

1a)

I feel that my production skills from foundation to Advanced have greatly improved. My thriller opening sequence was about two men who prey on suicidal teenage girls on the internet, titled "Caught in the Web." The men rape and murder their victims but frame it as a suicide, using the suicide support website (where they preyed on them) as evidence of this suicide. It is a dark enigmatic and gripping film which captivates the audience (according to my feedback). My music video (Advanced Portfolio) is to the song "Voodoo Child" originally by Rogue Traders, but our girlband uses the name The Vixens. We used 4 girls and our video transports the audience to the mind of the main girl, where her alter-egos (dressed as the deadly sins) corrupt her. It is a racy funky video that creates a strong band image. My research for both projects included researching genre conventions (horror/thriller opening sequences such as "Se7ev", and electropop-rock/dance/glam music videos such as Lady Gaga and Katy Perry) and was expanded to include components that didn't specifically relate to genre. For my thriller I researched films where they have internet conversations (as in our opening sequence, the girl is talking to who she thinks is an agony aunt over an internet forum) which led me to films including "The Holiday" and "Something's Gotta Give", showing me how to successfully change from filming the person typing the words on the screen and then reading their message aloud. I developed this skill in my music video research by looking at other media texts, not just other music videos. I started with trying to be inspired by original music video concepts such as Radiohead's video for "Just" in which a man lies down in the street and the audience can't hear what he's saying to explain himself to passers by. This inspired me to create ambiguity in my video which differs from standard pop videos where a lot of the visuals illustrate the lyrics. I expanded my research to fashion magazines and photographs of different eras, since a major concept in this video was the power of women as confident, independent, sexual beings. Our costume was very important in constructing meaning and without in-depth research into the 7 deadly sins the audience would not have grasped why we had girls dressed in bold outfits to symbolise the sins; red, velvet leotard and back combed hair for "wrath", a Marie Antoinette inspired look of a pale blue and pink corset, white face make-up, an [cannot read text] with one long curled piece of hair, and a chunk of chocolate cake that signified "Greed", a black corset with leather leggings to signify "Lust", and a green dress, heavy green eye make up and glittery diamond jewellery connoting "Envy".

I think that without doing research into character types, character costume, and genre conventions for my thriller I wouldn't have known what to look for when researching for my music video because they can be so abstract and there aren't many constraints. I also learned to be open minded.

Since I was one of the performers in our music video, it pushed me to think more practically – our ideas had to be creative yet do-able on our small budget and time constraints. After watching several videos on YouTube of thriller opening sequences and music videos I realised that it is good to have layered meaning a production because it makes it more interesting for the audience as it challenges them to come up with their own interpretations and gives the production playability. In the Thriller project, after researching storylines and narrative themes, my group and I had a strong idea of what our film was about. Despite the fact we created enigma, we still wanted

the audience to understand our dominant reading, however in my music video, I realised that it is better to- people to have different interpretations as I found that the most popular current music videos are those that are quirky, different and weird, like Lady GaGa.

In conclusion my foundation portfolio greatly aided my advanced portfolio because my skills were refined and I have produced an ever better end product.

EAA 8

EG 8

T 4

(20)

1b)

Genre is often used as a way of distinguishing one style from another; it categorises works so that the audience can more easily choose what they want to experience. For my music video, the genre of our music was a hybrid of electropop/rock/dance, which come mostly from the original song and from our personal tastes. Since our genre is modern and not common, we drew conventions from artists that had similar styles to ours. The conventions we found for music video for our genre are; editing often cuts to the beat; for female artists – costumes are bold, they wear high heels, and the performances are strong and full of attitude. Examples of artists' videos that do this are Beyonce (through her powerful dance routines and sexy costumes) and Lady GaGa (who wears extreme hair, costume and makeup).

My music video consisted of my group members (4 girls) giving powerful performances with sections of dance routine. We stuck to these conventions because we wanted the audience to recognise it as belonging to a genre and looking back at it now I think we succeeded. The genre has postmodern influences as does our video. It starts with a short narrative to no music, where a girl looks at a picture in a locket of her and a guy, slams it shut and looks in a mirror – which transports her into 'subconscious mind'. We filmed the bulk of our video in an all-white studio and with our powerful costumes that intertextually referenced the deadly sins and Marie Antoinette the audience can quite clearly see that it is not reality.

You can see that our video promotes strong women by their feisty performance and this is emphasised by the use of a male, white headless, mannequin with a 'perfect' torso. In the video the sins are corrupting the girl (but they are all just facets of her personality) and they dominate the mannequin. This is in contrast with Laura Mulvey's theory of the 'Male Gaze' whereby media is predominantly made with a male or masculine audience in mind. Our target audience is 14-25 year old women, and this is obvious because the audience immediately identify with the main girl since she is the focus of the narrative and on the mannequin's torso is a kiss mark, showing the women 'marking their territory' on him. If we were targeting men we would've used a real man, but by our production decisions the target audience and genre is clear.

We followed the convention of cutting shots to the beat, however we challenged the convention of keeping lines of the song in one shot. We cut midway through words and phrases in order to quicken the pace, which is often fast for this genre. An aspect of the genre which we developed is comedy. In some of the music videos artists take themselves very seriously, however we combined the sexy performances with the comic editing and cut aways to give the characters a 'human feel' in the make believe

world. For example we used what was originally going to be an outtake, where one girl shakes her bum from side to side, and we matched it to the beat, giving it a comic edge.

You can apply Lyotard's theory of meta-narratives to our video since it blurs the lines between reality and fantasy using the key signifier of a mirror in the opening narrative.

I think the my music video successfully conveys its genre while still maintaining enigma. The Reception Theory can be applied, since from feedback, many people had different interpretations, which is what this genre is all about. Looking at it objectively I would say that it is a fun, interesting video that invites playability and successfully promotes the song, which is the aim of a music video.

EAA 7

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T 4

(19)

Total for Section A 39/50