
OTHERSIDE	4.15
ROUND & ROUND	2.16
TOTAL MINUTES	23.17

AWAL

Typeface is significantly important when creating a digipak, it was essential for me to use a modern, simple contemporary sans serif font; this is a font which is masculine and modern which will most definitely appeal and reflect on my target audience. My audience is young and a semic code is something that would have to be decoded and as I have used such typefaces, it will be highly appreciated by my audience as Barthes would argue it is contemporary, masculine and uncluttered.

How do your products engage with the audience?

After carrying out extensive research into who I would be targeting regarding my SMP led me to discover that my audience consisted of Individualists (people who want to show they are different), Fun/Atics (aspirational fun seeking active young people), Tribe Wired (Digital, free spirited, creative young singles), Rugged Traditionalists (traditional male values, love of outdoors); the vast majority of my audience were men. I was then able to establish that the SMP contained relevant uses and gratification, that would maximise their engagement - I had to speak to them in their language. I ensured my SMP was filled with what Blumler and Katz would argue as essential elements to engage any audience in a media text and that the posts and stories would appeal to the audience I was trying to engage. Within my SMP I invited Max's audiences to join him live on BBC Radio 1 whereby Max would be talking about his personal experiences of being a star whilst being asked questions that the public had put forward in preparation for the interview. In addition, Max has shown his interest in publicizing his passion for charity work, in particular, the RNLI. Max's personal identity can be shown through his devotion to campaigning and would help instill and embed these specific values and beliefs with his fans. The digipak for an artist's album carries specific details and informative techniques; I provided 25



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following and fans with a sneak peak of the album. I chose to post an image of the back pane which contains all songs whilst allowing the audience to imagine, 'what is yet to come from this young artist?'. In the description below the post on my SMP, I used a range of clear-cut terminology and punctuation, for example, rhetorical questions, ellipses, and vocabulary which encouraged the audience to show their excitement. Subsequently, this will come as entertainment to the audience as it empowers his fans to interact, (ask questions, leave feedback, share opinions), on how they feel but to also show support in preparation for the upcoming release. By including a snippet of the Otherside music video as a post for my SMP, I was able to inform my audience of release dates and what exciting things we have to offer our fans in the near future. The clip of my music video contained very important information which covered different segments of the brand and therefore included, when both the Otherside single would be released, the music video release date and time and when the digipak issue date would be. Although what is written is informative to the audience, it creates a sense of urgency, excitement and conveys the passion of those fans who can't wait for the brand release of 'MaX'.

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

To inspire myself into gaining a broader understanding of Indie Rock music videos, I took the time to carry out research on the conventions which subsequently, make a music video successful. I used the Red Hot Chili Peppers video, Otherside, as an example, which then allowed me to identify what Lacey would refer to as a repertoire of elements; the angle of which the clips are taken, the performance to narrative ratio, the editing techniques used to allow the audience to engage and the Mes en Scene has to be suited to my genre of Indie Rock. I have followed the blueprint, as Altman would suggest is crucial, of a typical Indie Rock music video, coinciding with my genre. I have used a repertoire of elements throughout and used suited editing skills which can forward on my genre to my audience. Although I followed many of the typical conventions of an Indie Rock music video, I also challenged some of the typical conventions - I provided my



audience with a performance narrative story that is naturalistic - similar to a soap opera; the performance wasn't abstract and the dramatic features could've been more powerful. So I risked breaking the contract, as Altman would argue, with my audience who could reject the text, if it wasn't what they were expecting. But it is important to be the same but different so I felt this challenge was appropriate for my target audience. From researching, I discovered that Indie Rock videos are mainly dark and grungy, with the use of a slow tempo

and lots of performance shots. I have used these elements throughout my music video which have allowed me to successfully complete this piece.

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

Mission Statement: Max expresses himself with a confident, retro and unique twist within the music industry; with his quirky style and admiration to bring his artistic flair to the music scene, he brings an idiosyncratic feel to Indie Rock. Max conveys a unique individual, with empowering strengths and an inspiring ambience that will influence his audience through



generational promotion: where his individualistic deposition creates a finalised vibe.

Creating a recognizable star is fundamental whilst working to create a sense of branding, and to fulfill the expectations of my star to my target audience. I am a producer and with this, I need to communicate to my target audience using the various different platforms I have created, integrating a variety of specialist media language and techniques - if this is not executed successfully, the image,

genre and narrative would not be conveyed correctly. The use of the term, 'branding' means the in-depth awareness of working with and executing different forms of communication assists the view of my brand identity and the relationship that is made through conveying urgency and passion to connect with my target audience. 'Idiosyncratic', 'individualistic' and 'bring his flair to the music scene', are just a small selection of descriptors from my mission statement; 'Idiosyncratic' suggests that Max conveys both

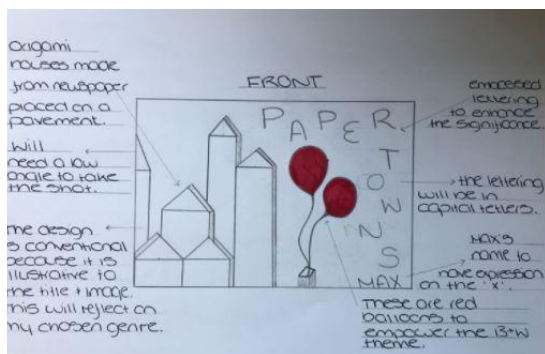
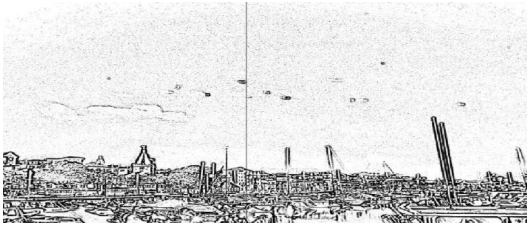
an ordinary yet extraordinary identity through his passion of music, 'bring his flair to the music scene' implies that Max has got a confident and creative vision for his future endeavours. All products synergize together to create one star image and ultimately represent the artist, genre and brand in numerous ways - portraying the artist as more than what his SMP represents him as for example.

The elements of my production work together to create a sense of branding through conveying the same narrative across the various platforms and how I have used media language to communicate

the ideas, i.e, the editing techniques that I chose to use in my music video that replicate my genre, perhaps the shot angles which correspond to my audience as an engagement strategy whilst specific images and typefaces were employed in my digipak.

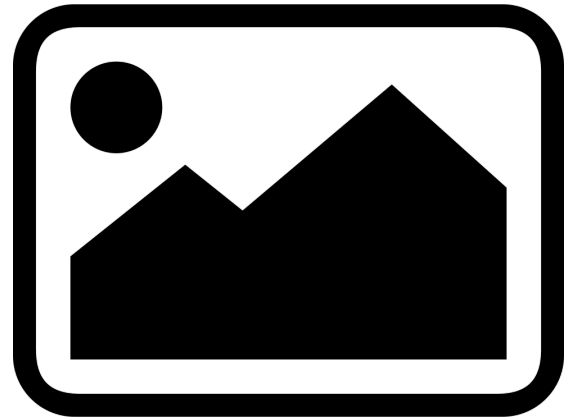
This created an integrated advertising campaign as the representation of the star and genre were achieved throughout the products but by utilising different elements of media language. I was aiming to create what Hall would call a preferred reading through the demographics of the stars' audience and so they were taken into consideration when creating

my brand to enable the audience to decode the image. In order to know I have been successful by following the many conventions of Indie Rock, the audience's sense of personal identity will most definitely develop from this experience.

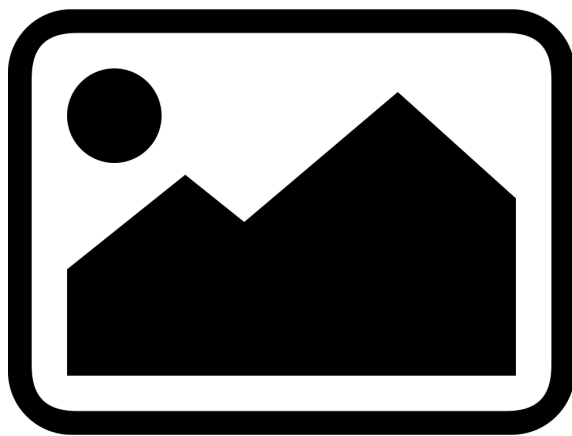


How do your products represent social groups or issues?

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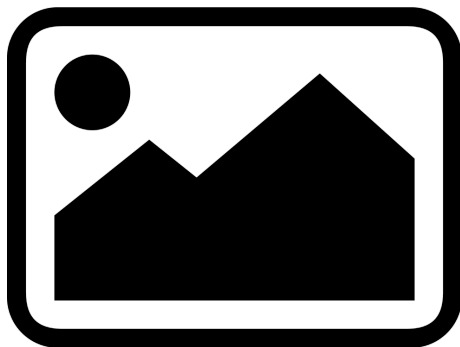
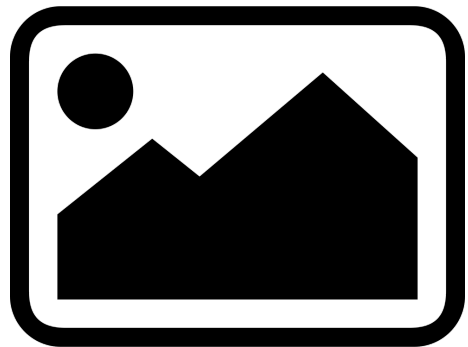
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How do the elements of your production work together to create a sense of ['branding'](#)?

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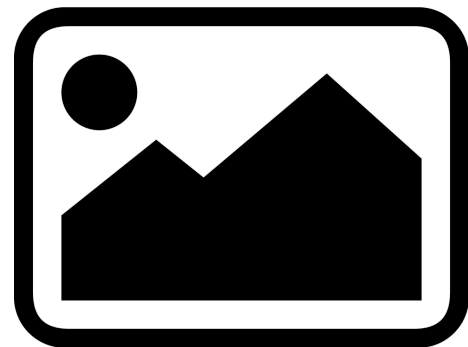
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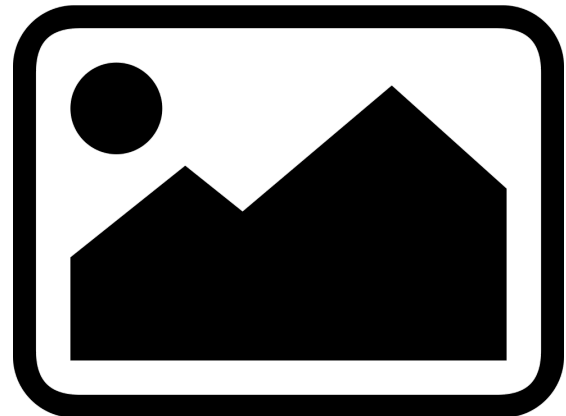


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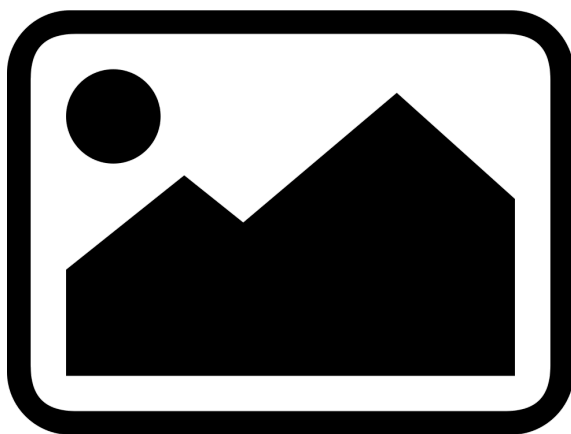
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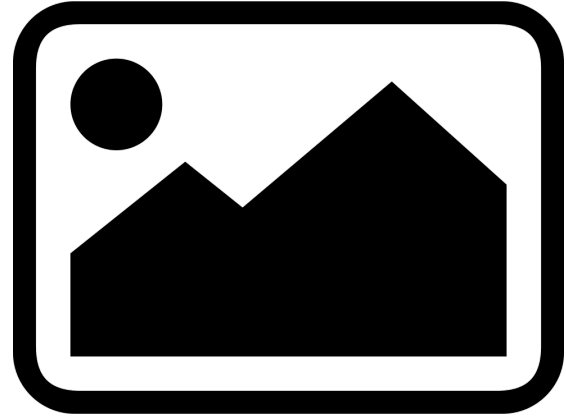
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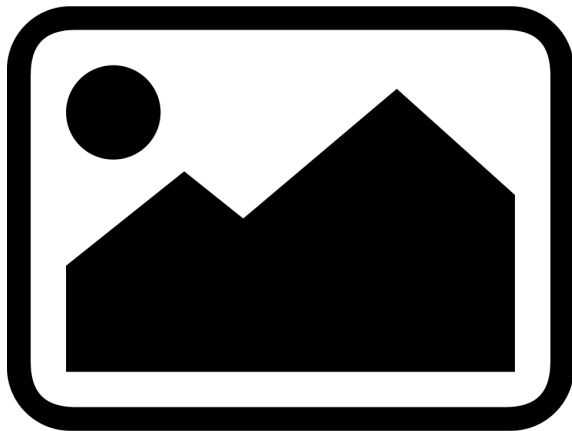
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