

Behind the Scenes of Bellarom - Wake Up Your Best

My experience

Creating a product advertisement for "Bellarom - Wake Up Your Best", our videography assignment was an incredible creative journey, and as the cinematographer, I had the privilege of shaping its visual narrative. Here's an inside look at the process and my personal experience in bringing this project to life.

Translating Vision into Visuals

The concept centered around a student tackling late-night study sessions with Bellarom Coffee as the ultimate source of motivation. My job was to visually tell this story, capturing the struggles, the moments of rejuvenation, and the inspiration that comes with every cup of coffee. Every frame was meticulously planned to evoke a sense of comfort and empowerment.

The Process: Crafting Visual Perfection

Lighting Magic: Dorm rooms transformed into cinematic sets. Desk lamps and handheld lights were strategically positioned to create warm, cozy tones that complemented the narrative. The kitchen scenes, focusing on brewing coffee, demanded precise angles to capture the steam and inviting aroma.

Storytelling Through Details:

Each shot was designed to convey the student's emotional journey—from exhaustion to energy. Experimenting with angles, depth of field, and close-ups brought life to the coffee mug, brewing process, and the protagonist's transformation.

Giving Voice to the Visuals

In addition to cinematography, I contributed computer-generated voiceovers, narrating the story with smooth transitions and emotional cues. These voiceovers were carefully synced to align with the visuals, enhancing the overall storytelling experience.

The Take-aways

- ❖ **Resourcefulness:** Limited tools and confined spaces pushed us to think innovatively, using everyday items to achieve professional results. We used an iPhone as the main camera, multiple led tubes and phone flashlights as like mini floodlights and fill-lights for a cinematic effect and a rolling chair like a gimbal for a few dramatic opening and closing shots.
- ❖ **Teamwork:** Collaborative brainstorming and problem-solving were vital to refine the ad and elevate every scene.
- ❖ **Impactful Storytelling:** Seeing the final polished video resonate with the intended emotions was deeply fulfilling.

On The Whole..

The Bellarom - Wake Up Your Best ad stands as a testament to the power of teamwork and creativity. It captured the essence of the brand, showing how a simple cup of coffee can transform a moment. This project was not just a creative endeavor but a learning experience that reinforced the importance of resourcefulness, storytelling, and collaboration in filmmaking.