CREATIVE
MEDIA
@WEYMOUTHCOLLEGE

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FILM & TV ASSIGNMENT
Fashion Film
CREATIVE MEDIA PRODUCTION
2024/2025



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Fashion Film

Task 1:1 Research into fashion films

Context to analysis

The fashion industry is an extremely vast space of differing opinions and views towards itself and the responsibilities as well as impacts it holds. I have already determined to be focusing on the brand Route One, which is an own-clothing and re-selling store. In order to research existing fashion films, I feel that exploring Route One's position as a brand as well as my own goals and aspirations for this project in tale. Understanding what themes, views and context I will be working with is a crucial part to help research other work and how relevant it is as well as the effect it will have on my work.



Figure 1, Route One storefront

Route One is more than just a clothing brand or store, but rather a hub for multiple communities, intertwined through common interest in not only fashion but also lifestyle. At the heart of their community is skating and other similar types of sports which link to 'street culture'. Skating isn't just an aspect of the brands identity but also an influence into the decisions made within the brand. The fashion and styles which they sell and create are very much representations of street and skate culture, following the idea of mixing practicality, comfort and style. To summarise, on the surface they are just another skate shop, but the reality is a lot different as skating is more part of their ethos opposed to it being the businesses soul selling point.

As a fashion company, Route One takes a stance towards the industry which I believe to be extremely important. Mainly, their views towards the responsibilities and moral decision making the fashion industry should be taking to improve itself. Route One is an environmentally conscious company, both in terms of the natural environment and of one which they are creating as a community. Parts of the fashion industry are full of neglect and undeniable detrimental effects towards natural environments across the planet. Water consumption, pollution and carbon emissions are all things which the industry often neglects, making its

environmental impact devastating. Route One is committed to reducing their impact, re-selling clothes, committing to charitable donations from their own pocket of profits and by having tight control over their logistics and distribution. On the other hand, Route One is also a company which actively promotes positivity within the fashion industry. As mentioned before, what they sell focuses on practicality, function and style, bringing purpose to fashion, opposing ideas of using fashion as status symbols. This is evident in the brands they sell alongside their own clothing. You won't be finding extortionately priced Balenciaga or Gucci as those type brands do not fit Route One's style of product. Throughout their store's brands like Vans, Dickies and Carhart are more common. Brands which are high quality and are reasonably priced for what they are.

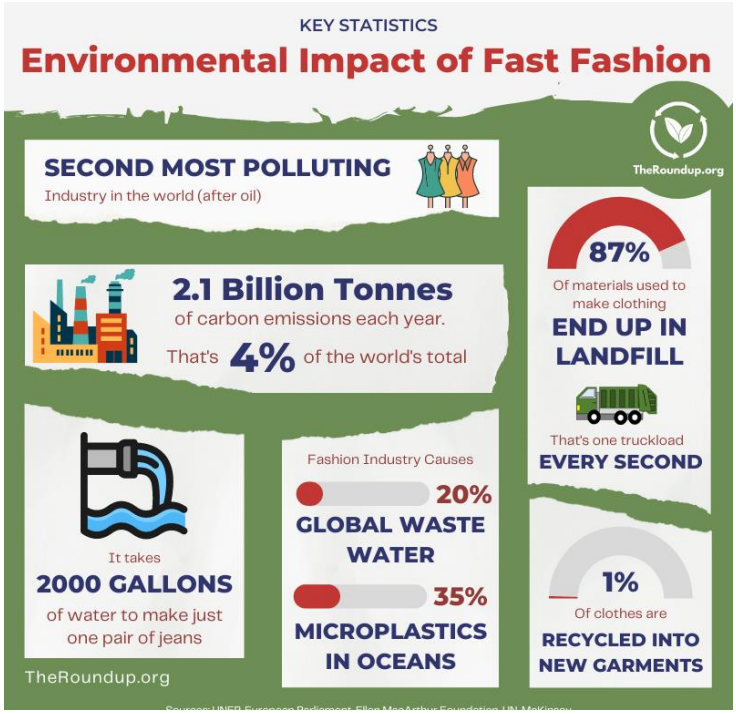


Figure 2, Impacts of Fast Fashion

Route One is the opposite to a company like Primark, a fast fashion company which sells cheap, mass-produced clothing which is made and sold at the lowest prices. This type of fashion and branding is one of the most damaging towards environments, Route one avoids these impacts by not selling from companies which use these production tactics, allowing them to be more sustainable not only environmentally but also morally. Fast fashion often takes advantage of low labour costs and lenient laws in developing nations across the world, by working with bigger and more ethical brands, Route One is not investing towards these issues, this also includes their own brand of clothes which are manufactured sustainably and from ethical manufacturing sources.

Analysis

For my analysis research I will be comparing the branding within media and commercial film from two contrasting fashion related companies. Route one isn't used in this analysis because there isn't much fashion-based media they have released; their media presence is similar to that of Vans as they use skating and similar sports and their communities as part of their branding and online presence. As I am not focusing on this part of the Route One brand, I have decided to analyse the media of a company with similar values instead/ a brand which Route One aligns with in terms of sustainability and brand awareness.

Balenciaga Spring 22 Campaign : Too Many? | Vinted

Balenciaga as a brand is considered a 'luxury fashion house', their products heavily falling into the category of fashion which stands for status and symbolism over any sort of comfort or practicality. Their prices are extremely high, while their products are high quality, a consumer is more buying the label than a product worth its price.

Vinted is a worldwide online marketplace site similar to companies like eBay and Depop, mainly used to re-sell clothes and accessories. As a sight it promotes sustainability within the fashion industry, promoting key aspects to solving sustainability issues through reuse, recycling and repairing. Vinted uses the ideas of clutter and unused clothes to draw in customers and give them opportunities to sustainably get rid of clothes while also making money. The site primarily features sellers for second hand items instead of from store shelves which can be found on other online marketplaces, this means prices are often lower, making fashion of many varieties available to more people.



Figure 3, Balenciaga's Spring 22 Campaign

Balenciaga's Spring 22 campaign film is a seamless two-and-a-half-minute shot with consistent movement. It shows off different styles of clothing, all unique and quirky but not what one would consider wearing as an everyday outfit. The films

fashion shares more qualities with designer catwalk style events than the casual fashion shown in advertisements produced by more civilian brands like Vinted. The characters throughout do not represent Balenciaga's client base, they show off more as models linking back to the catwalk style mentioned previously. In reality, Balenciaga's client base is the rich and well-known, commonly celebrities and people who want to express their money through designer fashion. The film depicts its cast in emotionless states, shown in both their blank expressions and robot-like movement, further emphasising the idea the fashion is above them and 'wearing them' instead of the latter. The sets and locations used within the film are also very fabricated and noticeably reliant on a studio environment. This makes the film more refined, controlled and visually appealing, in my opinion this makes the film feel more like a piece of art over an expression of fashion, it is creating a feel for the whole campaign.

On the contrary, Vinted's 'Too Many?' advertisement features many aspects which are direct opposites to that in Balenciaga's film. The forty-five second advert is very fast paste, consisting of lots of small clips and cuts from a large variety of locations and featuring a range of different characters all depicting their own personalities and emotions. The fashion featured is a lot more casual compared to Balenciaga's campaign, this is to appeal to a wider audience, the mix of realistic styles feels real, truly depicting what the average person may wear. The cast and characters used within Vinted's film and who they depict consist heavily of your normal everyday people. This is perfect at directing the advert towards Vinted's customer base which also consists of the average person. The film itself feels very natural, filmed within environments which are relatable to the average person and the target audiences of Vinted's clients. The urban areas, office spaces and public transport mix to create an atmosphere which is believable and realistic.

A key part of Vinted's 'Too Many' advertisements is the idea and concept within the characters fashion. Almost every character is shown wearing an excess of an



Figure 4, Vinted's 'Too Many' advertisement

item of clothing or an accessory, this is to push forward and promote one of the main uses of the website and app. By visualising the problem of clutter which many people experience but don't realise, it brings it to light, prompting people to act. The visual style of the ad also enhances the effectiveness, the framing focuses in on individuals, highlighting how it impacts almost everyone on a day-to-day basis.

Balenciaga's Spring 22 campaign's music further develops the idea of a showcase or catwalk through a cinematic lens. The use of classical music creates an atmosphere which is well refined and more presentable. Something which is expected to be featured at high-class events, especially when involved in film. On the contrary, Vinted uses a more energetic and building of tension within their choice of music. It builds up tension as characters become more visibly stressed by the clutter of their extra clothes and accessories. The tension is then broken by the voiceover which provides Vinted as the solution, easing the stress of the characters while also making the music feel more engaging and positive despite being the same track. It suits the film from an advertisement perspective, while Balenciaga's classical music well fits the more showcase style of film.

Task 1:2 Initial Ideas

Introduction to Ideas

The concept and idea itself are very much set in stone for this project, I have definitively decided that Route One will be the brand which I study and base the project around. However, I have also decided that I will not be using their type of media presence within my film but rather focus on their ethics and sustainability views within the fashion industry. The reasons I have decided to do this is influenced by two main points, the first one being how I have already worked with skating on an advertisement level, that advert was also made for a fashion brand so I want to do something different and unique when compared to my own work. The second point focuses on sustainability and my views. When it comes to fashion and the industries impact, not only on the planet but also its impact socially amongst people, my views align with that of Route One's. Route One as a business has sustainability built into it through their own efforts but also their business model in general. That's why I have decided to focus on these aspects of the company, focusing my project around the unethical practice of fast fashion and branding which, in a way, takes advantage of consumers through overpricing for a status symbol. Two opposite ends of a spectrum which I believe are just as bad as each other.

My 'initial ideas' are more or less the same idea, the key differences between them are how I will approach them, what themes are focused on the most, the visual style and what type of format I approach the project with.

Idea/ concept #1

<table>
<tr><td>Product / Title:
Wearing Comfort</td><td>Target Audience: The target audience for this idea is the average person. It is broad and can be narrowed down to young adults/ teenagers, most likely from middle class backgrounds across the developed world.</td></tr>
<tr><td colspan="2">Idea: This idea focuses in on the idea of feeling comfortable in what you wear, fully against the idea of spending extortionate amounts of money on clothes and brands just for the status a brand may bring. The film itself would be the same abstract style found within fashion films like that produced by Balenciaga. The abstract aspect of the film would come from the movement and abstract dance from the cast/ characters, hoping to symbolise feeling ‘free’ and comfortable in your own clothes. The format of the idea would be non-linear as it follows characters in different locations and different outfits, all picked to portray the idea of everyday living for an average person, this would include places like cafes, town centres, homes etc. However, there would also be a linear aspect to the film, this being shown through a clear opening and eventual ending with cuts and clips in between which help develop the linear aspect to the film. The linear aspect would focus on the sustainability side of the project, showcasing visuals which depict someone who is going directly against status symbol brands as well as fast fashion companies like Primark.</td></tr>
<tr><td>Strengths
Clear directive which links to the brand. Showcasing not only the fashion which they sell but also their stance within the fashion industry.
The fashion remains a key part of the film but also touches on a key part of fashion which is feeling comfortable.
It would engage with audiences by creating an aesthetic which is relatable and realistic.</td><td>Weaknesses
The idea of going against other brands doesn’t completely align with Route One and may not work if made to be on the nose.
Being an abstract piece takes away from the relatability within the film.
The fashion may not be noticed or seen as relevant if the films linear and non-linear aspects don’t work together as it would create a mess within the film.</td></tr>
<tr><td>Opportunities
The fashion style which Route One associates with the most is easily accessible to me.
Dancers being required shouldn’t be an issue as I have contact with some.
Locations for everyday people are locally available.
The idea isn’t super ambitious/ unrealistic so can be completed fully.</td><td>Threats/barriers
I have never worked with dance before, so choreography and planning around if outfits would interfere with the dance is out of my knowledge and would need to be checked over by someone who does beforehand.
Editing this film would be a challenge as simple mistakes or miss-timed clips could skew the whole film.
A general threat to all ideas here is the fact Route One is a skating shop, and by not having it as a main focus takes away from its identity and current customer connections.</td></tr>
</table>

Feedback: I think this idea has potential, fitting both to Route One's branding and Ben's personal views towards the fashion industry, I believe this fitting will help the idea develop as clear links are in place. However, I also think that there are some bits missing which could be expanded on. The linear part mentioned, isn't expanded on and I don't think has a clear direction at the moment.
Conclusion: I like the idea but agree with the feedback. There is definitely something missing and I think future ideas could expand on this one, helping refine it and fill in those gaps to provide more detail. I think this idea will have a great impact on my final product though as it will influence the idea I inevitably pick.

Idea/ Concept #2

Product / Title: Stained by Corruption	**Target Audience:** The target audience for this idea is very similar to that of the idea before. Focusing on the younger side of the general public as they are most impressionable and who will have a bigger impact on the future than anyone else.
Idea: Following a linear format, this idea follows an abstract depiction of what I consider issues within the fashion industry being tackled by single person (or duo not decided yet). The objective and story are made clear in an opening scene which shows the main character/s watching a montage of these fashion issues playing out on a projector. Overall, the films messages and themes are strictly directed at the industry as a whole and not a one brand or company. The film would have a quite sinister tone, but contrasted by the music playing over the top, creating a feel that the character is enjoying the anarchy they end up creating. This idea would be filmed with cinematic aesthetic in mind, actively trying to make the visuals something which make eyes widen and minds race. This films premise focuses on being more of a message towards creating change in the industry, leading towards a more sustainable, economic and less judgemental future.	
Strengths • This idea has a strong premise which I strongly believe in, but something I think others will also understand and come to understand. • Having a linear story gives audiences something to follow and help them understand. • The idea matches well with Route One's beliefs with working towards a sustainable future.	**Weaknesses** • Having abstract elements withing the film may take away from the effectiveness of the message within the linear story. • Visualising some of these issues in the industry may be difficult to portray, especially without defacing other brands. • Route One may not necessarily create this kind of film, rather it just aligns with their views as a fashion company.
Opportunities • I like this idea, so I think I will enjoy making it more and put extra effort into because of that. • The idea isn't set in stone completely, the linear story can be changed if needed as it will be completely visual. • Once again, the fashion needed will be easily obtainable as it isn't super strict on the exact style or pieces of clothing needed.	**Threats/barriers** • I have not worked properly with the ideas of abstract film making, if something is too random or the abstract elements are too on the nose it may not work at all • Some parts of the idea seem a bit ambitious and may need to be changed to make the project more feasible if I realise the concept as it is now is too far out of reach.

Feedback: Jay Greaves: This is a very unique idea and one I think will work really well, as it is not something that has been done before, it exposes the industry to a wider audience and shows the reality of it and the falseness behind it. The only thing I could see being improved is some people could see this as slandering other brands and may create a bit of backlash for both the audience and people in the industry.
Conclusion: I like the idea but think there are some key flaws which push me away from making it as is. For one, as mentioned in the feedback given, slandering other brands is something which would want to be avoided, and to slander something without clearly directing it may be difficult or create confusion if it is too disassociated from a specific brand, causing issues in two opposite aspects. Secondly, I'm not sure how the idea fits in to the fashion film genre, although it does touch on fashion, it works more as a PSA from outside the industry, so making it from Route One's perspective wouldn't work as well.

Idea/ Concept #3

Product / Title: Power, Corruption and Lies/ That Feeling	**Target Audience:** Target audiences for this idea are young adults/ teenagers, especially those who buy their own clothes and make their own money. The target audience needs to be one which will have a major effect on the future but also those who make their own economical decisions, so need to be aware what their money supports even with little things like fashion.
Idea: This idea combines aspects from both from idea #1 and #2, creating an abstract but linear formatted film which showcases both being comfortable in fashion but also key issues within the fashion industry like fast fashion. This film would be shot in a similar way to how the previous idea would be too, focusing on cinematics trying to make it visually pleasing and refined/ thought out. The film follows two linear narratives, the main one being the general sense of feeling comfortable within fashion. This part of the film follows the cast going through their days mixing in everyday activities with abstract dance, giving a visual sign that the characters are happy and energised by their outfits. The second part of the film showcases this attack on the fashion industry and the issues which have been accepted as normal practice. This will be depicted through actions which take a more sinister tone, lower light levels and more derelict locations. Over the top of the film, the music will be consistent, not changing for either part of the narrative. The song will be a quite energised and upbeat song, matching the first part of the narrative but contrasting the second, signifying that facing major issues within any industry which become normal practice should be confronted head on. But more that this confrontation should be necessary for everyday life to continue as if they are not, environmental, economical and social damage could reach an irreversible point.	
Strengths • It mixes both the important messages from the previous ideas and combines them in a way which doesn't take away any significance from the other. • The clear differences in abstract aspects between narratives parts draws a definitive line between them, not mixing up themes. • The music planned would work in two contrasting ways but I believe isn't confusing to a point where it feels wrong/ out of place.	**Weaknesses** • Having two narratives could make both parts feel rushed within a short film, however the length allowed makes it more feasible and may be enough if used fully. • Part one is quite simple whereas part two is quite complicated, this isn't necessarily bad as its something I was aware of when planning the idea but to an audience it could be confusing.

Opportunities	Threats/barriers
• It mixes the best of both ideas from my perspective; I like it the most and think is the idea I would work best on and enjoy the most. • Despite needing quite contrasting locations, the local area can provide them. • By having the more up-beat and brighter section of the film it feels more like something Route One might actually make.	• The more sinister narrative featured isn't something Route One might make as the overall vibe/ aesthetic it creates doesn't match that of their community. • I'm not sure if this idea is too ambitious and something which is 100% feasible, however I think this is something which can be confronted and changes can be made if needed.
Feedback: William O'Regan: I like the idea of promoting the brand while critiquing fast fashion and large luxury brands and their effect on people. The second part works well in showing the benefits of the brand it's promoting without needing to explicitly saying it.	
Conclusion: The SWAT analysis has showed me that this idea is my favourite, I think it touches on all the things I want to mention but also most the things Route One also stands by. This idea also allows me to explore both a visual narrative style of film and a fashion driven film in one. The plan for the look and overall aesthetic of the film appeals to me, the idea feels the most refined and most in depth, not only in concept but also in themes and context. The stories being told are clear, and I think will pair well, showing two contrasting sides of the same coin. As a topic which means a lot to me, I think the idea also aligns with what I personally want to create as well. If I was not interested or not personally involved with this topic, I don't think I would be motivated or inspired, but this idea feels right and I believe I will personally connect with it as it gets closer to completion.	

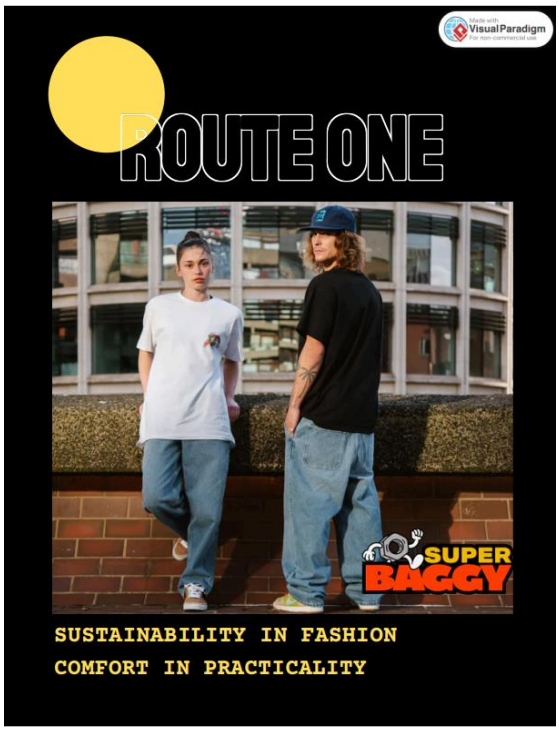
Task 1:3 Justification

I have chosen idea #3 to peruse for this project, mainly because I feel that it's the one, I will engage with, enjoy and focus on the most. Motivation and procrastination have consistently been the most detrimental factor towards the quality of my work in the past, but I believe after witnessing this problem at its worse recently, mixed with the passion I have for this project, this idea will help me work past these issues I cause myself. Because the idea has narrative aspects told through a visual means, I also see this idea as a redemption helping that motivation once more.

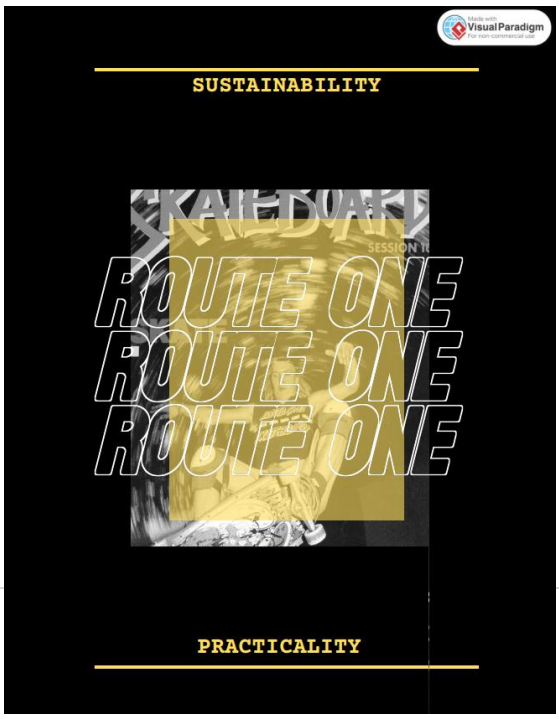
The idea itself links well to the project as it outlines some of the key branding Route One as a company stands by. Sustainability and comfort are just as important to Route One as skating, this is evident as the business won't treat a customer differently if they skate or not, so choosing to take a path away from skating and touching on their fashion stance works just as well. As part of my development, I want to start working with others, using the skills they excel in to my benefit as to enhance my work. This idea is the best way I think I can do that as it provides many opportunities to collaborate, seek advice and reach out to people better suited for a certain thing than I am (for example helping choreograph abstract dance).

This idea is quite technical and will need a lot of trial and error with equipment. Although it appears as a downside it is exactly what I wanted from the project to start as I wanted to work towards creating a cinematic and technical piece. Not only do I want the film to be refined and at its highest quality but I also want the experience with the equipment, I have worked with lights and other equipment before but I have yet to properly explore their opportunities. This also includes using the studio and fabricated sets within a studio, working in these environments is something which will be extremely useful to have experience in.

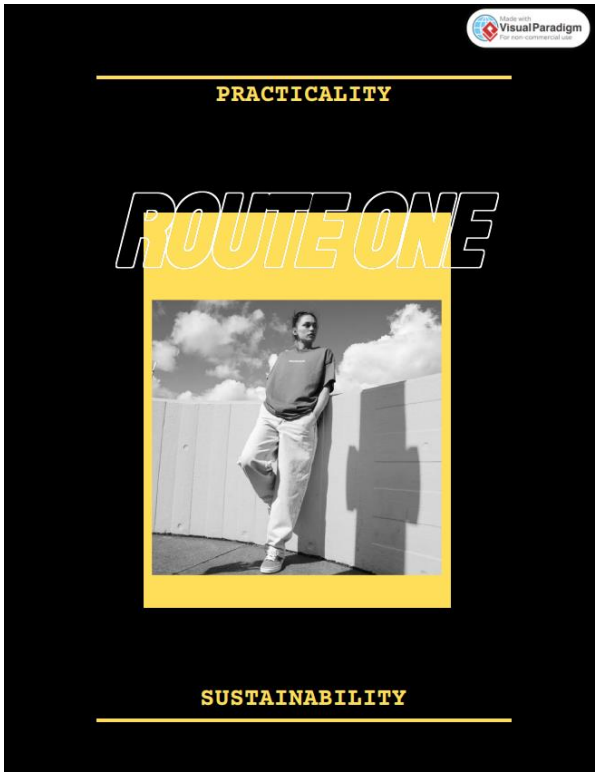
Look Book









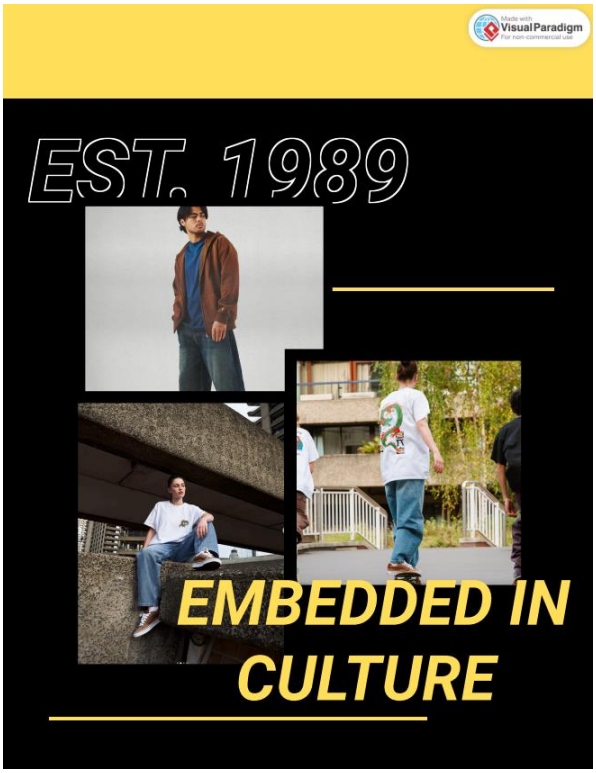

PRACTICALITY
ROUTE ONE
SUSTAINABILITY

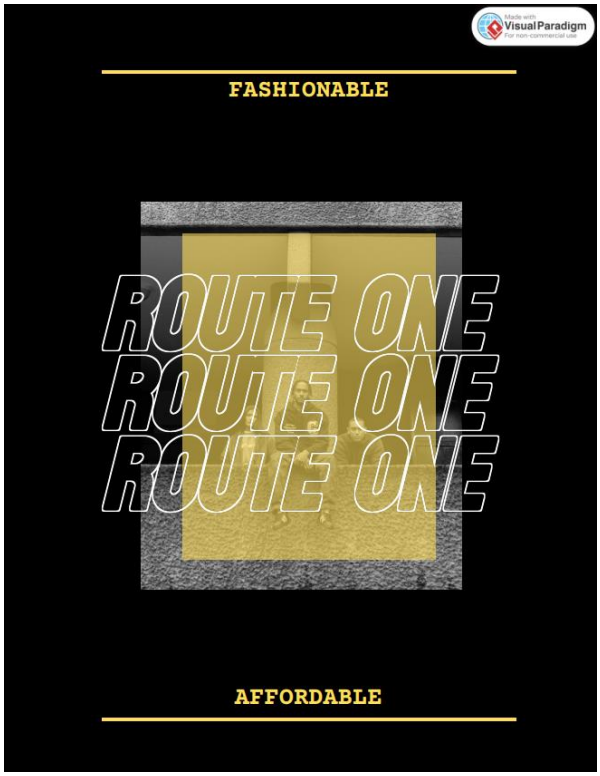

ROUTE ONE ROUTE ON
ROUTE ONE ROUTE ONE R


Route One advocates for practicality and sustainability within the fashion industry. Following the basic premise that clothes can be stylish, comfortable and practical for activities, all at once.
As a brand they also have a commitment to doing their part when protecting the environment. Route One consistently contributes to Eco-friendly charities, and works their logistics and business operations to be either environmentally neutral or positive.

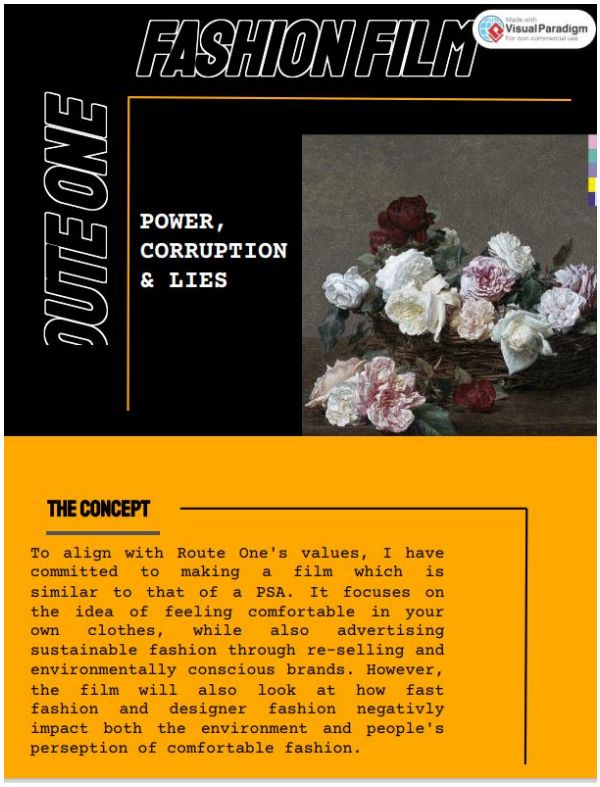

AFFORDABLE
FASHIONABLE
Route One helps make fashion affordable, bringing even some of the biggest brand's prices down to be more affordable. They don't sell clothes for status, Route One sells clothes for those who want to explore fashion in an economical and sustainable way.


UTE ONE
SUSTAINABILITY
COMFORT
SOCIAL MEDIA
Route One's social media presence primarily focuses on the communities they support, mainly those involved with skating. They help fund projects globally and individual skaters/ teams, supporting people fulfill their dreams
Great vibe at the opening of Laos first skatepark
@makelifeskatelife


EST. 1989
EMBEDDED IN CULTURE

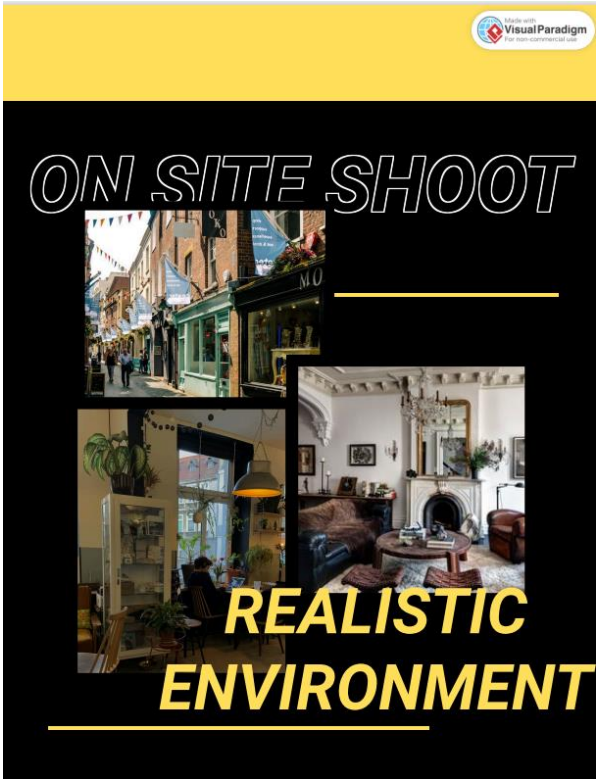

FASHIONABLE
ROUTE ONE
ROUTE ONE
ROUTE ONE
AFFORDABLE


ROUTE ONE ROUTE ON
ROUTE ONE ROUTE ONE R


FASHION FILM
ROUTE ONE
POWER, CORRUPTION & LIES
THE CONCEPT
To align with Route One's values, I have committed to making a film which is similar to that of a PSA. It focuses on the idea of feeling comfortable in your own clothes, while also advertising sustainable fashion through re-selling and environmentally conscious brands. However, the film will also look at how fast fashion and designer fashion negativly impact both the environment and people's perseption of comfortable fashion.


EXPLOITATION
EXPRESSION
The overall tones within the film will be purposely contrasting, creating a dark and dire atmosphere alongside an energetic and free atmosphere. This contrast will show different sides to fashion, how it can be damaging from an environmental and ethical view, but also a comfort and way of expression when freedom and lack of judgement is presented.


The energy and freedom is will be shown through abstract dance along to the song 'Age of Consent' by New Order. The song is from the album called 'Power, Corruption and Lies' which is a large influence for the format and film idea.
Age of Consent, New Order
The idea of having abstract dance pair with music for some sort of expression is nothing new. It is often used in music videos and films as dance is something we can all recognize and interpret with relative ease. For this film, it acts to show comfort and freedom when someone is comfortable in their own fashion.
Amsterdam, Nothing But Thieves
OFFICE
Lonely Boy, The Black Keys
Fashion and music go hand in hand, and have done for decades. Both influencing each other as they have developed throughout the years. Music videos have the ability to visualize qualities of music which are possibly less obvious. Music also has the ability to express points and create an atmosphere in film/ videos, which is why it has been such a big influence on this project and film.


ON SITE SHOOT
REALISTIC ENVIRONMENT


ENERGETIC
ABSTRACT


EMOTION
EMOTION

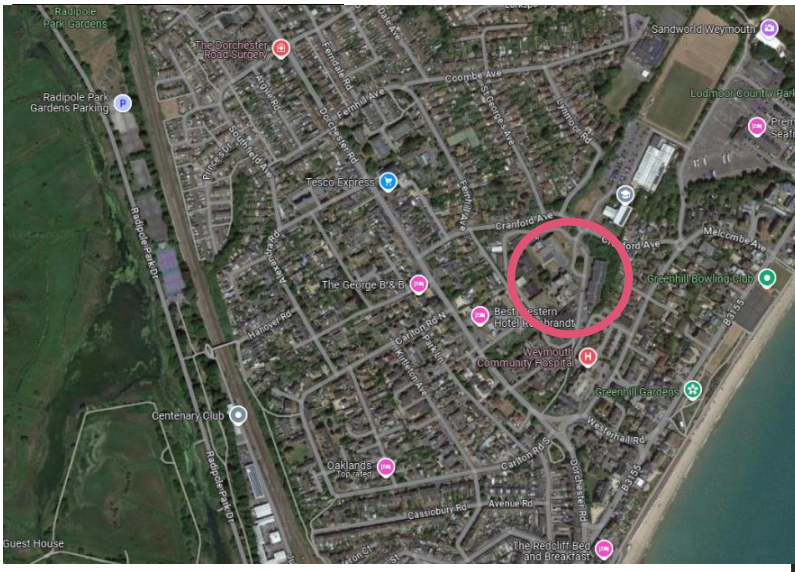

ANYTHING, ANYWH


ANYONE


ROUTE ONE
FASHION? FILM
Despite Route One being a 'skating brand', the fashion I will be working with and film I will create does not focus on this aspect. Route One sells fashion to everyone and accommodates a range of different styles for different people. The fashion in my film isn't something which needs to be heavily controlled as I am focusing on Route One's idea of comfort and practicality but on a personal level. The film will home in on the idea of being comfortable in your own style, Route One is simply the distributor to allow someone to fulfill their fashion needs.


Visually, I want the film to have high quality cinematography, capturing the movement, primary focuses, environments and fashion in a way where nothing is too on the nose yet isn't totally discreet.
shspic, Pinterest
'Age Of Consent' is quite a long song at 5:15 runtime. The film may not run through the whole song or the song may be cut to be shorter. The pacing is very important, and due to the lengthy song I have the opportunity have the film use a slower pace. This will help establish both the linear and non-linear parts of the film.
Age of Consent, New Order
La La Land, 2016
The linear part of the film is heavily inspired by the music video for 'Age Of Consent', the abstract style of dancing and quite chaotic sequences are key parts which I think will be resembled in my film. However, the grimy feel to the environment isn't similar as I think it would take away from the story being shown.





Weymouth College, Hive Studio

A small part of this film is planned to use the film set built for the Weymouth College's Film degree course. The set is built to resemble an older person living room but will work as representing an average living room. Using the studio opposed to an actual living room gives me more control over the environment as well as providing more space. This will allow me to better work with both cameras/ different lenses and also equipment like studio lights. The set is a 3-wall plan which allows me to get a view directly into the living room which would only be possible through a window or using a wider lens in other circumstances.



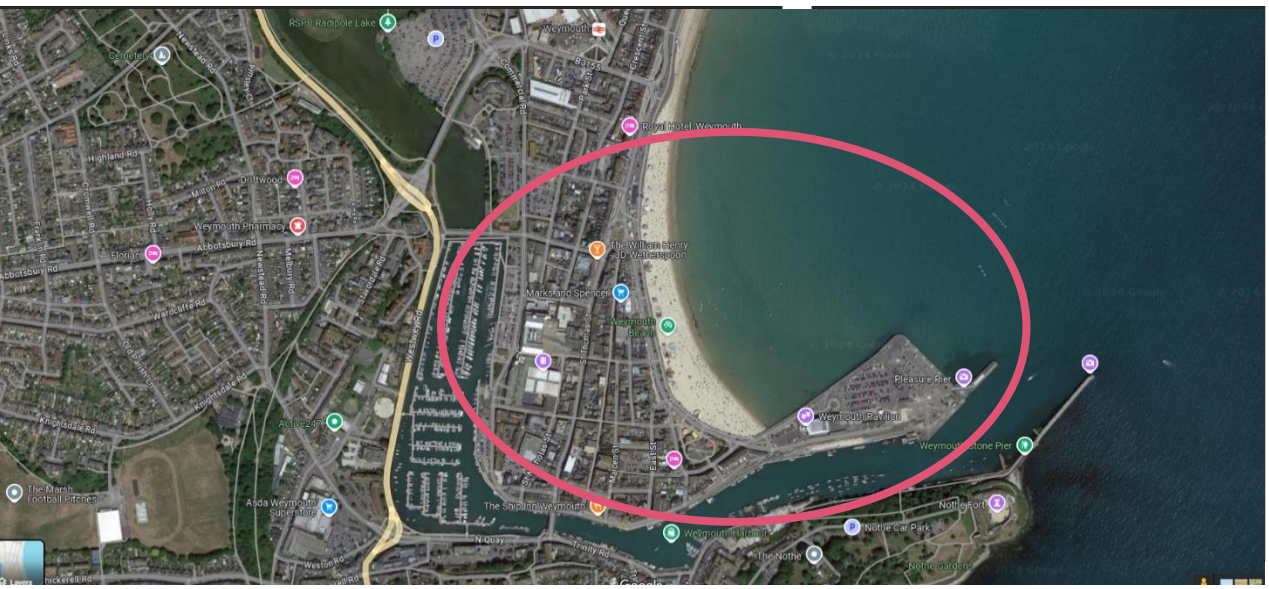






LOCATION RECCE - Weymouth Town









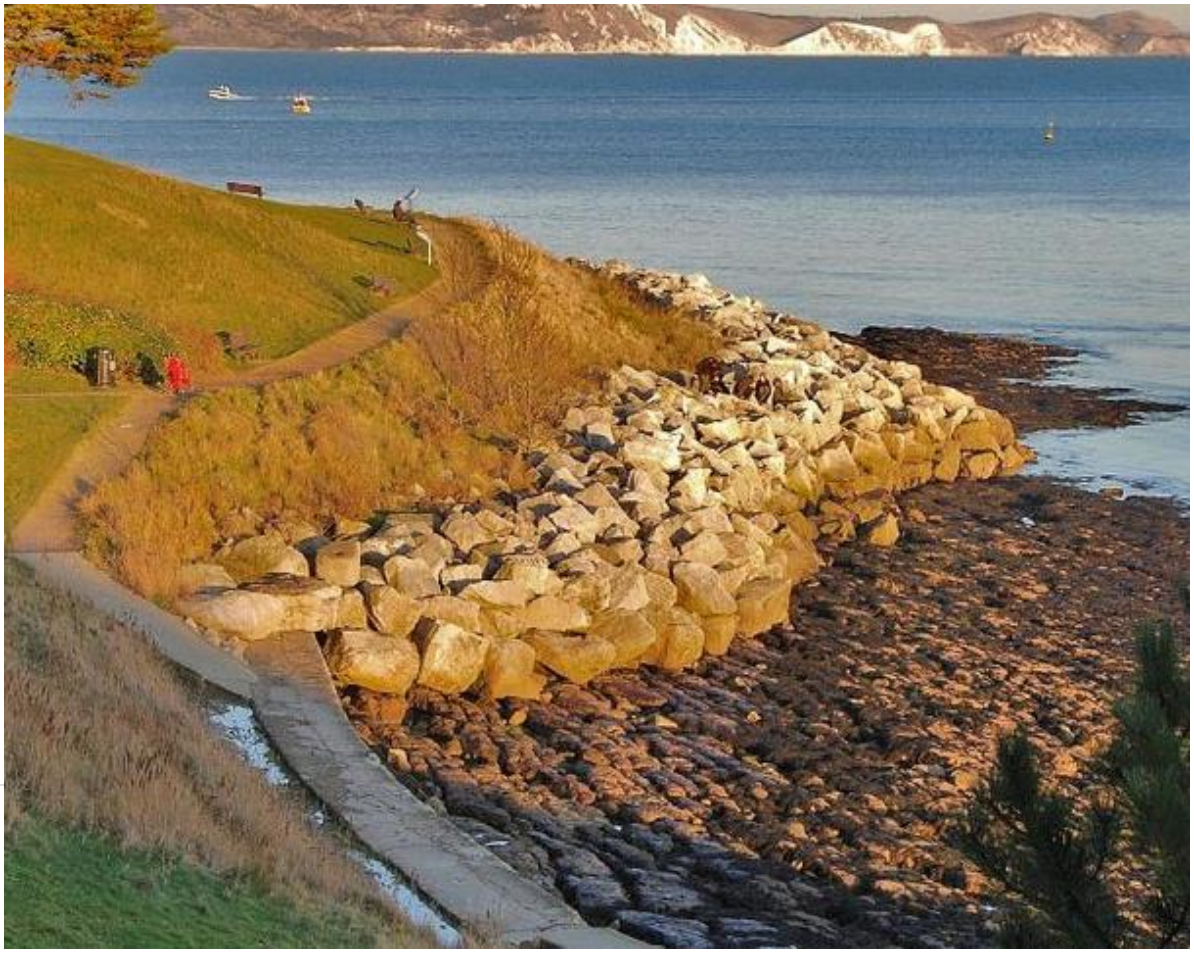
LOCATION RECCE

Nothe Gardens

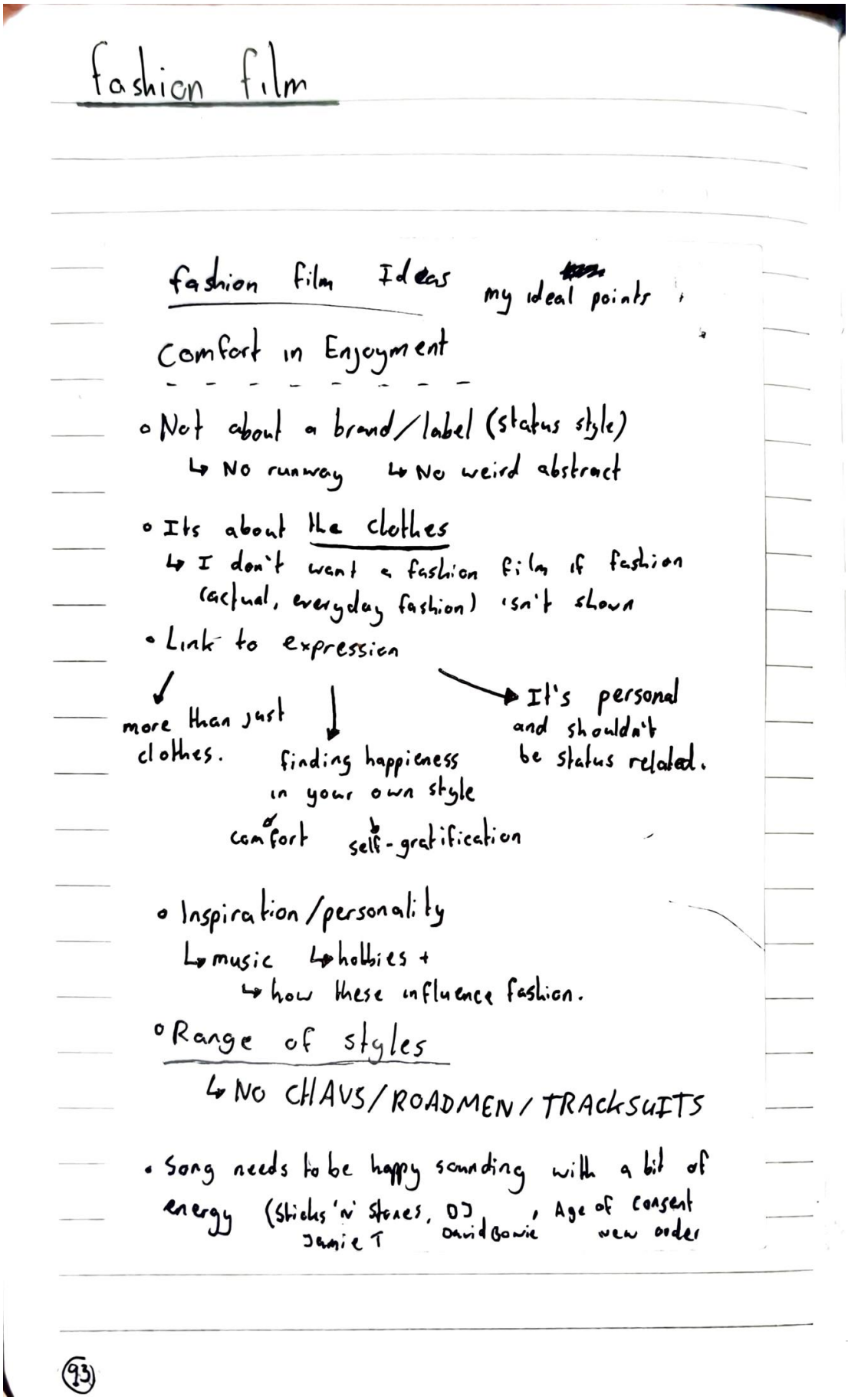
The Nothe Gardens, provides a rural environment mixed into an urban one. The area is popular amongst locals which inspired me to shoot here. I want to use locations which are not overly busy, but also believable as everyday locations people visit. Nothe Gardens perfectly provides both of those while also being scenic, spacious and having a mix of different available locations within.







Notes/ Diary Throughout Project



fashion film

fashion film Ideas my ideal points

Comfort in Enjoyment

- Not about a brand/label (status style)
  - ↳ No runway ↳ No weird abstract
- Its about the clothes
  - ↳ I don't want a fashion film if fashion (actual, everyday fashion) isn't shown
- Link to expression
  - more than just clothes.
  - finding happieness in your own style
    - comfort
    - self-gratification
  - It's personal and shouldn't be status related.
- Inspiration/personality
  - ↳ music ↳ hobbies +
    - ↳ how these influence fashion.
- Range of styles
  - ↳ NO CHAVS/ROADMEN/TRACKSUITS
- Song needs to be happy sounding with a bit of energy (Sticks 'n' Stones, Jamie T, DJ, David Bowie, Age of Consent, New Order

fashion film notes

- Abstract part of big brand fashion films
  - Dancers, abstract
  - Bit weird
- Against 'status' fashion like brands
  - Gucci, Supreme ect.
- Mockery of this type of 'fashion'

"Power, Corruption and Lies"

- New order
- ~~New~~ 'Age of Consent', 'The Village'

Brand?

Depop - Recycling clothes
enviromentally friendly

Route One - Reselling brands
enviroment concious / sustainable
Tight knit community

(46)

Journal/notes

Fashion film

Route One

7/11/24 • Similar style to Sports Team concert poster (x Kode)
↳ Tim Approved.
• Film grain overlay, shoot on Blackmagic?
↳ Test with Jason

shot ideas
• In the studio, silhouette watches abstract clips on projector / computer in the dark.
• Abstract dance? around a fire / burning clothes (field or tarmac)

• Maybe have an opening with no music / ambient droning. As opening ends the music starts abruptly for stark contrast in tone.
↳ The opening quite sinister tone.
↳ Snaps back throughout in short bursts once again contrasting music.
8/11/24 ↳ Have music as part of the ambience in the opening?
• It would be matching to visuals from projector / screen.

• Blackmagic

↳ Lens 19, 30, 60 mm Handles grip

9/11/24

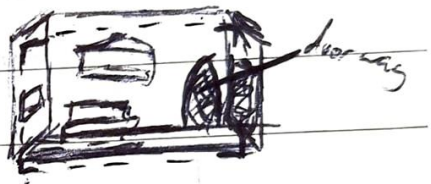
• Camera rail thing (tracks)

↳ Smoother movement opening scene

13/11/24 • Use degree set?

↳ 3-wall living room, have dancers in with lead-on framing

↳



framing

Confirmed allowed

14/11

• The two different narratives have seperat 'abstract' aspects

↳ Comfort, dance ↳ Issues, Visual

21/11

• Lena has ~~got~~ got some friend who do dance interested in the film.

↳ Has agreed to help and has been shown inspiration for style of dance and general film idea.

(96)

- Plan for shoot and edit in order has been started, will help me and Lena plan dates and dance choreography

28/11

- Camera + tripod aquired. ✓
- Lena confirmed her and other dancer help.
  - ↳ discussed weekends (preferably 7th) for daylight filming
  - ↳ After college for anything else.

29/11

- ~~&~~ Changed from burning clothes to just ~~a~~ hinting to it.
  - ↳ light match → cut to black
    - ↳ have burning fake money as shot for end.

2/12

~~*~~ Amy schedule

- mon ~~4:20 → 4:30~~ 4
  - 4:20 → 4:30
- tue 03:00 → 4:15
- wed 01:00 → 4:00
- thu ⊗
- fri 1:20 → 4
- sat ⊗*
- sun ⊗

* now all day

(17):

29/11

- A-Levels + illness Lens change to Sony

4/12

- Camera equip all sorted
  - ↳ Picture has less colour than wanted

- Use my camera to take photos with flash to use within the 'abstract' parts of the film

- Thought of changing music as ~~its~~ Age of Consent is a long song.
  - ↳ Dirty Air (2 door cinema club)

6/12

- filming in studio done
- Saturday 7th all day shoot

- Decided to change the start
  - ↳ The intro starts with music straight away showing off Route One's logo and ~~name~~ other text.
    - ↳ Not decided

- Colour grading learnt and notes written down.

7/12

- Cafe Nero can't be filmed in due to branding. ~~and~~

(98)

7/12 · Not lots done due to weather

9/12 · changed some of the idea to fix feasability issues.
↳ No buying / burning.
↳ No dark shoots w/ army due to schedual restraints
drop links instead.
↳ Parts of the 'abstract' portion / story replaced with footage of sustainability within environments.
↳ EV chargers, bikes / bike paths.

· A lot of filming done ✓.

10/12 · filmed in back garden w/ matches and clothes.

11/12 · Edit complete, struggled with some over-exposed shots due to forgetting to change camera settings.

· sent to Tim for feedback.

(99)

12/12

- Positive feedback from Tim
  - ↳ notes to play around with aspect ratio's but if it doesn't work / cant in time its no worries.

- feedback added + film submitted.
  - ↳ friend feedback is positive.

100

Critical Evaluation:

Personal Reflection

In my opinion, this project has been one of, if not the strongest piece in terms of production and showcasing my practical skills so far. The planning and adapting to what happened throughout the project allowed me to stay focused and keep working even when hurdles came my way. As with every project there are some flaws, but I believe I was able to notice them and do what was possible to fix them the best I could without losing motivation. In terms of pre-production, I think the work that I submitted was also of relatively high standards. The research and analysis into brands and their advertisements was thorough and fulfilled the requirements needed, possibly exceeding some. Like my previous project I also think I have worked hard to take a strong initiative with pre-production, ensuring that relevant work has been provided and included without a clear guide in place.



Overall, I really enjoyed this project, and I think this has had large influence on the output of the final piece. I cracked down on procrastination which has been a common flaw across projects and this allowed me a lot more time to work and adapt to changes which needed to be made. Across it all, I enjoyed the practical side the most, specifically the camera work and editing/ colour grading. Using a new camera, testing it, finding its strengths and weaknesses proved to have a huge impact and is a driving factor behind what I think is a successful and good-looking final film. However, the biggest flaw in my camera work was also caused by this experimenting with new equipment, as I was unaware and negligent at times towards camera settings. This led to part of my filming being over-exposed which is definitely noticeable and has a negative impact on the final film. Despite this, I think I fixed the issue in post to the best of my ability and certainly reduced the impact it created.

The edit was also a strong/ enjoyable part of this project which I am proud of, mainly because of the new skills I learnt and the overall success I think post-production brought to the final product. Colour grading is an important and very useful skill which I think had a very important role in helping me reach the standard of work I have been striding for.

On the other hand, I did not enjoy the pre-production as much. Look books, although necessary, visually appealing and informative, I think that I would have preferred to have done pre-production in the same style as all previous projects, without the fancy designs which cater to branding. I don't think that my Look Book was bad but I don't think It was great either, I found myself uninspired to put in the effort to start one from scratch and used a pre-made templates with some adjustments.

Fashion is something which I was excited to work around as I have a personal connection to the subject and as a result, I think that it pushed me to take a more serious approach. Personally, I see this as a positive and that this project has shown many strengths. From idea to production, almost every decision was documented and thought out, and as a result, I think I was able to stick to the initial idea in the best way compared to any other project. The style and techniques used also worked quite well and will create a clear path for me in the future where I can expand and build off. My use of music is a strength I think is very important, as music can make or break any film, seeing it work so well in this project as it matched the aesthetic, themes and vibe I wanted throughout. Not only is this relevant to this project but it gives me hope for future projects, helping me reassure myself that I can work with music, something I aspire to do.



Although not as littered with flaws as previous films I have made, there are still some key ones I need to work on and build skills to avoid making the same mistakes again in the future. A key one for this project was attention to detail while filming, the overall consistency and management of camera settings and visuals was lacking. Over-exposed shots, a variety of different colours across similar locations and a lack of variety in locations, content and outfits, in my opinion, took away some of the quality and effectiveness of the film. In the future I will be sure to note down things such as camera settings, key colours and looks as well as exploring/ testing a multitude of locations,

outfits and movement before filming starts. By doing this I can create a plan which purposefully eliminates these flaws while ensuring continuity, consistency and quality throughout.

Comparing my work to an industry standard, there is a big difference, especially in the way I approached the idea of sustainability. In an industry setting, it would be uncommon to see or not see at all the negative views towards other brands. Although I avoided directly including brand names, logos and any sort of direct deformation of a brand, the slander Included would still be farfetched in reality. Secondly, the style and longer format of the video wouldn't fit into an industry made video, especially as this type of film would be aired as an advertisement on either TV or social media and therefore be closer to half or maybe even a quarter of the length. Thirdly is the filming itself, my video is extremely rough and not refined, I used a tripod in one location (the studio), the rest of the footage is shaky and at times low quality, paired with the colour grading being all over the place I think to make it visually match an industry piece a lot of refinement is needed.