

Video Review

|  |                     |
|--|---------------------|
| Reviewer's Name  | Ar A                |
| Date   | 19/02/08            |
| Video Title  | i.am.legend.trailer |
| <p>Aim of the video;</p> <p>The aim of the video is to advertise/promote the release of a new film. It aims to persuade and entice viewers into going to watch the film at the cinemas.</p> <p>It shows through the video clips of the film which give viewers an insight into what the film is about without revealing too much information. It then gives information on when viewers can watch the film.</p>  |                     |
| <p>Positive features of the video;</p> <p>I think the video has many positive features,</p> <p>The video is dramatic; it has the effect of making people interested due to the nature of the clips which are shown and the music used.</p> <p>It doesn't reveal too much of the film so that people still need to watch the film to know what it is about but it reveals enough so that people can tell if it is the kind of film they are interested in.</p> <p>The use of text also adds to the dramatic feel of the trailer, with phrases such as "The last man on Earth... Is not alone." Keeping the main information of the story a mystery, to entice people to watch the film.</p> <p>It shows the date the film is released as well as giving information about the company who have made the film and giving a web address which will be useful to viewers who wish to know more about the film.</p> <p>A constant transition of fading in and out is used throughout the clip which makes it seem professional.</p> <p>The music at the start is loud and is heard over the top of the video sound, but some of which is still heard, it is of a dramatic style adding to the feel of the video. The music does change in the video, showing a change of mood, from lots of action to seclusion and one man, more video sound is heard now, such as heavy breathing and footsteps. This new music then builds up tension and suspense. The voice over of the main character also has this effect, it gives us an insight to the film and its storyline.</p> <p>A range of camera angles are used, making the video more interesting for the viewer and close-ups give us a chance to see who the main characters are and gives us an idea what they are thinking due to their facial expressions meaning we can further predict the type of the film.</p> |                     |

Negative features of the video;

I think there are very little negative features of this video. It is very well made.

One negative feature would be that the video sometimes seems to be of poor quality.

The video also has no credits; it is often useful for the viewer of a film trailer to know what actors are in the film as this may heavily influence their decision on whether or not to watch it.

How far do you think the video meets its aims? Explain your point of view;

I think that this video meets its aims very well. It is dramatic, it creates suspense and tension, and it makes the viewer want to know/see more. It finds a healthy balance between film and text to capitalise its effect on the viewer, and the music has been used cleverly.

Suggested improvements;

I think that the quality of the video could be improved if possible.

Also the addition of credits would improve the video by letting viewers know the actors involved.

Describe how the improvements will help the video meet its aims;

Improving the quality of the video would mean viewers would be more likely to watch the video as people are unlikely to watch it if it was of poor quality.

The addition of credits would help the video to meet its aims as if people know the actors involved they are more likely to separate with their money and be happy to watch the film at the cinemas, as intended by the video.

## Video Review

|   |          |
|---|----------|
| <b>Reviewer's Name</b>  | A A      |
| <b>Date</b>   | 13/05/08 |
| <b>Video Title</b>  | SpecialK |
| <p><b>Aim of the video;</b></p> <p>This video is an advertisement aiming to promote the product of kellogs special k to the viewer and persuade them to buy it.</p> <p>It aims towards the young, self conscious female as it's target audience, as the product is low fat, and supposedly healthy whilst still including chocolate.</p>  |          |
| <p><b>Positive features of the video;</b></p> <p>The video focuses on the sexual aspect of strawberry's and chocolate which the target audience of women would find very sexy and it has been proven that sex sells. The product would also appeal to the health and self conscious target audience of women as it does promote the fact that the product is less than 3% fat which would be a factor in a womens decision of wheather to buy the product.</p>  |          |
| <p><b>Negative features of the video;</b></p> <p>To somebody who does not know what special k is (a cereal), I feel that the advertisement is not informative enough. The narrative tells us that it is "strawberrys and chocolate" but fails to mention the actual cereal. The cereal box is too far in the distance for anybody to clearly see what it is.</p> <p>The video is also too short, at only 9 seconds long.</p> <p>I feel that the video fails to sell the product to me which should be the priority of the creators of the video and of the kellogs company.</p> |          |
| <p><b>How far do you think the video meets its aims? Explain your point of view;</b></p> <p>I don't think that this video manages to meets its aims very well as it should persuade me to buy the product through telling me how good it is but it has been made too simple and fails to promote, inform or sell the product to me.</p>   |          |
| <p><b>Suggested improvements;</b></p> <p>I believe that the actual product should be shown</p> <p>The video should be longer and the narration should tell us more about the actual product</p>   |          |

Describe how the improvements will help the video meet its aims;  
The product being shown would help the viewer establish what the advertisement is trying to promote.  
A longer advert would help as it means viewers would be less likely to forget the advert and would pay more attention.

Name: Aisha Aisha

## Video Unit 23

### Aim & Audience

Describe the aim of your video, be as thorough as possible.

My video will show my video editing skills such as adding effects and transitions etc. My video will also aim to promote healthy eating with emphasis on the "5 a day" rule and being active. It aims to show healthy eating as a positive thing in order to persuade viewers of the video to eat healthily also.

Describe the audience of your video. How will your video meet the needs of this audience?

The audience that my animation will target will be young children in the age range of about 4-10 as it is important that people understand the importance of eating 5 a day from an early age so that they can stay healthy throughout life.

My video will meet the needs of the audience by helping them to see that eating healthy will make you better at things like sports and it tries to meet the needs by keeping them entertained.

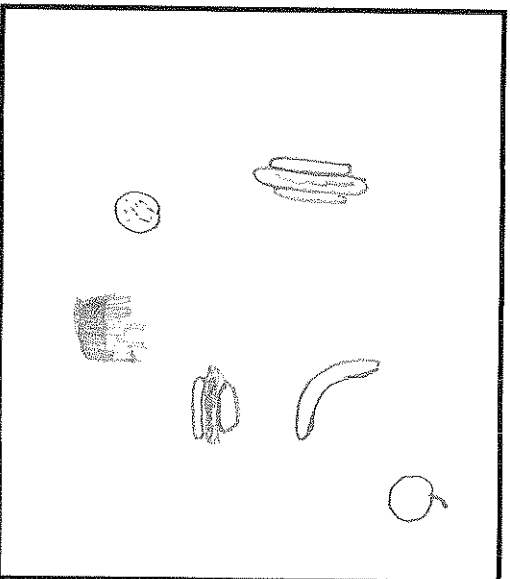
Software to be used?

The software I will be using to create this video will be Windows Movie Maker as it has all the features needed to edit video and is available easily on the school systems. I will also be using the sound recording software found on windows to add narration to my video.

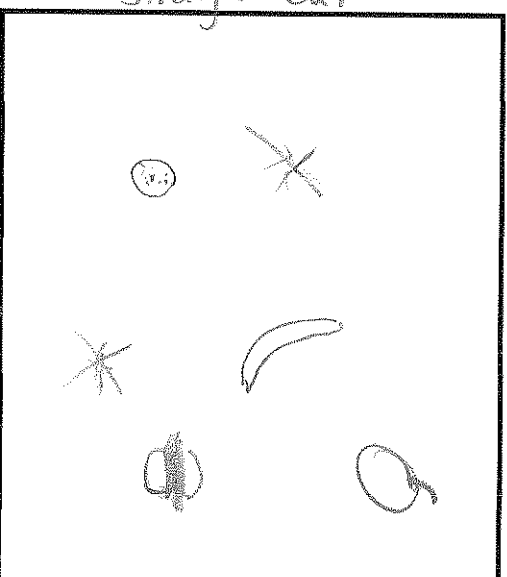
Name: A/ ' A/ ' .

## Video Story Board

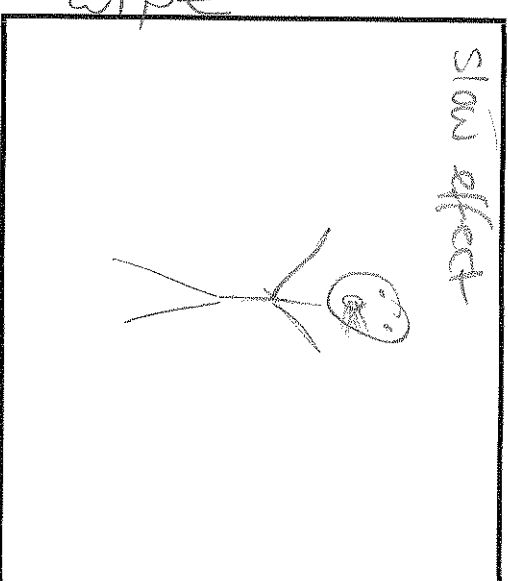
Video Subject: 5-a-day



*Straight cut*



*wipe*



1. No. Seconds:

1

The video starts with a group of images, of both healthy and unhealthy foods.

2. No. Seconds:

5

The unhealthy foods will then start to disappear one by one.

*Shot sounds as food disappears*

3. No. Seconds:

10

The video will then give some information about eating healthily.

*Narrative telling information*

Name: A A. . . . .

## Video Story Board

Video Subject: 5-a-day

Explosion

5 - A - Day

4. No. Seconds:

5

The title of the video will then be displayed.

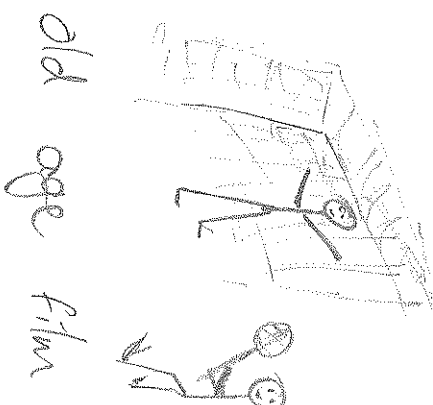
Explosion Sound

Narrative announce the

5. No. Seconds:

10

More information about eating healthy and doing exercise. With children who fit into the target audience taking part in these things.



old age film

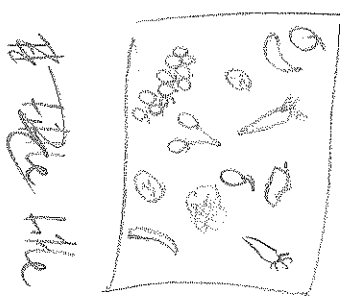
different film together  
flip transitions

~~flip~~ straight cut

6. No. Seconds:

20

Carried on from last scene how easy it is to stick to the 5-a-day rule. With pictures of all the different kinds of fruit and vegetables there are.



~~the~~ like overlay

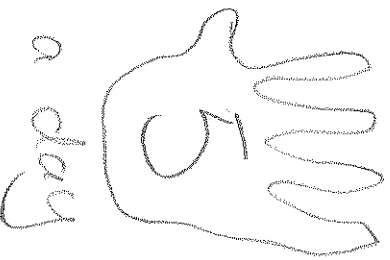
More narrative giving information 

Name: A. A.

## Video Story Board

Video Subject: 5-a-day

*Straight cut*



7. No. Seconds:

10

A final reminder to eat  
5 fruit and vegetables a  
day to stay healthy.

*wipe downwards*

*Producer*  
*Adam Adeniran*  
*Editor*  
*Adam Adeniran*

5. No. Seconds:

10

Credits

*The fruit & veg song*



| Scene                       | Resources   | Edit   |
|-----------------------------|---|--|
| Disappearing food           | Images - Food1-8<br>Sound – laser                     | I used the images one after another with a straight cut transition to create the effect that the unhealthy foods were disappearing   |
| Talking pepper              | Movies – talkingFruit<br>Sound – firstSpeech          | I trimmed the clip to just the pepper, added a warp effect and slow motion so that the clip lasted long enough for the voice over. I added an explosion transition to the next slide.<br>Trimmed end off finalSpeech |
| 5aday title                 | Sound – explosion,<br>finalSpeech                     | Trimmed start off finalSpeech, to make a pause in the speech   |
| Children eating and playing | Movies – kidsEating,<br>sport<br>Sound – finalSpeech  | I trimmed the clip into 3 different parts, trimming sections out of the middle, I then added an old film effect and added flip transitions between the 3 clips.  |
| Talking apple               | Movies – talkingFruit<br>Sound – finalSpeech          | I trimmed the clip just to the apple and added warp and slow motion effects again  |
| Fruit and veg               | Images – manyFruit,<br>manyVeg<br>Sound – finalSpeech | I used the two images with a straight cut between them and added a title over the images   |
| Talking can of peaches      | Movies – talkingFruit<br>Sound – finalSpeech          | I trimmed the clip to just the can of peaches speaking   |
| 5aday hand                  | Images – hand<br>Sound – finalSpeech                  | I just used the image to emphasise 5aday. Wipe transition to next scene  |
| Black screen                | Images – blackScreen                                  | I used a plain black image to create a pause between the last scene and the credits  |
| Credits                     | Sound – fruit&vegSong                                 | I used the title and credits feature to make the credits   |

| Test Number | What I am testing                               | What I expect to happen                                 | What did happen   | Is action required? | What did I change (improvements)   |
|-------------|---|---|---|---------------------|--|
| 1           | Does the video clip run for at least 45 seconds | It runs for more than 45 seconds                        | It ran for over 45 seconds  | No                  | -  |
| 2           | Are the effects/transitions suitable            | The use of effects/transitions should look professional | Some of the transitions were intrusive and made the video look unprofessional | Yes                 | I removed some of the transitions to make a straight cut from one scene to another and made others more subtle |
| 3           | Is the video of a suitable file format          | The video format should be suitable (avi, mov, wmv)     | The video was   | No                  | -  |
| 4           | Does the video have suitable sound and vision   | The music should match pictures, should be in sync      | Some of the speech was at the wrong point                                     | Yes                 | I had to change some of the transitions and trim some clips to fit the sound                                   |
| 5           | Do all elements work as intended                | Video, images sound etc should all work                 | All elements of my video worked correctly                                     | No                  | -  |

Improvements claimed have been made - 0 issues.

*M. Lanning*