
Assignment – National 5 Media

Candidate 5 Evidence

National 5 Assignment

Name: _____

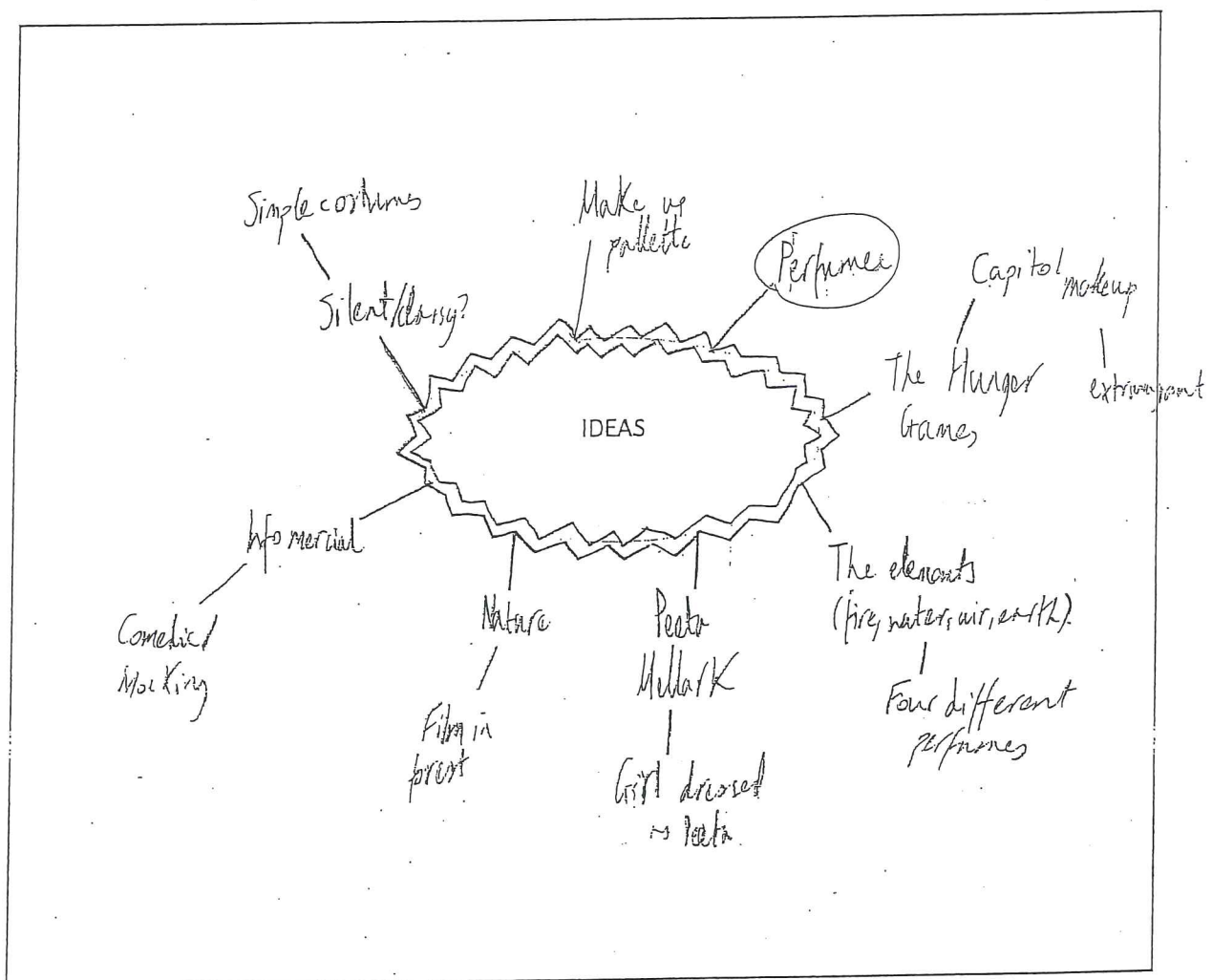
Brief: Your task is to complete the planning and storyboarding for an advert. Decide on a product to advertise that you believe would be attractive to a teen audience. You should have at least 6 storyboards in your finished product.

Negotiations:

GENDER: Female

AGE: 13-18

MEDIUM: TV advert



National 5 Assignment - Brief Issued to all Candidates

Brief: Your task is to complete the planning and storyboarding for an advert. Your advert should promote; a soft drink, a chocolate bar, cosmetics or anything else you feel would be attractive to a teenage audience.

Your finished media content should comprise of at least 6 storyboards and evidence of your planning process.

Research: Audience

Find out about things like who your audience are, what their needs and expectations might be and how you can appeal to them. You could do your research through surveys, by finding out information online, by examining texts that appeal to similar audiences, or in any other way that is appropriate.

What I discovered:

I asked twenty 13-16 year olds what would appeal to them in an advert. 18 said they looked for comedy, and 15 of that 18 said they liked obscure, dry humour as opposed to in-your-face, over the top comedy. All 20 had read and enjoyed 'The Hunger Games' books, and were fans of the franchise. Lastly, 17 of the 20 said they preferred adverts with people their age in it, as they could relate to them and would be more likely to buy the product being advertised.

How it influences my plans:

I intend my advert to be fairly serious and classy, but with underlying humour, for instance, having a girl dressed as Peeta Mellark but keeping the classy atmosphere, as opposed to having a loud infomercial, with humour being thrown in your face. In addition, this survey confirmed my decision to refer to 'The Hunger Games' in my advert, by having the Capitol 'produce' the advert, and getting Peeta Mellark to 'star' in the advert - as a Hunger Games victor. I also chose to have 14-15 year olds out in the advert, as a good middle ground between 13 and 18 year olds, and to encourage the target audience to buy the product.

Research: Internal Controls

Internal factors might include: time, equipment, resources, rules and regulations relevant to your centre, and so on.

What I discovered:

- I have to use ~~the~~ school camera unless I want to use my phone.
- I am filming in February, so I only have a few daylight hours to film.
- I have no budget - as in I have no money from school to spend on my advert.

How it influences my plans:

- As the cameras ~~are~~ charged ~~very~~ often, I need to ^{almost} fully charge it up before I have to film and make sure the shots are right ^{first time} so we don't waste time.
- I have to carefully plan my timing to ensure I get all of the shots I want in the time period allocated.
- I have to use all my own resources to create the same effect and atmosphere in the advert.

Research: External Controls

External factors might include legal and voluntary controls, general laws, health and safety, copyright, and so on.

What I discovered:

- I have to pay copyright to use any product that already exists
- I am not allowed to use ~~any~~ preexisting piece of music ^{in my advert} due to copyright laws
- I have to pay copyright if I want to refer to 'The Hunger Games' in my advert

How it influences my plans:

- I created my own product - The Peeta Pellette - so that it belongs to me completely and is original.
- I have to either create my own piece of music or get music off of freemusic that fits in with the advert's atmosphere
- I decided to not bring 'The Hunger Games' label into the advert at all and only refer to the franchise subtly.

Research: Content Research

Aspect 1: Narrative

Find out about media content that is similar to what you are going to make. Think about what it includes, and the techniques it uses.

Choose at least two key aspects from the following to do this: categories, language, narrative, representation.

What I discovered:

I watched the Chanel 'Coco Mademoiselle' advert, which shows Keira Knightley arriving at a classy, elegant old building in Paris for a photoshoot and afterwards, is addressed by the photographer, they fall onto the bed before Knightley tells him to lock the door. When the photographer returns, Knightley has gone. I know from this that the public enjoy adverts with plotlines and glamorous love stories.

How it influences my plans:

It made me reconsider one of the ideas I had for the advert where Peeta and Katniss find each other in the forest, but have little dialogue between them to keep it classy and create a glamorous love story with a plot.

Research: Content Research

Aspect 2: Representation

Find out about media content that is similar to what you are going to make. Think about what it includes, and the techniques it uses.

Choose at least two key aspects from the following to do this: categories, language, narrative, representation.

What I discovered: I looked at a magazine advert for Vichy Laboratoires Normaderm Cream. This ad has two different angles - very simple and straightforward language, and lots of information + complicated language. In addition, the ad uses only white and green in it, with a very simple design concept, and the green particularly automatically makes you think this is going to be natural and healthy for your skin. The straightforward language takes the form of a checklist saying everything the cream does for your skin, and one of our ideas for the ad was to have barely any dialogue. The information is in a small paragraph using words and phrases many people don't understand, for instance 'Salicylic Acid' and 'Glycolic Acid', which sound very scientific, and the ad insists they're good for your skin, so as the consumer, believe them.

How it influences my plans:

These different aspects affect my planning as I couldn't decide between no dialogue or an ad with lots of dialogue and information. After analysing this, I decided on the first option as I want to keep it classy, elegant and not completely in-your-face and quite annoying. Finally, the product is an all-natural perfume, and the use of green in the advert showed me how important your choice of colour and text are in representing a product, so I know I have to choose very simple, natural colours for my ad.

Research: Role Related Planning

Role 1 - Location Scout

Find out about production roles required to make the media content that you have planned.

Research two and explain how this would affect your planning process.

What I discovered:

I chose to look at the Marc Jacob's Daisy advert. It's all set in a field full of flowers on a bright sunny day. The simple, natural location helps to reflect the fresh floral nature of the fragrance.

How it influences my plans:

This will help me pick a location for my advert as I want to convey the idea of fresh, natural goodness for my product, so I will choose to film in a green space or a park for instance, Muggdock Park, where there is lots of space and it is far away enough from the city.

Research: Role Related Planning

Role 2 -

Editor

Find out about production roles required to make the media content that you have planned.

Research two and explain how this would affect your planning process.

What I discovered:

I watched Marc Jacobs' Daisy advert for this role as well, but looking at a different aspect of it. The shots are structured together in quite a jumpy way, like an unprofessional home film, and the effect put over the top of the film was very retro, and chunky.

How it influences my plans:

This influences my editing as I am going to use the same jumpy, unprofessional style for my advert to reflect the districts from the Hunger Games series, instead of the glossy, perfect Capitol. I will also put the Home Movie effect over the whole advert to make it even more retro, and to reflect the rural, behind-the-scenes districts even more.

Final Plan

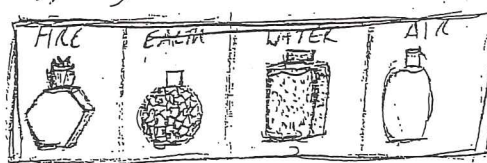
Bringing together your ideas and research, finalise your plans for the media content you are going to make.

Your plan could be written, or it might be in the form of notes, sketches or diagrams, or a mixture of all of these. The important thing is that you have a clear plan of what you are going to do.

Remember that you should have clear reasons for what you make and how you make it. Your reasons should be related to your research and such things as your audience, purpose, your intended impact or connotations, and so on.

The Pecta Perfume – product created by myself due to copyright laws

- Perfume based on *The Hunger Games* to appeal to teenage audience
- 'Elements' incorporates lots of nature into the product, suggesting it is all natural and good for you, as well as fresh-smelling and not artificial
- Advert is set in forest, as this reinforces that the product is fresh and natural.
- The protagonist Pecta will be played by a girl, but we will not make a huge joke about this, this will be part of the subtle, ~~obscure~~ ^{My Plan} humour that proved popular in my survey.
- The narrative will be a love story with Katniss and Pecta, inspired by both *The Hunger Games* and my research into narrative.
- The shots will be edited together quite unnaturally, like a homemade film
- The advert will have a grainy, 70s, home movie effect to make it more charming and to reflect the districts.



National 5 Assignment Part 2

Name _____

Section 2: Development

Step 1: make your planned media content using media techniques and codes

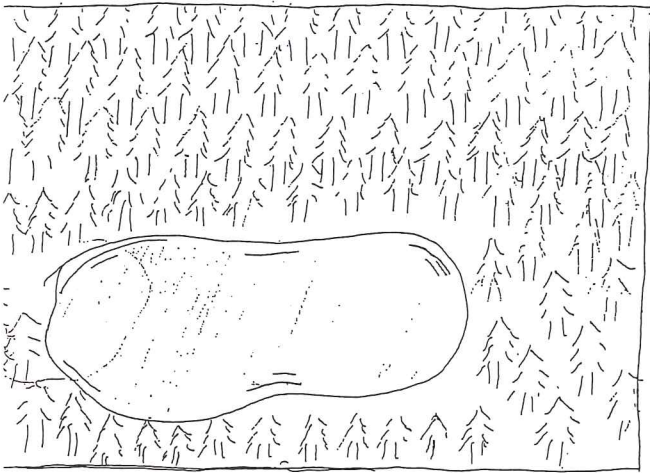
The work you produce for this step is submitted to SQA for marking.

You should develop your content to the level of finish specified in the brief - 6 storyboards.

You are expected to work independently to do this.

Remember that you need to ensure that the work is **yours**, so you need to give clear instructions to anyone assisting you.

On the next few pages, you will see spaces to complete your storyboards. You can annotate these as you wish. To the side, you will also see spaces where you can explain the sound (diegetic / non-diegetic) that will be heard during these storyboards.



Sound -

Diegetic - Birds in trees, leaves blowing in wind, water flowing

Non-diegetic - no non-diegetic sound, only the sounds of nature

1) Shot type Pan shot

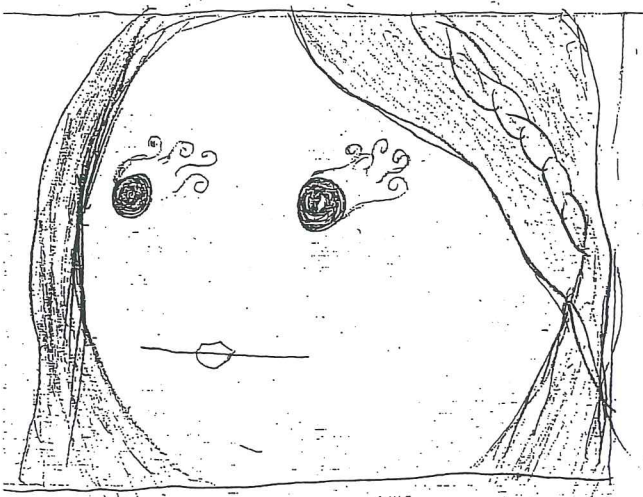


Sound -

Diegetic - Birds tweeting, twigs snapping

Non-diegetic - calm, slow piano music (classical)

2) Shot type Mid wide shot

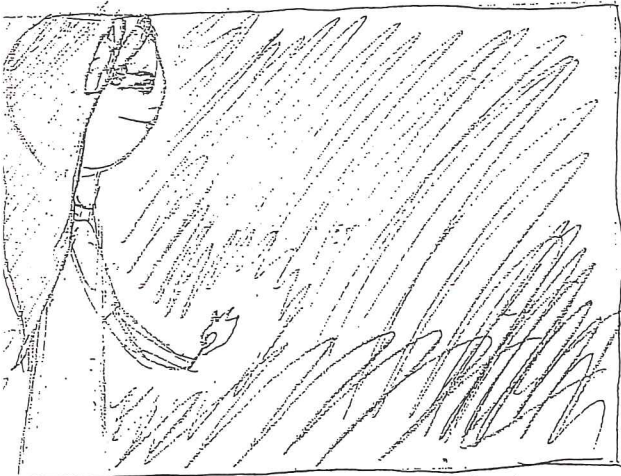


Sound -

Diegetic - strong wind, leaves blowing in wind, birds' wings

Non-diegetic - calm, slow piano music (classical)

Shot type Close up



Shot type Mid Wide Shot

Sound -

Diegetic - crackling of fire and wood,
owl hooting, leaves blowing in wind

Non-diegetic - calm, slow, piano music
(classical)



Shot type Long shot

Sound -

Diegetic - Water running, splashing, drizzling
rain, leaves blowing in wind

Non-diegetic - calm, slow, piano music coming
to a close (classical)

2. Peter's Perfume



Shot type Medium close-up

Sound -

Non-Diegetic - Echoing four note whistle
from The Hunger Games

Step 2: Explain your use of media techniques and codes

The work you produce for this step is submitted to SQA for marking.

Complete the following after you have made your content:

Select five examples from your developed content that you think best demonstrate your ability to create impact or convey connotations. An example could be a part of your content such as camera work or other elements in a particular shot, or use of sound to create meaning. Alternatively, it might be something that applies throughout your content, such as a particular tone, a narrative structure or a representation.

For each example:

- a) State what it is and exactly where it can be found in your content.
If your example applies to the whole content, say so. If you have produced a print text, you could clearly number each example. If you have a non-print text, give the time code, position or some other clear indication. If you do not do this you may lose the marks for the example.
- b) Describe the techniques or codes you used to make this example.
- c) Explain the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else relevant if you wish.

Each example is worth 5 marks. The marks given will be based on the explanations you give and your developed content.

Example 1

1) What/where is it?

story board panels 1-5 - Targeting audience

2) What technical / cultural codes did you use?

Technical 'code' of my choice of music

3) Explain the impact / connotations you used - remember you can link these to your target audience, your genre, purpose, or anything else.

I decided to use classical piano music in my advert to give the product a very upper-class, desirable impression. This will appeal to a more educated audience, with classy styles. It will appeal to teenagers as the music makes it seem like a ^{secret} luxury, something to help them relax and hide away from the world.

Example 2

4) What/where is it? Storyboard panels 2-4. Representation of four girls

5) What technical / cultural codes did you use?

Cultural codes - Costume
- Gender
- Hair

6) Explain the impact / connotations you used - remember you can link these to your target audience, your genre, purpose, or anything else.

In something as short as an advert it is important to use clear cultural codes to represent characters. The four girls in my advert will wear flowing white dresses to represent their purity and innocence, to make the advert seem classy, pure and almost holy. Their gender is a big factor, as they are all girls, so this will appeal to our target audience of female teenagers. The girls' hairstyles also contribute to their representation as pure and innocent, as they will be long and flowing but with a braid like a halo so they appear angelic.

Example 3

7) What/where is it?

Storyboard panel 6 - targeting audience

8) What technical / cultural codes did you use?

Technical code - music

9) Explain the impact / connotations you used - remember you can link these to your target audience, your genre, purpose, or anything else.

In the last shot I will use the four note whistle from 'The Hunger Games' to finish off the advert and appeal to our target audience - teenage girls - as (according to my survey) 'The Hunger Games' is very popular amongst teenagers and so will encourage more sales.

Example 4

10) What/where is it?

Story board, all panels - representation of product

11) What technical / cultural codes did you use?

Cultural code - mise en scene

12) Explain the impact / connotations you used - remember you can link these to your target audience, your genre, purpose, or anything else.

My advert is set in a large forest, so there will be lots of greenery, and no sight of anything industrial or urban. The many trees and bushes and all of the nature will suggest that this perfume is fresh and natural-smelling, as well as good for your skin, all-natural and healthy.

Example 5

13) What/where is it?

Storyboard panel 6 - Targeting audience

14) What technical / cultural codes did you use?

Technical code - font

15) Explain the impact / connotations you used - remember you can link these to your target audience, your genre, purpose, or anything else.

The text 'The Lela Perfume' will be in a flowing, classy font. As it is very feminine, it will appeal to our target gender of females, and as the font is very elongated and curved, it will make the perfume seem like a luxury product, very upper-class and desirable. The femininity of it also relates to the Capitol, which encourages the teenage audience, who are generally fans of 'The Hunger Games', to buy the product.

