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

In creating the video, I used high and low angles, along with a blend of medium-long shots and close-ups, to shape the narrative of the storyline and give other perspectives. I incorporated zooms and tracking shots, inserts and props such as a missing poster, computer, phone, and note to make the story feel more real to the viewers. I made careful lighting choices to set the mood as I was going for a dark atmosphere to represent the sadness, and the set, coupled with my acting, added an authentic touch. The type of conventions I have mainly follow the type of conventions my music genre has. But I didn't base my conventions off the song but rather the storyline so that it flowed better and made more sense. The video I created serves as a depiction of the social issue surrounding kidnapping, shedding light on the difficult and demanding journey taken by families and friends. Annually, thousands of individuals get abducted, forcing numerous families and friends to tirelessly pursue their missing person. Now, of course this is not an accurate representation of what truly happens. The reality is that their actions extend far beyond what is shown in the video, but it offers some insight into the reasons behind their actions and the emotional toll exacted upon them in the face of such circumstances.

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

The message of kidnapping victims is what sets this video apart compared to others. This can be appealing to potential kidnap victim families and friends. This might also motivate them to not give up. The many measures in the video such as making phone calls, posting missing posters, visiting dangerous places, and etc., contribute to this appeal. However, this might also interest other individuals. When I asked for feedback on the video after it was finished, the majority of people laughed at the part where I walked in "disappointment," which is likely because it wasn't done as well as it could have been. While some audiences would find it funny, I believe that overall, people would be interested in its message. Additionally, I think that message may make some people watch this instead of something else. Since the main goal of the film is, in theory, to raise awareness about the kidnapping victims and their families and friends, the platform it is on doesn't really matter. Actually, anywhere that would be appropriate would be great. It might appear, for instance, in the news, blogs, publications, or any social media platform. It can spread quickly on most platforms, but it can also spiral out of control. YouTube seems like the most ideal place to broadcast this, in my opinion. With millions of users and a wide variety of content, a kidnapping video would seem well

situated on YouTube. Also, given the number of users, it might quickly gain popularity and encourage more people to spread the news.

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

I gained a wide range of knowledge in photography, editing, and planning. Among the most important things I learnt were to always have a backup plan and to avoid procrastinating. I've since learned my lesson from my previous procrastination on my prior project, so I didn't put off planning as much and finished it earlier and with much more thoroughness. However, I didn't fully prepare my backup plan since I was confident that everything would work out as I had hoped, but because of a certain situation I couldn't film at my original location anymore. This set me back as I had no plan because of how sure I was. I had to take some time to rearrange things and come up with a new strategy for filming this. Fortunately, it wasn't too late, so it didn't cause too much of a setback. I therefore realized how crucial having a backup plan is. During filming, I also picked up some problem-solving techniques and learnt how to adjust when unexpected problems arose. Along with these other skills, I also picked up some new techniques for positioning the camera to capture various viewpoints and videos. In order to create the ideal appearance and atmosphere for my film, I learnt how to work with both artificial and natural light. I also used shadows to emphasize some of the video's elements. I also picked up some safer filming and shot-taking techniques. I got more knowledge about using and navigating editing programs like Capcut and Lightroom. I primarily used these programs to edit and create my video. I also got more knowledge on how to improve the video's overall visual appearance using color, gradient, brightness, sharpness, and other factors. As I mentioned previously, I gained even more knowledge about the processes and the time and work required to produce a piece of media.

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

The creative process behind my video production was enhanced by my resourceful use of available technologies. My phone played a role as both the filming device and a tool for editing. Its size and camera capabilities provided the flexibility needed for capturing shots. Also, it was the only type of filming equipment I had on hand. With the absence of a traditional tripod, I improvised, and made a makeshift support using household items and a case backing. This allowed me to easily transport the items from place to place, and not have to spend money on a new tripod. When it came to the post-production, I turned to CupCut and Lightroom on my computer and phone. CupCut helped in

straightforward video editing, allowing for seamless transitions, cuts, and other essential adjustments. Lightroom added a layer of sophistication to color grading and other visual enhancement. Choosing these technologies over alternatives was a somewhat hard decision. While professional-grade equipment and software exist, the chosen tools better aligned with my goal of a more accessible and nicer workflow. The smartphone offered mobility and ease of use, while CupCut and Lightroom offered functionality and simplicity, allowing me to focus on storytelling. I also used these on the prior project, so I had some background knowledge on them. This approach helped me to maximize available resources, while being creative.