

CRITICAL REFLECTION PLANNING TEMPLATE

In this **Critical Reflection** essay, you do not need to explain the theories in detail - merely reference the key concept terms and credit the theorist who coined the term when you are outlining the specific examples from the text.

The important aspect is to have **pertinent and specific examples** from the texts i.e. scenes, shots, colours, fonts, images, edits, FX, social media page content... etc.

You should aim to have **at least 2 different examples** for each question that you could illustrate with **different screen shots** as visual evidence.

[This is the full theory booklet.](#)



[The shortened glossary for reference](#)

You have used all of these concepts in your work - now you need to be able to use them in specific contexts.


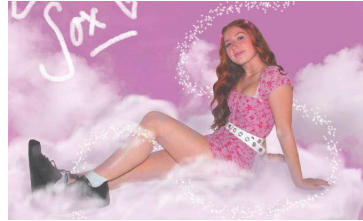

1. *How do your products represent social groups or issues?*
2. *How did your research inform your products and the way they use or challenge conventions?*
3. *How do the elements of your production work together to create a sense of 'branding'?*
4. *How do your products engage with the audience?*

Read the examples below and then complete your own ideas in the first table..



You should aim to **credit the theorists** when using key terms and most importantly - you need specific examples from the texts to illustrate your argument and responses.

PRODUCT	QUESTION	THEORY/TERMS	Theory, key terms, applications to example	EXAMPLE AND IMPACT	Screenshot of a relevant moment x 2
MUSIC VIDEO @ 250 - 300 words	<i>How did your research inform your products and the way they use or challenge conventions?</i>	Genre Blueprint/Contract/Label - Altman Repertoire of Elements - Lacey	According to Nick Lacey, a piece of media has a 'repertoire of elements', these elements are what makes our product conventional to its' indie-pop genre through the use of sound, costume, setting, theme and camera/editing amongst other components. Richard Altman suggests that these main components create a blueprint for the product, in our case a music video, and can be either followed to adhere to our indie-pop genre or be challenged to evolve the genre to something more. We chose to do both by keeping some typical conventions we'd noticed in professional videos in order to make sure that it is still clearly in our chosen genre; however we also subverted some conventions so as to bring something new and evolve the genre.	One example of our research reflecting our production is through analysing the music video 'Mariposa' by Peach Tree Rascals, a music video of the same indie-pop genre of our music video. This analysis showed us that a convention for a video of this genre is being outdoors/in a summery setting. We mirrored this in our music video by the majority of our shots being outside in a rural setting using a naturalistic colour palette. This is a convention in the indie genre because it connotes the laid-back, playful and fresh feel of the music. A second example of how our research influenced our final product was through looking at other more indie/alternative female artists to see how their music videos are designed and shot. One very prevalent alternative artist is Billie Eilish, whose music videos are conventionally very surreal and usually have darker themes and clashing colours. We challenged this convention by keeping	 

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				the playful surrealism of the genre whilst flipping the dark themes to the opposite and having our video be very soft toned and light-hearted. Our narrative can also be seen to challenge a typical music video's conventions as the romance is between two female characters rather than a male.	
DP @ 250 - 300 words	How do your products represent social groups or issues?	Representation Barthes - symbolic/semic/cultural Star Image - Dyer - ordinary, extraordinary, present, absent Semic code- contributes to the meaning eg lighting, colour, angle Cultural- meaning we have learnt through our culture symbolic - visual metaphor	Richard Dyer's theory of the star image is an observation which influenced us in how we needed to utilise our products to present our star's metanarrative. Our star's image also needs to present a certain amount of relatability so the audience can identify with them through our products, this is why the design of, for example, our digipak, must coincide with our demographic community's style and interests. We achieved this by using Barthes' idea of cultural, semic and symbolic codes to portray an alternative teen icon with themes of romance, surrealness and naivety.	One example of how our product reflects an entire social group is through the typeface we have used. The use of bubble writing and lower case lettering encodes a naive and playful nature to our product which represents the personality of our young and fun-loving audience. The handwritten sense of the typeface also implies that there is a personal touch to the digipak, allowing the star to feel more relatable and connected to their audience community by showing a sense of personality and a human imperfection connoting the album's informal feel. Secondly, the repeated use of the semic code of colours such as soft pink connote feelings of romance and femininity, this matches the image of our star and the community we are trying to portray. The symbolism of the clouds also can act as a cultural code for a dream-like, angelic image which supports the surreal feeling which we are intending to connote in order to adhere to our off the wall ad quirky audience.	 
SMP @ 250 - 300 words	How do your products engage with the audience?	Audience theory B + K - social interaction, personal identity, entertainment, information Remember the audience is asking 'What's in it for me?' They are not seeking to be a passive recipient of your message. It's about defining themselves, interacting with the friends, participating...)	Creating a social media page for our star helps our audience engage with our products through implementing the audience theory, AIDA: attention, interest, desire and a call to action. This theory led us to create posts with lots of teasers in order to intrigue our audience. Utilising imperative verbs in our comments/captions of product promotion can also be used to stir a sense of urgency to interact; therefore allowing our products to engage more	Synergy is one example of a marketing technique we used on our social media page to engage with the audience. We did this by creating a false sponsorship with Beats headphones which begins to create an identity around our star that the audience can recreate by buying the same products as being advertised. This coincides with Blumler and Katz's Uses and Gratification theory in that the audience can create a personal identity that shows their interest in the star	

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			<p>heavily with our audience.</p>	<p>through copying and buying into what we advertise on the social media page.</p> <p>Secondly, another post on our social media page which allows our audience to engage and interact with our artist is the “competition” we set up. This post was a call to action for the audience to share the post to win a prop used in the star’s music video; by doing so we are utilising Blumler and Katz’s theory by giving the audience a platform for social interaction and thus advertising our star by the internet’s word of mouth. This competition would also help to form the audience’s personal identity around the star because they would feel connected to them through owning the same prop that the star used and maybe even making their own videos with it.</p>	
<p>All (this will become your introduction) @ 250 - 300 words</p>	<p><i>How do the elements of your production work together to create a sense of ‘branding’?</i></p>	<p>Hall - encode, decode, preferred reading, oppositional, demographics, psychographics</p>	<p>Stuart Hall’s reception theory shows us how our brand needs to have a cohesive message across all products which can be used to encode specific messages for the audience to decode. It is important for our brand’s messages to come across effectively so that the audience will receive the right message and buy into the brand and it’s products.</p>	<p>Our products worked together to create a sense of branding by all having the same repeating motifs throughout. These motifs include the bubble-writing typeface, the sock puppets and also the imagery of a summery, soft-hued sky. All of these motifs are represented in each of our products; for example, the sock puppets used in the music video were digitally recreated for the digipak and the design features of the digipak were carried through to promotional posts on our social media. These repeating components encode our products’ brand as child-like from the sock puppets but also with an unusual, magical element from the use of the different coloured clouds/sky.</p> <p>The similar design features of each of our products create a cohesive brand by giving it a recognizable colour palette and style which becomes synonymous with the star’s brand. This helps our products become more of a lifestyle and brand than just a set of separate pieces; allowing a certain demographic to identify with it</p>	

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				<p>as their preferred reading material. The demographic our brand aims at is alternative teenage to young adult girls which our brand appeals to through the use of the soft 'girly' colours,also notably the unusual metaphor of the sock puppets which is not a prop conventionally used to represent an artist, showing the slightly alternative and unconventional route our brand takes.</p>	
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