

iDidTht.com Craft Awards February 2018: Toyota's 'Rami', a well-crafted narrative

iDidTht's February SA Film Reel Monthly Craft Awards were judged by Gareth McPherson, ECD at Publicis Machine, who selected Toyota's 'Rami' by Paul Ward from 0307 for Best of Reel for Direction Craft.

“ A beautifully crafted piece of content by Paul Ward and team 0307. In this piece, it is clear that each shot has been considered with careful subject framing and selection of art direction cues. It's a powerful narrative which has been handled very sensitively, from the metaphoric red colouring of grade when Rami is in the pool, to the wide open 'greyness' to which he finds himself alone. The pace of the piece is just as important, with a clear ramp-up arc in the middle which follows a determined voice-over, then to the resolve which leaves you reflective and inspired by Rami's journey. The direction, edit, grade and all ingredients makes it this month's 'Best of Reel'. Nicely done Paul. ”

Special mentions for the month also went to:

- Kwesta 'Spirit' by Tebza from Bomb Commercials – Direction Craft
- Nando's 'We Can Fix Our S#*t' by Jono Hall from Darling Films – Direction Craft
- VW 'Red Flashy Thingy' by Greg Gray from Romance – Direction Craft

To view all the winners and entries visit iDidThtEditorial.com.

Every month iDidTht.com teams up with a top local creative director to award the best in film craft by leading production companies in South Africa. Find out how you can enter your work: bit.ly/2xRORKE