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Scoggins

Advanced Digital Media Honors

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Honors Project Client-Based Reflection

For my client-based project I made a short commercial for the app/company, Firefan. The commercial is made around the NCAA March Madness tournament. I used music, effects, transitions, and actors to make the commercial. I made the commercial in iMovie. The reason that this project was chosen was because my client, Antonio O’Ferral, need the commercial for his app/company, FireFan.

I faced many challenges while making the commercial. One of my problems was when I was filming my actors they could not stay serious and would constantly laugh. I had to take the videos multiple times to try to get one that they were not laughing a lot in. Another problem that I faced is that when recording my actors many people would walk by and make noised as well as trying to get in the video. Once again I had to take multiple shots to get one that was mostly quiet and had no distractions.

This commercial project fits into my overall development in digital media because it helps me work on my video skills. With this video I tried new things such as a scene where I tried using frame in frame. I tend not to be the strongest in the video unit either so this project game me lots of practice in it.

I think that I did a pretty good job on the commercial. It isn’t the fanciest commercial ever made but I think it gets the information and the point across. My client seemed to be very happy with it though. He said it was better than he could have ever done. If i could’ve done something differently I think it would definitely be to use a better quality-recording device then what I used. I think it would have used a better recording device, the commercial would have looks a lot more professional than it did.

From this project I think I learned a lot. I learned how to do a frame in frame shot, which was new to me. It was very cool and I think I will start to do that a lot when producing videos.

I also learned how to use iMovie a lot better. While it doesn’t seem very confusing, there were a lot of different effects and other things that I did not know were possible to use when creating a video in iMovie.