

## CRITICAL ANALYSIS

The final chase sequence was our third choice, after weighing the logistics of each of our ideas. Once Paul critiqued our first and second ideas, the common criticism was that they would be very difficult to shoot and to convince audiences because of their elaborateness and the fact that the chase sequence was not really the main action in the two prior choices.

Then there was the idea of a chase between two girls chasing a 'good-looking' man. In the group meeting this idea was structured clearly and developed into the final concept of creating an advert for *Chase* deodorant which would be a dupe on the original *Axe* adverts. The reason why the final piece was structured the way it was, was therefore for it to be related to what it was trying to rip off.

The piece begins with an image of a deodorant can, a hand picking up the can and the sound of spraying. This was used to establish the deodorant and make the guy who sprayed the deodorant remain an illusive character, which does not really have a face because the whole point of the advert is to show the deodorant as being in place of this guys personality, it's what makes him.

The following image is a split screen of the man walking out. The manner in which the screen splits is according to the beat of the music, which was derived from the band *Undone*. I think the music complimented the feel of the music and we were lucky enough to find a band that is yet unsigned and not copyrighted.

I do wish we had more close-ups to use of the guy, just to establish him as being a main character-in fact a lot of the framing of the clips was tainted in terms of lack of close-ups. Unfortunately due to camera complications, we lost a lot of what we had shot. Another complication was the weather which was completely different on each of two days. Overall, the whole piece, in my opinion-was good-considering the difficulties we were faced with-the colouring and consistencies were something which we perhaps could have worked on more and tht is something to regard for our next project.