

CHASE deodorant advert: Self reflective essay

This project was extremely exciting and the three of us seemed to have the same concept in mind and how we wanted our end product to look. The project was a success in many respects but obviously had its downfalls, as any project does. I had never worked with either Jenny or Thami with regards to television before this assignment, which was really fortunate as neither of us went into the group with any preconceived notions of who was better than the other.

When coming up with this idea we also had another idea about a boy who has a party when his parents are away and then he has to rush to tidy the house as his parents are driving home. Personally I was very keen to try out the deodorant advert as opposed to the boy and his parents. I felt that the idea was more quirky, I mean there was no other group that would take the idea so literally as to make an advert for CHASE deodorant as the abstract form seems to be popular at this stage. Because I was so keen to do this deodorant advert and when we did decide to do it, the roles just all seemed to slip into place. Thami was keen to be camera person, Jenny editor and as I had already written the script I was the director.

This was lots of fun to do, and as the idea is exaggerated it was fun to come up outrageous ways to have the girls fighting with each other and chasing after Steve, the main male character- the "Hot Guy". As this assignment was not for marks, we tried not to take ourselves too seriously and to go into it knowing that we were going to have fun with it.

I wanted us to be as prepared as possible for the shooting as I knew that we had undertaken quite a lot in terms of the girls acting and fighting and that we intended to shot over a large part of Grahamstown. Thus, I typed out a five and half page shot list which we all walked through around Grahamstown. Each person had her role and she needed to be prepared for that role.

When it came to shooting over the weekend, it took us quite a while to move on from shooting the beginning; we wanted to get as many shots as possible from many different angles, which would then make our edit more exciting. This being the first time working under such conditions with this camera, it took a while to get the camera ready for each shot. More than half of our footage was lost, which became a problem when we

were editing as half of our footage was filmed on a Saturday when it was bright and sunny and the other half was from Sunday which was overcast. Once we had lost the footage there was nothing that we could do to try to get more footage on a sunny day as all the actors were unavailable during the week.

At the moment I am slightly confused as to the role of the director. A Paul mentioned, a director does not direct people but rather directs attention. However, I felt that the actors were looking for someone to direct them. Not only that but sometimes I felt that Thami needed someone to direct her at times as she was not that confident with the camera and therefore felt that she could not be assertive with it or take control of the actors when a shot did not work the first time.

However, on a final note I felt that our project was a great success. We succeeded in achieving what we had set out to do. It was a lot of fun, and I really enjoy working with both Jenny and Thami.