**APPLIED PRODUCTION SKILLS CONTEXULISING STATMENTS**

**Instagram story**

Overall, the Instagram was well executed by Rebecca the editor as she managed to edit the footage to give the essence of an upbeat, powerful, positive gym atmosphere which people strive to feel in a gym. The electronic music is catchy and commercial which would sell if we were to promote a healthy lifestyle and living as a product. However, I feel the Instagram story audience would only appeal to a small audience as the music and graphics are very intense and fast moving to an older Instagram viewer, but Instagram is more popular to younger people so it’s not a major issue.

The technical issues that came with this project was that the gym where we filmed was small so we had to take safety hazards and risks into account because of the heavy equipment and large electrical machines around the crew. We also had to take into account that the gym was a public place so we had to plan in advance to keep the room free for us so we have more space for camera angles and positions for filming. The gym was surrounded by mirrors so filming clips when I had to perform gym exercises was challenging to avoid reflection of the crew.

If we were to improve the Instagram story, we could had hired a professional gym trainer to be our actor for the video so the Instagram story would look even more professional and we could had done some external shots and broadened the variety of the theme healthy lifestyle and living by including food, and clips of preparation before the gym.

**Photography task**

The photography task was an overall great success. The weather was suited to my needs as it created a lot of strong shadows and depth to my photographs which particularly helped on my silhouette photograph and reflection in The York museum Garden’s. The reason why I chose to do the theme nature was because of all the textures you can capture and colours as nature is ‘the naturel world is the greatest source of excitement’ and ‘the greatest source of visual beauty’ (David Attenborough, 2000).

 Despite my theme being nature, I wanted to incorporate as much colour as possible, so I advanced the exposure in certain areas of the flower. The shallow depth of field photograph is my strongest because the purple is a bold contrast against the different shades of green in the background which makes the photograph have more variation compared to the other ones and it’s the most linked to my theme.

The technical issue that came with taking the photographs was that the camera battery was low so I had to work at a faster pace which made some of my photographs looked rushed and unprepared and I could had used a longer lens. The grounds where my photos were taken could have had a stronger link to the theme, I chose nature which meant I could had use animals rather than a person for some of the photographs and water as a reflection rather than a window.

The most challenging photograph to capture was the forced perspective because it was hard to balance and move the camera to where it needed to go to create the image. I decided not to use my own hand because the image would had more likely to be blurry and it would had been more challenging for me to check on the shot.

If I were to improve my images, I would had used a location with more variations of things to do with nature and come more prepared in regards to the camera battery.

**Audio task**

The most challenging task was the audio task for the short, silent film Grandad and I. The reason why I chose this short film was because it had the variety of external and internal scenes which the other films didn’t have as the majority of the scenes were all filmed outside. Also, I felt I could experiment with an audience’s imagination by creating new illusions e.g. the Christmas radio (1:23 mins-1:42mins).

This task was the most challenging because it was hard to find reliable sources from the internet of audio sounds which were accessible to download and legal to upload onto premiere for me to edit. However, the audio task as a project was the most technically accurate compared to the other tasks.

The audio sound that was the hardest to sync with the short film was the moments of interaction between the little boy and the grandad. It was hard to articulate what the grandad was saying as he spoke very quickly, however his gestures made it easier for me to create a dialog which Thomas Cussell recorded.

The ways I feel I could improve my video is to had used more realistic sound effects for the ending when the little boy falls down the stairs. The sound effects sounded slightly wooden and they stop abruptly in-between each other, but they are in time with the movements.

**Short Film task**

The strongest aspect of this task was the originality of the idea and the animation of the plant as planning with my group brought to my attention that ‘I think more and more people these days go for the safe option in film making’ (Kate Winslet, 2012). As a crew, we all worked well together and had a mixture of strong leadership and creative ideas. We also had equal input to the technical and production side of things and found solutions to difficulties we faced when filming.

The biggest difficulty filming was the weather as the day we filmed was wet which meant it was hard to move the equipment and protect it. This also meant we had to adjust the lighting on the camera a lot when we shot at different locations. As a solution, we should had chosen more sheltered places or used wind shields to protect the props. I felt the exterior destinations were weak as they didn’t flow from scene to scene.

The crew could had improved this task by expanding our destinations and focusing more on the talking plant