

COMPONENT 3 - CRITICAL SELF REFLECTION

Starting the second term, we moved to component 3 which then we were given a task to create a MUSIC VIDEO. The task had many different parts where we had to create a digipak (an album cover of a CD), a social media page to promote the new album, as well as the final product which is the music video itself. My group was similar to last year's group project which was Nathan, Louis, Haresha, and I since we were sitting on the same table everyday and never moved anyway. We had to decide which genre to choose in order to make the music video, so we decided that the genre 'indie' would be the best option since we're in a group and all of us wanted to be in the scenes and we'd thought it would be fun. It also follows the conventions of indie, such as being in a band and the low budget quality videos. Our song choice was none other than one of the most listened to indie songs called 'Telephones' by a famous indie rock band called 'Vacations'. Somehow, I became the star persona... A young male, down to earth, and a relatable character. Our music video's dominant reading is that friendship doesn't always last forever.

Branding is such an important part of a musician, band, content creator, etc, to connect elements like their persona, a content's dominant reading, visuals, and themes by using mise-en-scene to create a character in the media world to become someone that their audience want them to see. This applies to the theory of stardom where a celebrity creates a persona for separate terms like their public and private lives. Take the character in our music video for example, which is Ata (me), how his persona is mostly depressing and down to earth which represents the sad realistic problems that he faces in the music video, where he has a hard time getting over the fact that his friends are no longer with him.

Our music video follows the indie genre's convention by having our music video exploring the themes of teenage loneliness and teenage joy. We successfully created our music video with a low budget and very precise to how indie genre music videos should be. Some technical elements such as the area of shooting and clothings were both realistic, by that I mean we did not use any green screen and we always moved to different places to shoot in order to get the vibe we're aiming for. For clothes, we didn't use any rented suits, costumes or anything formal, just casual clothes to show that our budget is low and we can't rent anything (if we could, we wouldn't rent either because that would make our work more complicated). Since sad music videos represent sad scenes, our music video also had them to show the contrast between how happy the

star is with his friends, and how sad he is without them. This was executed by including bright lighting for scenes that indicate happiness, and lower lighting for when the star feels sad without his friends around him. Shooting-angles were also used, such as long shots to show the surroundings of the star which indicates how lonely he is. Close up shots to focus on the star hanging out with his friends, indicating how happy he is.

Our group's digipak conforms to the conventions of the usual indie music album covers by being messy and low quality (as not having a highly defined picture). The inside of the digipak uses pictures of the star and the band, this indicates both sides of the star where one side shows how lonely he is and the other shows him with his band. We've also added the barcode where probably every digipak has it. For the fonts, indie digipaks usually use sans serif fonts, however, our digipak uses more cursive fonts to have small subversion from the convention. On the back of the digipak, we included a playlist, or lists of songs that are in the CD, the purpose is to show the audience the amount of songs and the song titles in there. And it also fills in the empty space at the back so it doesn't look too plain.

Our music video represents teenage social groups which are mostly the male teen audience since our band members are all male who are living their lives, having fun with friends. Using mise-en-scene, bright colours and casual clothes to show how simple and lively they are. Some edits on the lighting such as the representation of the star's sadness without his friends and the sudden change of emotion with his friends were used, blue lighting to make the atmosphere seem gloomy and sad to represent the sadness of the star, brighter colour such as natural lighting (either the sunlight or white light) while the star is seen with his friends to show happiness and cheer. Our music video does not have any traditional representation as our aim was only towards teenagers who have mental problems that we can relate to and they can relate to us, which leads us to the social issue. The music video addresses the social issue of teenagers who have mental health problems. We can relate our music video by using camera angles, such as extreme long shots to show isolation of our star.

Finally, the last part of our music video project is the social media page. Our social media engages with the audience through either comment sections on posts or through the posts itself where we post memes of our own product because it may seem funny to most teenagers which helps us to become more engaged with our audience. This applies to the Blumler & Katz uses and gratifications theory where social relationship fans can also have a chance to be replied by the star. Other than memes, our band also

posts about personal lives where fans might be interested in them when celebrities are more down to earth sometimes, which applies to Dyer's theory of Stardom. Our band also posts hints about upcoming music videos, tours, or events to notify the fans manually, which also shows engagement.

In Conclusion, the aim of doing all these different sections from the music video is to make a connection between all three (digipak, music video, and social media page). Our music video concludes that not all friendships or friend groups last forever, and always enjoy your time with your friends while you can and don't take them for granted. Regret always hurts more than making mistakes on the spot.