

| Evaluation Area                           | Prompt Question  | Response   |
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| <p><b>Project Aims and Intentions</b></p> | <p>What were your original goals?</p>                        | <ul style="list-style-type: none"> <li>• As I said in my project proposal with this project I set out to create “a project that highlights my growth and makes those who have supported me throughout this journey including my tutors, peers, family and friends proud”.</li> <li>• I wanted to create a visually experimental music video for the song “Supernatural” by Barns Courtney.</li> <li>• I wanted to incorporate lighting design, video projection/projection mapping, elements of choreography, and visual effects/in-camera transitions.</li> <li>• I planned to use motion control, in-camera transitions, whip pans, duplication, and echo-print effects.</li> <li>• I planned to distribute via YouTube and Vimeo, as well as screen publicly and submit to film festivals.</li> </ul> |
|   | <p>Did the final outcome align with your initial vision?</p> | <ul style="list-style-type: none"> <li>• For the most part, my initial aims were followed through. I created a music video for the song “Supernatural” by Barns Courtney, set in a black-box studio.</li> <li>• There was a cult leader and cult members.</li> <li>• I researched and executed a lighting design, and I used projection mapping to effectively create a visual spectacle.</li> </ul>   |

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|                                     |   | <ul style="list-style-type: none"> <li>• I researched and completed my own colour grade on the project.</li> <li>• I incorporated cultist symbolism to create a meaningful and symbolic artefact.</li> </ul>   |
|                                     | How did your intentions evolve over time?   | <ul style="list-style-type: none"> <li>• There were some things that were changed.</li> <li>• I struggled to find a suitable location and therefore we ended up filming in a location that was smaller than originally envisioned.</li> <li>• Due to the inability to find cast, I had to cast people from my course, this meant that the dance sequences that I had in mind had to be cut and the action in the video was simplified, to match the available acting level.</li> </ul> |
| <b>Planning and Time Management</b> | How effectively did you plan your schedule? | <ul style="list-style-type: none"> <li>• At the beginning of the project, I created a detailed schedule and project action plan, which I hoped to follow.</li> <li>• I also used a Trello/Kanban board to track the status of different tasks within the project.</li> </ul>   |
|                                     | What strategies worked, and which didn't?   | <ul style="list-style-type: none"> <li>• Whilst initially I stuck quite well to the schedule and action plan, after just a couple of days I began to find myself taking longer than scheduled to complete tasks and therefore deviating more and more from the schedule. As such I kept having to reassess and reschedule.</li> <li>• I also quickly found myself forgetting to check the Trello board and track the status of tasks.</li> </ul>                                       |

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|  | <p>Were there any time-related challenges and how were they managed?</p> | <ul style="list-style-type: none"> <li>• Often, I found myself running behind on tasks, leading to them being rushed at the last minute, and not completed to the standard that I would have liked. For example, my planning was poorly executed because of bad time management during the research stage and time pressure to get filming, this meant that planning was rushed and I didn't complete essential documents like a shot list or storyboard, I only had very basic shot ideas and a limited execution plan.</li> <li>• On the filming days I had planned to spend the first morning setting up, complete test shots in the afternoon, and film fully on the second day. Unfortunately – however possibly predictably – the setup took longer than initially planned, this meant that whilst the cast was at the location in the afternoon of the first day, we were unable to film any test shots as originally planned because we still needed to set up the projection surfaces. This led to the actors' time being wasted and using up valuable test time. This was managed on the second day by effective collaboration with my actors to schedule and plan to get the most out of filming with the sharing of shot ideas, etc.</li> <li>• After production, the project just about managed to pick up the pace, with the post-production and distribution stages being completed in a more efficient manner if considerably behind schedule.</li> </ul> |
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| <p><b>Research and Development</b></p> | <p>What research did you undertake (visual, technical, contextual)?</p> | <ul style="list-style-type: none"> <li>• In my research, I looked at a variety of types of sources, including primary, secondary and practical. I looked at the history of music videos and, different styles, techniques and aesthetics employed by music videos. I also looked at Cults, including what they are, the challenge of understanding them, how they are formed, media involving cults, typical cult activities such as group rituals, acts of devotion, isolation and surveillance and punishment and reinforcement, I also looked at cults in consumerism – one for the more modern types of cults, I also carried out practical research looking at how cults are perceived in the form of a survey.</li> <li>• I also looked at more practical and logistical topics such as casting – what the different types of casting are, how to find people and how to audition candidates. I also looked at cinematography techniques, more specifically what exposure is and how to apply exposure techniques. I also looked at different equipment I'd be using including my camera the Blackmagic Pocket Cinema Camera 6K Pro and the lighting equipment I'd be using including the Avolites Titan T1. I explored the pros and cons of different lighting and projection solutions.</li> <li>• I also looked at my target audience, identifying the different categories and how age ratings and</li> </ul> |
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|  |  | <p>industry guidelines would impact my audience, and how I could reach them.</p> <ul style="list-style-type: none"> <li>• And finally, I looked at colour grading as this was a key area in which I wanted to improve. I looked at why colour grading is important, key colour grading concepts and the psychology in the application of colour grading for my FMP in relation to cults.</li> </ul>  |
|  | <p>How did research influence your creative choices?</p> | <ul style="list-style-type: none"> <li>• My research influenced me massively. For example, I carried out a survey on the perception of cults to identify how I could best represent cults in a music video to be instantly recognisable as such to the average viewer. This survey was very eye-opening and influenced everything from the tone and atmosphere of the music video to the costumes and actions within it.</li> <li>• I knew from the outset that exposing my video would be difficult as it was set in a dark black-box studio with very little key lighting, after researching into exposure via the workshop with Paddy I developed key practical skills to be able to expose in various conditions using false colour and other techniques, this gave me the creative freedom to explore different lighting conditions.</li> </ul> |
|  | <p>Were test shots or mock-ups helpful?</p>              | <ul style="list-style-type: none"> <li>• Whilst I didn't complete many test shots (in hindsight, I would have liked to have completed a lot more) I created visual mock-ups/pre-</li> </ul>  |

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|  |   | <p>visualisations to get an idea of what the space and blocking of the scene would look like, this was extremely helpful not only for my own planning but also for easily communicating intentions to other people, for example, when I was looking for locations and was speaking to Ed from the University of Cumbria, being able to pull up the visualisations to show what I was wanting to achieve was very useful, particularly as it allowed him to get a clear idea of what kind of space I would need.</p>  |
| <p><b>Technical Skills and Equipment Use</b></p> | <p>Camera operation, lighting, sound, editing - how confident were you in using them?</p> | <ul style="list-style-type: none"> <li>The technical side of filmmaking has always been my strongest area. This project in most parts was no exception, especially considering I hadn't had it long, I was able to quickly pick up and use effectively my Blackmagic Pocket Cinema Camera 6K Pro. Lighting is another area that I am particularly well-versed in although there are two different types of lighting used in my project, filming key lighting and timecode-designed lighting. I perhaps applied the latter better than the former as in some of the shots the subject is better lit than others, and I only really used a special key light in one of the shots and for the most part relied on ambient lighting to fill in the gaps, resulting in some less than perfectly lit shots.</li> </ul> |
|  | <p>What new techniques or equipment did you learn?</p>                                    | <ul style="list-style-type: none"> <li>As I mentioned, this was my first project using the Blackmagic Pocket 6K Pro. Also, because I</li> </ul>  |

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|  | <p>Were there any equipment failures, and how were they handled?</p>                       | <p>loaned some of the lighting equipment from Wildfire Lighting this was my first time working with the Lumipar 12UQPros.</p> <ul style="list-style-type: none"> <li>On the shoot day, there were a few dodgy cables that refused to work correctly, causing a lot of troubleshooting although once identified it was just a case of swapping them out as we had forward planned for just that issue (as I don't trust cables and never will) and had brought spares, we did also have some issues with the camera running out of battery but this was handled by having a charging station set up with lots of hot spares that we could swap in quickly.</li> </ul> |
| <p><b>Creative Problem Solving</b></p> | <p>How did you adapt to changes (actors dropping out, mental health, location issues)?</p> | <ul style="list-style-type: none"> <li>As mentioned, I cast internally within our course for the roles in the music video, this meant that they were fairly reliable, although, I had originally planned to use one of the previous year's students Brody as the main cult leader, however, he was unavailable for the main shoot day and so I had to pivot to use other people who had volunteered to help.</li> </ul>  |
|  | <p>What decisions were made spontaneously and why?</p>                                     | <ul style="list-style-type: none"> <li>On the day before the shoot day it was decided that Becca would be the lead – cult leader, this was because whilst I had a cast of 5, I hadn't actually finalised who would be the cult leader and who would be the cult members as, until the day, I wasn't completely sure who would be willing to take on the role. Not to mention that</li> </ul>   |

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|  |  | Becca had a clearer idea than even me on how the cult leader would dress and do their makeup.  |
|  | Were these changes beneficial to the final product?            | <ul style="list-style-type: none"> <li>In the end, casting Becca as the cult leader was probably the best option as she brought a real boost to the role, she knew exactly how to dress and how to appear. She also could act it brilliantly.</li> </ul>   |
| <b>Collaboration and Communication</b> | How did you manage working with others (actors, crew, tutors)? | <ul style="list-style-type: none"> <li>As the cast were all students in the same class as myself, I got on well with all of them and found directing and bantering with them easy. Also, my sole crew member was my Dad, so obviously working with him also came very easily as we very much think alike.</li> </ul>   |
|  | What did you learn about directing or leadership?              | <ul style="list-style-type: none"> <li>I learnt that, when directing, it is key to be decisive and confident. If you are decisive and confident, your cast and crew will be more comfortable working with you as they feel you are in control, if you are constantly uncertain or timid they will lose faith in you quickly and be less likely to give their best performance/put the most effort in.</li> </ul> |
| <b>Audience and Impact</b>             | Who was your target audience?                                  | <ul style="list-style-type: none"> <li>My target audience as I had identified in the context and research stages was: Barns Courtney Fans (18-35), Gen Z &amp; Millennials (Trend-Driven Digital Consumers), Music Video &amp; Visual Arts Enthusiasts, Alternative &amp; Underground Culture Fans, General YouTube &amp; Music Video Viewers.</li> </ul>  |

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|  | <p>How did you reach your target audience?</p>                        | <ul style="list-style-type: none"> <li>• I distributed my music video online via YouTube and promoted it primarily on Instagram and Facebook, I used targeting techniques like hashtags to try and engage with specific audiences. I also chose these platforms over others as they are the ones most used by my target audience.</li> <li>• I created a multimedia Promo Plan to set out a clear path through distribution and promotion to ensure that I reached as much of my target audience as possible. The promo plan was broken down day by day so I was clear on what needed to be actioned and when to reach as many people as possible. I believe it was quite effective and generated a sufficient buzz for the project.</li> </ul> |
|  | <p>How did they respond to your work?</p>                             | <ul style="list-style-type: none"> <li>• Across all distribution and promotion platforms, I received good engagement metrics.</li> <li>• I also received a selection of great comments on YouTube and Instagram.</li> </ul>   |
|  | <p>Did you receive feedback from peers, tutors, or professionals?</p> | <ul style="list-style-type: none"> <li>• Throughout the post-production process, I got my peers and tutors to review the project to get feedback so that I could improve different elements.</li> <li>• I did not request or receive feedback from industry professionals, but if I were to do this project again that would definitely be something I would do.</li> </ul>   |

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| <b>Aesthetic and Stylistic Choices</b> | What visual style or genre did you aim for?                                  | <ul style="list-style-type: none"> <li>With this project, I was aiming to create a music video that was kind of mysterious and entrancing, whilst as it is a music video it isn't tied to a specific genre so to speak.</li> </ul>  |
|  | How successful were you in achieving that?                                   | <ul style="list-style-type: none"> <li>I think the final music video looks fine. I don't think it's quite as mysterious as I would have liked, I think if I'd included more B-Roll shots/close-ups or cutaways to more cult-like activities it would have been more mysterious.</li> </ul>  |
| <b>Narrative and Structure</b>         | Was your story clear and compelling?   | <ul style="list-style-type: none"> <li>This wasn't a narrative piece so to speak, although it clearly had cultish themes. I believe these were clearly communicated to the audience, although the inclusion of more cultish symbols whether obvious or slightly hidden and easter-egg-like would have made it even more on-theme and engaging/interesting.</li> </ul>               |
|  | Did you need to remove or restructure scenes for clarity or pacing?          | <ul style="list-style-type: none"> <li>I think if anything I should have added more scenes to break up the one scene in the cult meeting, some cut-aways to various different activities, etc. would have gone a long way to making the video more intriguing and engaging for the viewer because as my tutor Darren pointed out it can get a bit boring and repetitive.</li> </ul> |
| <b>Editing and Post-Production</b>     | What challenges did you face in editing (e.g. colour grading, audio levels)? | <ul style="list-style-type: none"> <li>After filming, Alex (the arts tech) pointed out that the ceiling of the venue looked pretty bad and not in keeping with the aesthetic of the rest of the video, especially with the hanging</li> </ul>   |

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|   |  | <p>decorations, clearly left over from a previous user of the space.</p> <ul style="list-style-type: none"> <li>• There were also, despite my best efforts, a few slightly under-exposed shots that had to be compensated for in the colour grade.</li> <li>• Furthermore, the audio in the start and end exterior shots were pretty much unusable because you could hear other cast members in the background so that complicated things because it meant I had to do sound design for those clips.</li> </ul>  |
|   | <p>What did you learn about post-production workflows?</p> | <ul style="list-style-type: none"> <li>• For this project, I decided to complete each different element of the edit in stages/passes, so for example, I did 2 rough cuts, then I moved on to the colour grade, colour fixes, sound design, final refinements, etc.</li> <li>• I also included a production slate at the beginning and end of each edit revision, with the information of the revision displayed on it.</li> <li>• This structured approach made it easier to compare revisions and get feedback on each stage of the process.</li> </ul> |
| <p><b>Final Outcome and Personal Satisfaction</b></p> | <p>Are you proud of the finished product?</p>              | <ul style="list-style-type: none"> <li>• Overall, I am proud of the finished product, I think that it looks professional and is entertaining.</li> </ul>   |
|   | <p>What part of the project are you most proud of?</p>     | <ul style="list-style-type: none"> <li>• I think the lighting design and projections are my favourite elements of it, along with the title</li> </ul>  |

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|  | <p>How does this project compare to previous ones?</p> | <p>and credit designs. I think they just look very professional and really make it stand out.</p> <ul style="list-style-type: none"> <li>• I will always have a fondness for my visual project from last year – the music video for “Sweet Dreams” by TRINIX. I think that’s because it was my first foray into this style of music video. I think that this one just doesn’t quite have the level of polish and smoothness that that one did, I think that similarly to last year’s FMP it’s... overworked. It’s almost had too much done to it whereas “Sweet Dreams” was very raw and simple.</li> </ul>  |
| <p><b>Lessons Learned and Future Goals</b></p> | <p>What would you do differently next time?</p>        | <ul style="list-style-type: none"> <li>• Next time, I would definitely plan the shots a whole lot better – creating shot lists and storyboards.</li> <li>• I would have found a larger, more suitable location – one that I could have used a smoke machine in as the moving head beams were useless as you couldn’t see them because there were no atmospherics like smoke to catch the beams.</li> <li>• I would have cast far earlier, as I had originally intended to do. Also, getting dancers so I could do the choreographed dance sequence I had originally planned would have been great.</li> <li>• I would have set more realistic schedules and implemented strategies to keep to them.</li> <li>• I would have given myself longer to film it – 1 day was simply not enough.</li> </ul> |

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|  | <p>What skills or mindsets have you developed?</p>                 | <ul style="list-style-type: none"> <li>• I have certainly continued to develop my lighting and projection design skills, as well as my low-light cinematography skills.</li> <li>• I have also developed my communication and directing skills. Also, I have worked with not one but two outside organisations to create this piece – Wildfire Lighting for lighting equipment and the University of Cumbria for the location and projector loan.</li> </ul> |
|  | <p>How has this project shaped your future creative direction?</p> | <ul style="list-style-type: none"> <li>• In the future I plan on going into the live events and lighting design industry so; by connecting this project to that goal, I have developed my skills and creative direction for that next step in my journey and I cannot wait!</li> </ul>   |