Final Video Critique

This video is one of those projects where you wish that you could make about three videos, critique each of those, and then come up with a final product. Basically, what I think that although the video turned out decently for a “Premiere rookie”, I definitely think that a future product would turn out better just due to experience. Learning to navigate this program took a while, but I finally came up with a final video project for MACI Feed & Supply.

The video follows pretty closely with the video script that I previously wrote out. The only difference between my original plans and the end result is the type of footage that I used for the video. I had planned to use all raw footage that I had shot at and around the store. After reviewing the video, and then taking it up stairs and trying to capture it, I realized that I would be better off just using still frame shots. The raw footage was shaky, not well shot, and not enough to keep the interest of any customer watching the video. Thus, I decided to take some more photos and use those in the video.

The shots range from the store sign, to the actually store, and later shots of what MACI Feed & Supply has to offer their customers. I began with a shot of a tractor. The tractor is the focus of the shot, and I thought that this would be a good way to let everyone know what the video was going to be about from the very beginning. There is no mistaking what MACI has to offer, and who its target audience is. (The saying: “Trusted by east Texas Farmers” is also used to narrow down what is about to be seen in the video) After this shot I chose to use a shot of the sign that is seen when entering the city of Hardin, which is where the store is located. The sign proves that the store is excited about being located there, loyal to their local customers, and involved in the community. Later, I chose to show a little bit about the history of the store. I wanted the customers to know when the store had originated to prove that the store has come a long way in success. To prove the success I go from a shot of the smaller, older store, to a shot of the new, bigger store sitting in its place today. In the middle of the film I shift the mood a little with going from the history of the store, to what the store has to offer. I show shots of livestock, feed, supplies, tractors, and land. These are the basic activities and needs of the customers that would be willing to shop at MACI Feed & Supply. I think that these are perhaps the most important shots in the video. They are short and to the point yet, they are very powerful. In the end, I chose to sum up the video with a shot of Connie, the owner and the store information. The shot of Connie is to make the video a little more personal. It puts a friendly face in association with the store. It lets customers know that she is available to help with their farm supply needs or just to chat about their family. It is important for the store to have a face. The information on the very end is just that; information. It is there for so anyone of is interested, and wishes to contact the store after seeing the video, can do so.

In a “real” situation I am not sure that this video would be something that would interest a storeowner. The video is decent, put depending on the taste of the store manager, it may be a little bit limited in its ability to entertain. The video is good, but I am unsure how it would fit into a “real” situation. If I were going to do things differently with the video, I would definitely have more raw footage in the video. I now understand just how much video you need to have to be able to pick quality shots, and have enough information to even make a sixty second video.