

Student Music Video

For my first research blog, I'm gonna analyze the A2 Advanced Portfolio Blog of Calyn Da Silva who received an A grade at the end for her blog. I believe that choosing her blog would be a wise decision since I can gain a lot of experience and tips to get such a high grade.

We're first looking at her home page where we can directly see the link to the final product and evaluation, which is very straightforward for the viewers like us to look at those most important elements in the coursework. She also included a brief introduction of herself and some background information to outline the main purpose of this blog.

On the left hand side, we can see that she divided the process into 6 different major channels: portfolio, blog, research, planning, construction and evaluation. By splitting the information into smaller channels, it would enhance the viewer's experience while looking at the blog as the navigation is direct, without any confusion. The first section - portfolio drives us to the final products including the finished music video, digipak and social media page. While having an insight into the blog, we can notice the main color tone is warm with red as the domain color. I'm quite interested with her blog theme as it's related to the final product which creates a cohesive chain throughout the process. This inevitably outlines the hidden link between those smaller brands together into the whole final result. Besides that, the warm color tone may also hint to the viewers about the possible genre and style that she follows for the music video. In the portfolio section, Cal included all the final products in her A2 coursework in order for the viewers to easily have an insight within it. She put everything into a big size that allows the viewing to be more accessible and clear which can prevent any unexpected errors from happening while people are observing the products.

The blog section can be seen as one of the highlight sections since it recorded all of the detailed information and events that happened during the progress. Even though Cal splitted the dairy for each week, the amount of detail she put in can be more since there are plenty of things to write about. I would like to include this kind of dairy into my blog to help display all of my works as well as how I can get to the final products. Likewise in Cal's construction blog, she put in several drafts to show the adjustment and improvement that had been contributed within the production of the music video.

Research, planning and construction are the most crucial parts in the blog as it contains every stage that drives Cal to the final decisions for the genre, style and production of the music video. Firstly, the research section is divided into 3 main subtitles: similar product, genre and institution where similar product would be the analysis of other people's products such as music video, digipak, band website and camera angles. These parts will help the students to obtain brief ideas and be inspired about the production of their music video by looking at other people's works.

After having a brief look through the music video industry, Cal had an in depth research to enhance her understanding about the field by finding its history, theory as well as genres and styles. This helped to outline the code and conventions of her wanted genres and the hidden reasons of the directors behind each music video.

Planning seems to be the most time-consuming and hardest channel as I can see that there are lots of sub-page underneath each small branch. The amount of detail that Cal put into her planning would ease the construction stage afterward. By already preparing and organizing everything, within the

production stage, she will just need to undergo every single thing that she already outlined. I like the fact that in each branch, she added the link to every sub-page instead of combining them into one page which may make it confusing and not really eye-catching.

In the construction stage, she included lots of raw footage as well as previous edited versions to show how the production had progressed. However, I would like to see more of her self-reflection as what she can do even more to improve the final products as well as what went well during the production. I think that the amount of sharing she put in is not enough since self-reflection is a crucial element. Despite that, the final product is outstanding with a wide range of unique camera angles and editing techniques. I was amazed with the high quality of the music video as it really seems like a professional music video of famous singers. After looking at her music video, I feel that I should watch more videos of other people to find my inspiration as doing the kind of music matched with your taste and preferences is important.

Throughout the blog, I noticed that the most common medium to deliver the information for Cal is video and audio whereas other ranges of medium can also be used such as presentation, prezi to diversify the collections even more. In the evaluation, I feel that due to the lack of time, she unfortunately had to do it in a rush which forced her to write everything down in a document instead of presented in a more creative platform. This is one of the afflictions that she was able to overcome to achieve a higher grade.