

1. How does your product use or challenge conventions AND how does it represent social groups or issues?

In the beginning, when planning my music video I was pretty much going to follow the conventions in the genre of the song I chose for the video, which was the pokemon theme song. The only difference was that I decided that I was going to change some of the conventions to make the recording simpler.

First of all I got rid of some of the camera angles because some of them were going to be very difficult to film if I didn't edit them out. In the end when I got rid of these camera angles I replaced them with the angles that were necessary for my video like POV and Over the shoulder. For the different movement types in the The pokemon theme song, I kept some of them and scrapped the rest. The reason for this was that some were essential to the music video and some were unnecessary, an example of an unnecessary movement that could've been included was a pan of the main character riding on the back of a mythical turtle called Lapras. Another movement that I used from the original conventions was when the main character is running in a field with several mythical creatures. I did modify this movement in the The pokemon theme song to get rid of the mythical creatures because it would be hard to replicate this in real life. In my shots I kept most of them the way they were for the music video, while I got rid of the unrealistic ones with mythical creatures again. For my clamps I changed some of the original aspects: I completely changed all the different costumes I was going to use for the video, for example compared to the main character of the pokemon theme song they had a vibrant colored costume and I had a mostly boring colored costume, The Lighting in the conventions translating into the final movie didn't change, Having no makeup in the conventions also remained the same in the conventions and the music video, The amount of props I had changed from one item: a poke ball to several items including plushies, binoculars, and pokeballs. The scenery of my video changed in the conventions from in a stadium, then a grassy field, A dark room, Grassy plains, The Ocean, A gym battle, the grass type gym, In a city where a Tentacruel is destroys a building, rocky area, in front of a brick wall, in the forest, on a path, in the sky to just my backyard, living room and hallway. I did this to simplify the recording I would have to get done in different locations. The sound didn't change because it stayed as the pokemon theme song and the editing/transitions stayed about the same with a lot of cuts implemented and fades also used in the video. My Music video doesn't really represent a specific person and it doesn't deal with social issues or groups and would be probably classified as a fun loving song.

2. How does your product engage with audiences AND how would it be distributed as a real media text?

My music video was fun to watch and was special because it was made with basic items: a basic editing software, an Iphone to record with, some basic clothes to wear as a costume, and a few props I already own. Compared to an actual movie production studio, I have limited tools at my disposal to use to create a movie or video, this would mean that I wouldn't have access to high quality cameras, green screen, Huge lights which improve lighting quality, a Microphone or great props. This doesn't prevent me or others from making a decent quality film, movie or

video, and this would mean that anybody could create a music video like mine with the same genre in mind or a different one. My video would be better than some other videos of this type because my video could inspire people to create their own music videos like mine. I would release my video on youtube so several people can get inspired by my Music video and create similar versions. I could also release my music video on instagram so more people can view it as well and see that it doesn't take much to make a music video.

3. How did your production skills develop throughout this project?

I think my production skills did improve throughout this project, but not by much. I think I improved in my production skills in the area where I learned that it is better for the film to be recorded in a quiet area because when I add the music in Capcut I won't be able to hear any unnecessary diegetic sound in the background. I also learned that my mom is really good at giving me advice when we're recording the different takes for the video. Also during production, I learned to pace myself when recording the different parts of my music video, because I wanted to get some of it done but also leave time for other things to do like homework. I also learned how to edit my music videos better by being able to sync the music with the scene that you want it to correspond to. I learned how to make a storyboard, which is a part of the planning process for the final production of a movie or video and this will help me determine if there are parts in my video that need adjusting. Also, pacing myself with Production blogs and their due dates was hard so I would do a production blog about 3 or 2 days before the due date. I also realized that editing the video together in the end wasn't too hard because I had most of my pictures taken and takes for the video recorded so I could compile the ones that I thought were good into the final music video. The transitions was another factor that I learned how to play with while editing my music video and these transitions made my video appear more smooth in some areas where it needs it.

4. How did you integrate technologies – software, hardware and online – in this project?

I integrated different types of technology into my music video, including my phone, Capcut, computer, Blogger, and youtube. I used my phone to record my music video over a long period of time. I chose my phone over using a camera because using a phone is more convenient in my opinion compared to a camera. Also I don't know if I have a camera to use at home to film with. I also used my computer to find an mp3 file of the pokemon theme song to use when editing together my music video. I could've screen recorded the pokemon theme song on youtube using my computer but it would've taken longer to edit my final music video that way. I used Capcut as my editing software over other kinds of software like imovie, because it is simple to use. Also, Capcut has more features compared to imovie like the option to add more music into your video, and adding transitions, words and backgrounds is a lot easier with cap cut. Blogger is the app that I used while planning most of this music video and is where I turned in my finalized music video. I also used this app to make my production blogs which show the steps I took to make this music video and my storyboard that I used to plan the original music

video before I made some edits. I used Youtube to research what song I would have chosen for my music video, which ended up being The pokemon theme song.