Podcast planning

Hi, my name is Alex Parker and I will be discussing, reviewing and reflecting on my final video advert for Unit 62.

I will first of talk about how I intended it to look and weather all the clips are recorded how I wanted them to. All of the clips and the overall product looked and where filmed as I intended them to. Although one of the clips that I shot ended up being very rushed and therefore being very shaky, but in the editing I used this to my advantage. I feel like every clip I shot was in very good and high definition quality, this was due to the HD camera I used in the recording process.

The overall purpose to the advert was to create, design, plan and film an advert for a energy drink. The company was Fizzy Drink INC. for this task I had to get the audience’s attention so they would the drink. I then had to tell them something about what the energy drink does. I felt as if the energy drink advert completed its purpose, which is to inform people about the drink.

Whilst creating my advert, I was using a software called Adobe premiere pro, this program was all completely new to me. I knew how to edit in another program called iMovie. Once I had done some software training, I realized that it is like this but I just needed to look at some of the special features. In Adobe premiere I used the cut tool to delete the bits that I don’t want.

Once I had come up with the name fruity freedom, I had to generate some ideas about the video. I couldn't really think of many ideas, so I then decided to look on the internet of some previous adverts, this then sprung the idea of someone who struggles going up hills. After the drink he is faster than everyone else.

When planning I had to make sure that I kept everything in the 30 to 60 seconds limit from the brief, I had to make so dope sheets, this helped me out, as I could see how the clips needed to last.

I felt that all the whole project was all time efficient this is because the editing was all quite straightforward, I think that it wouldn't have been done without the easynuss of premeire pro.

I feel I did really well on this task. It was difficult at first to think of the advert idea, but once I had done this I was able to work really easily and quickly. I hadn't done a video advert before so it was a challenge for me. Overall it was a good unit to do.

Thank you for watching