



Integration of Technologies

In The Production Of Nemor



About Me

My name is Carla Stancu, and this year I chose the AS Film Opening Task, which I completed with the help of my team-mates, Masha and Mark. During the production, my roles were mainly editing, as well as makeup and costume design. Our film opening final project is called "Nemor".



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1. What does Integration of Technologies entail?

Integration of technologies is a process of combining different technological systems, such as hardware, software and online in order to effectively create a media product.

In the production process of a film, numerous technologies are usually used to create the product. Hardware technologies such as cameras and microphones to even drones, Software technologies such as editing programs; CGI, colour grading, green screens and Online technologies such as streaming platforms and social , for the distribution and the pre-production research process.

I. What is Technological Convergence?

Technological convergence refers to the process by which previously separate technologies merge and begin to work together, creating new technological systems. This leads to the development of multi-functional devices, for example, the smartphone.

The use of technological convergence increases efficiency, saves costs, and gives people innovative ways to create media products.

In the film industry, notable examples are digital cameras, advanced editing software, CGI technologies and Motion sensors, LED backgrounds, Sound software (DAWs), VR technologies, Social media and Streaming platforms

2. What Technologies did our team use in the Production?

In the production of Nemor, we combined Hardware, Software and Online technologies in order to achieve the final product. For the research and planning phase, we made use of mainly online technologies, not only to source our information and inspirations, but also to effectively communicate between ourselves as a team.

In the coursework development phase, we made use of hardware technologies such as my iPhone in order to shoot the film opening, and the soundtrack, and then later, I made use of software technologies such as WeTransfer and DaVinci resolve in order to store and edit the footage. The additional sound effects that were used were also sourced online, from royalty-free sound effect websites.

2. How is this Important for our Media Product?

Integration of technologies was very useful to our media product, as it helped me and my team truly make the most of every aspect of modern technology, and make our film opening shine to its best potential. For example, if we had not used online technologies, we would have spent hours reading books, writing in notebooks and making phone calls in order to plan and communicate.

The integration of advanced editing software also increased the quality of our film opening, as it made it possible for me to accurately colour-grade the footage, as well control and observe individual audio volumes and adjust accordingly without breaking a sweat.

3. What Mistakes did we Make while using the Technologies?

The biggest technological mistake that was made during the production of Nemor was the lack of thought we put into the hardware we used in the production. The simple addition of a stabilizer for the handheld camera, or a small microphone for diegetic sound additions would have allowed for us to have a film opening with more diverse, moving shots and diegetic sound.

Unfortunately, we completely glossed over these small potential improvements, as we did not feel like it would improve production enough. I now deeply regret this decision, as I think about what a difference it would have truly made to our film opening.

3. What would I have changed?

If I was to go through the entire production process again, I would definitely research any potential iPhone camera and audio accessories that would enhance the quality of our production. I would also create a shared online google document with my team, with a very very clear outline of exactly what each of our roles are, goals we need to reach by certain days and commonly used information such as the plot and story summary, in order to make the research and planning process smoother.

Me and my team definitely had some moments during the production where we were unsure of what exactly each of us was supposed to do, what the final decision for plot and story was, when exactly we would film etc...

These miscommunications delayed our process significantly, and I would 100% change this if I was to go back and do it again.

4. Final Notes and Conclusion.

Integration of Technologies as well as Technological Convergence is a vital part of the film production process, and played a big role in the production of Nemor. The extent to which the use of different technologies can increase the quality and efficiency of a media product is a topic that I will definitely research earlier in the production process of any future projects.



Thank
You!