Raven English (4054)
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)
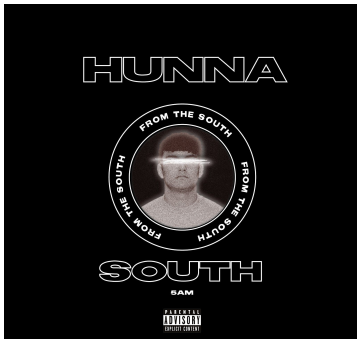- a digipak (minor task)

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Part 1

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


Our star is represented in a consistent way across all three elements of the multimedia package. In most pieces of media he's in he is seen wearing a suit and tie with an old school gangster theme that is portrayed through the use of props such as the bat and our black and white colour scheme, the costume our star is wearing is to encode an anti authority, political and rebellious message. This message is also encoded in our star through his facial expression, especially in the second screenshot,

where he is looking directly at the camera with what is a clear sinister and violent expression, he looks like he wants to cause harm and enact revenge. It is very clear by his expression that he's angry and looks as if he wants to do something about it. Another way the same message was encoded in our star (in the third screenshot), our star is stood with a baseball bat over his shoulder. The audience can easily decode that he doesn't have the bat to play a sport, but instead he has the intention of using the bat for a brutal and violent act of revenge, the bat with a suit and tie on gives a 'sophisticated thug/gangster' image almost reminiscent of people such as the Kray twins.. In hand with the other ways we've encoded this anti-establishment message into our star, the audience can easily decode that he has the bat for violence. This juxtaposes with the smart business wear our star is outfitted in, which gives a more gangster feel to the violence.
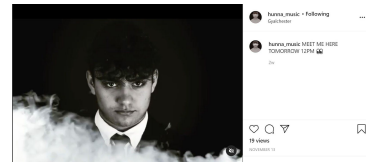
We use a consistent black and white colour palette and low key lighting throughout all three

pieces of this multimedia package, the colour palette along with the low key lighting encodes the classic gangster style into our star and a message of anti authority/establishment. We kept consistent with our colour palette and lighting to always be portraying this image, if we have only used it once or twice our message wouldn't have been properly encoded into our star.
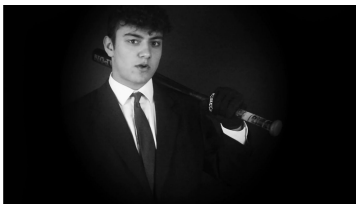
Part 2

How did your research inform your products and the way they use or challenge conventions? (lots to do.)

The first screenshot is from our music video, I think this shows a moment where we have taken the rap genre and challenged conventions to fit our theme of old school gangster and social retribution.

In modern rap music videos they are always in full colour and quite often use vibrant colours and sometimes even animation many examples of this can be found in YBN Nahmir's 'Rubbin of The Paint' or just about any 6ix9ine music video you can find, 6ix9ine is an extreme example of an artist we looked at who uses very bright,vibrant and saturated colours. We challenged this convention by using complete black and white in our entire music video, not one single clip in our music video has colour in it. We used this iconography as one of the ways we encode our old school gangster theme into our star alongside being a rap music video.

Rap music videos have a strong iconography with the use of weapons and more specifically guns, we looked at many rap videos and once again YBN Nahmir's 'Rubbin off The Paint' is another key example of this, throughout the entire music video the main star is seen waving a gun around in the air. We wanted to follow this iconography but slightly challenged it to fit our old school gangster theme. We had our star hold this metal bat over his shoulder in a threatening demeanor that keeps the use of weapons but it changes from guns to the bat, as we obviously couldn't use a modern gun in an old school rap video as that would completely ruin our mise-en-scene. We assured that our star was always holding the bat in a threatening way to keep up the encoding of the social and violent retribution.
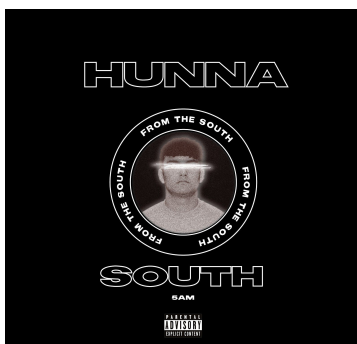
Part 3

How do your products represent social groups or issues?

The scratch over the star's eye is a symbolic coding, the image itself already looks like a mugshot then with the scratch over the eyes added it is dehumanising/impersonal to the star. The scratch represents the social issue of people who have been unfairly treated in criminal justice. Being about this current world problem it makes our product political and that we are pushing a political message to your audience. The dehumanising feel of this is what primarily represents this social issue, seeing the star in this situation almost makes him feel like he's just another person you know. Our star represents criminal/anti-authority groups. Who are generally represented in a terrorizing and brutal way, our digipak does not represent this group of people in this way. Our digipak shows our star as a pretty ordinary person, in hand representing this group of people as ordinary people who are just being treated unfairly and want change.

Our star is represented as an ordinary person, nothing about the picture of him is completely out of the ordinary. He's wearing normal clothes, has a normal background. Although the star is given a symbolic coding where he is put right in the center inside of a big circle border, the aim of this is to have the audience decode the positioning and realise that the star is put in a position of power and importance over everyone else. Our whole multimedia package represents this social issue/movement and this symbolic coding, to me, makes it feel as if our star is the leader of this movement. Compared to the rest of our multimedia package our star is represented in a different way on our digipak, he isn't wearing that old school gangster outfit anymore but instead wearing a more modern
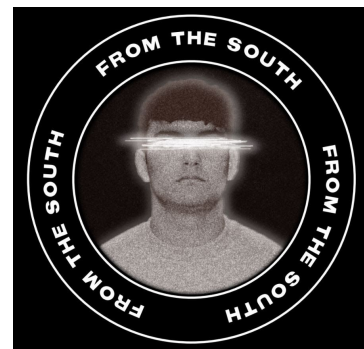
deal outfit. This shows that this social issue is also a modern day problem and not just in the past.

Part 4

How do your products engage with the audience?
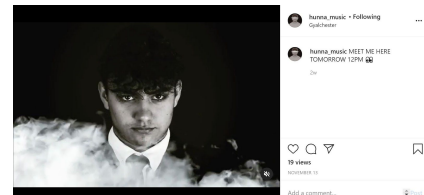

(First screenshot)
The audience can buy and use this merch to identify themselves to our star. Having a shirt with the stars face on it is just about the furthest you can go to identify yourself with the star. It represents their love for the star and music, this is also about your personal identity and how the audience member identifies themselves with the star, this can also lead to some social interaction.

(Second and third screenshot)
If someone is just scrolling through their social media feed and sees this big picture of an album cover posted by the official charts, the combination of the album cover and post by the official charts is going to grab the consumers attention. This is the beginning of a process called AIDA, which means Attention, Interest, Desire and Action, this is the process in which the consumer is attracted to your product and what keeps their interest in this particular product. Then they start to desire and want the product then finally commit to it and do the action needed to fulfill their desire. Once the audience's attention has been captured they're going to read more and see that it is now in the top 10, this is where they become interested and will actually go and listen to this album. If the person enjoys the music they could have the desire to listen to more music by this artist and then they'll act on this desire and either buy the song, stream on Spotify, etc. Once the audience has done this the full process of AIDA is complete and the artist will have a new fan/listener, which was all kickstarted by the initial attention grab from a tweet. This process would also happen with the post with the smoke, the only difference would be the attention grab. The consumer would see this person with smoke waving around in front of them and they will definitely wonder what it is all about and their attention is captured.

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