

Evaluation of completed video

Throughout this project Lucie, Alfie and I came together as a group in order to create a promotional video for arfordir clothing. Arfordir is a local welsh brand that creates a variety of clothing. We have now planned, filmed and edited our video to promote the brand and hopefully bring in a new audience.

My original idea was to have multiple clips of things people celebrate and experience along with the slogan “Arfordir rhan o eich atgofion” meaning “Arfordir a part of your memories”. When filming we weren't able to get all the shots we had hoped for so our idea shifted slightly to make the video more personal. We thought it would be a good idea to portray the video as someone wishing for Arfordir clothing because of the comfort and joy they can bring someone. That is why I switched the slogan to “Eich dymuniad, ein hangerdd” meaning “Your wish, Our passion”.

When we started filming we shot some of the same scenes in different locations in order to have options. For the birthday cake shot I preferred the version which was shot in the fields as the lighting was better, but I wanted to include a closeup which we hadn't filmed in the same location. Luckily we had filmed a closeup in the forest location so in order to use that clip I flipped the video as we were sitting on different sides, I then adjusted the exposure and colouring to try make the change more seamless. If i were to do this project again i would make sure to film enough versions of scenes in the locations so that it would look swiffer. There were many other clips I needed to adjust the colouring and lighting with as we had filmed on a cloudy day and wanted to keep the wish scenes brighter than the “real life”

scenes. This was to make sure we included colour theory as the scenes where Alfie was making the wish I wanted them to appear a bit more dull but all the montage shots in the middle were meant to be a vibrant almost 'dream sequence' of what Alfie is wishing for.

One hurdle we had to overcome was the fact we were not able to purchase any more clothing from the brand. After our first day of filming we then had a limited supply of items so wanted to make sure we advertised it on different people wearing them in different ways. In order to keep some variety in the scenes we made sure everyone who was not in the Arfordir clothing wore plain clothes so we didn't showcase other brands.

To bring our video together we chose the song 'Neidia' by Gwylim. We felt this matched Arfordirs vibe and was a recognisable song to the target audience. The song is upbeat and fun so it matches our shots. We would record for as long as we could when trying to capture a shot in order to catch those candid moments of our friends having fun or laughing, these shots were perfect for the story we wanted to convey. Even though we had not been able to strictly stick to our original plan we still managed to incorporate that authentic feel which was our main goal.

In conclusion we have created a promotional video for the clothing company Arfordir. We used local locations in order to save money on travelling. As a group we managed to develop our idea where needed if things didn't go to plan and worked together to get all the necessary shots. Overall we managed to create a video that felt warm, outdoorsy and comforting with the overarching idea of creating memories, and that was always our main goal.