

Candidate 2 evidence

Please note: The short film produced as part of this assignment with filename *AssignmentMentalHealthAwarenessVideo.mp4* is on SQA's secure website and can be accessed through your SQA Coordinator.

Stimulus 1 - Title

You must make a film with the title *'Ten Pounds'*.
You can interpret this title in any way you like - remember there are no wrong answers. Just be creative!

Stimulus 2 - Scenario

You must make a film based on the following scenario:

Three students accept a dare to spend the night in the abandoned school in the nearby town. There is a legend about what happened to the last group of students who tried to stay there overnight, but these students don't believe the stories...

Stimulus 3 - Picture

You must use the following image as a basis for your film.
You can interpret this image in any way that inspires you - there is no need for specific characters, plots etc. Just be creative, and remember there are no wrong answers!



Higher Assignment Brief 2018-19

Your task is to individually plan and develop a moving image text using your choice of stimulus.

Your finished piece of media content will be submitted to SQA. You will be working with the following constraints:

Medium/Form:

- Your text will be moving image. You can decide upon the form of your text.

Level of finish expected:

- The text must be between 1-3 minutes in length.

Institutional constraints:

- **Budget:** £0
- **Certificate:** U/PG/12 - your film must be suitable to be shown at assembly for S1-6.
- **Equipment:** you should use a camera or smartphone to shoot any footage you require. Your material should be edited and completed using a computer programme such as Serif MoviePlus, iMovie, or free smartphone apps such as Splice, Videorama, etc.
- **Regulations:** normal regulations apply as they would in the real world - health and safety, decency, copyright etc. Internal regulations such as school rules should be observed at all times.
- **Time:** You will be given interim deadlines for the planning stage and production (filming/editing) of your text, and for the finished evaluation. You will be expected to complete work outside of class time to meet these deadlines.

NEGOTIATING THE BRIEF

In the planning of your text, you must make decisions about the following:

Stimulus:

On the next page you will find a choice of 3 stimuli (ideas to inspire your creativity). You must choose the one that most appeals to you and generate ideas from this. You must be able to explain why you chose that specific stimulus.

Form:

You must decide what form your text will be, in response to the stimulus. Consider: fictional short film, documentary, advert, trailer, news report etc. Consider the ideas or issues the stimulus makes you think about and develop a rough idea of what your content will be like.

Purpose:

What is the purpose of my text? Consider things like *informing*, *persuading*, *entertaining* (making them laugh if it's comedy; scaring them if it's horror etc.), *intriguing* (by creating enigmas etc.) and so on.

Target Audience:

Who am I trying to appeal to with my film? Think about key characters, settings and genre to help you decide who you are going to target. Consider audience needs, preferences and expectations.

Genre:

Think carefully about the genre of the media text you are advertising. Your advertising material will need to be linked to this genre so you can attract fans of the genre. You should research genre conventions to help you with this.

Creative Intentions in Response to the Brief

Stimulus

I chose stimulus 3 because I thought the image would be easy to incorporate into an advert for raising awareness for mental health. I chose to do this because it is a subject I feel strongly about. My plan is to have no dialogue in the advert this is because I feel it will highlight the isolation people with mental health issues feel. The image made me think of this because it is in black and white and looks like quite a sad image. It is also raining and looks dreary and miserable in the photo. The lady in the image is sitting with her head down this made me think she was unhappy and maybe she herself is/was suffering with mental health issues which made me decide to have my characters suffer from mental health too.

Form

I have decided to make my film in the form of a public information advert. I feel like in the time limit, 3 minutes, it would be a lot more difficult to make a film. With being an advert it is based on reality, this means I will not need difficult costumes and scenery. The structure of a public information advert is very easy to follow and most adverts follow the same structure. The structure is they start with an issue, they show how problematic that issue is for the people who suffer from it, sometimes they show a solution at the end or sometimes they end on a shocking note to make the viewer have an emotional reaction. I am choosing to do the second option here as I want to show how important and heartbreaking mental health is.

Purpose

The purpose of my advert is to inform and raise awareness on mental health. I want to do this because it is a subject I feel very strongly about and I feel it should be spoken about and brought into the light more. I'm going to show realistic consequences for people with mental health issues and this will raise awareness for it. My advert will focus on both a girl and a boy, this makes both genders sympathize and relate to my public information advert. Sad music will be throughout the advert to tug on peoples heart strings.

Target audience

Teens are my target audience, as I want to raise awareness in that age group. Mental health is dominant in the teen generation and should be spoke about more to show people they are not alone. In my advert the characters will both be both teenagers, one boy one girl. This is to show that both genders can suffer from mental health and that they can both come forward and get support and help with their issues. Using teen actors will target a teen audience as they relate to the teen actors in the advert. My advert will use realistic characters that people can relate to. I'm going to make them realistic by when in the school scene they will be wearing school uniform and in out of school be in casual "normal" teen clothing. I think it's important to use realistic characters so that my audience can relate I also think it's important to use drama conventions as this will make my advert informational and not boring to watch.

Genre

I'm going to use loads of drama genre conventions like sad music, sad facial expressions and a black and white filter to create a sad tone to my advert. I want to use drama genre conventions because these appeal to the emotions of viewers and make the text easily relatable to them this would be important for my film because I need the audience to relate to the issue so they are more likely to take action and support my charity. The sad music will achieve this because it will pull on their and make them emotional especially when used in conjunction with sad facial expressions on my actors. I will ensure that these facial expressions aren't over the top and will look realistic as they will just look a bit miserable.

Content research 1: Language

I watched the film Little Miss Sunshine, I liked how they used emotional/sad music at sad scenes I want to do this in my advert as I feel it was effective. I am going to use instrumental music with no words. In the film they used music by a band called Devotchka which uses lots of strings, in particular in the scene where Dwayne finds out he can't be a pilot, or the scene when the granddad died. I am possibly going to include music from the same band as I liked the effect it gave and the vibe of the music matches well with the theme of my advert.

Another thing I noticed when watching Little Miss Sunshine is that the film makers used camera filters over certain scenes to fit certain moods. When happy scenes where on they put a yellow filter over the camera, and in sad upsetting scenes they used a blue filter. For example in the scene where we find out Frank is suicidal it goes from a yellow happy filter to a blue one when the camera reaches his face. I found this effective as it really showed the mood of the scene and what the actor was feeling. I am going to use both yellow and blue filters in my advert, I'm going to have

yellow over the most part of the advert to show that someone may look happy when they are not and then in the end change over to a blue filter to show the reality of the character that is suffering with and mental health.

Mental Health Awareness 2018 - Depression Isn't Obvious. I watched this advert. I liked how the focused mainly on one person but there was still other characters in the advert: it did this by using mid shots of the main character and you just see the other characters in the back ground this is done by using a shallow depth of field. I will do the same in my advert as it will be good to have a main character people can relate to but also other characters so there is more than one for the audience to relate to. I'm going to use frequent mid shots of my character to show he/she is the focus of my advert.

Also in this advert they use high key lighting this is to make it seem like real life and that mental health goes on in everyday normal life. The high key lighting has connotations of reality and it made me realize the film makers were trying to create a sense of honesty, when we see this man go about his day, quietly suffering. I am going to also use high key lighting in my advert as I liked the look and feel it gave to the film and I think it's good to make sure it is relatable to everyday life. As I want to raise awareness how wide spread mental health issues are I will also use high key lighting throughout my entire advert so that it is an honest advert.

In both the texts I watched the costumes for the characters was just everyday normal clothing. This makes the characters seem normal and relatable. In little miss sunshine they made the costumes match the characters personality for example Dwayne wore black plain clothing whereas Olive wore bright colored bold clothing. In the advert I watched the clothing was just normal everyday casual wear. In my advert I plan to get my characters to wear casual everyday clothing that teenagers would wear, also I may get them to wear school uniform for some scenes. I feel this is the best thing to do as it will mean people watching my advert will be able to relate to my characters and they will see them as normal people and will see them as realistic and not fake. Also chilled outfits and school uniform makes the characters seem vulnerable and like they are children this will have an effect of the audience being able to relate to my advert and then they will help my charity.

Content research 2: Narrative

I watched the film sliding doors, it used a dual narrative. They do this by the main character simply missing her train, the first narrative she gets the train and ends up going home to find her husband with another woman and her life completely changes. The other she misses the train and does not find out about her husband and her life just stays as normal. I liked the use of this dual narrative as it hooked me and made me think what part of the film I actually enjoyed the best. In my advert I am also going to use a dual narrative but not in the same way. I am going to use mine to show the same day in the perspective of a boy with mental health issues and with a girl with mental health issues both living the same day but seeing it different. In parts of my advert there will be jumps from boy to girl and in others it will be split screen. I feel this will be a good way to have my narrative for my advert as it means I am showing it from a boy's point of view and a girl's, this will be good as it means the audience of my advert will be able to relate to one of the characters.

In Sliding doors there is a clear binary opposition between the two narratives. In the first one she cuts all her hair and changes her appearance and in the other she stays the same, this is done so that the audience won't get confused with the two narratives. I'm going to make sure there's a

binary opposition between my characters as-well. I am going to make sure both my characters are represented differently and don't look alike. I feel this is the best plan as I don't want my audience thinking the characters are the same or related in any way, they are both different people with different mental health issues.

I will also use 2 enigma codes in my advert, like in sliding doors the Un answered question is will she find out her husband is cheating on her or not, on one side of the split narrative she finds out and on the other she doesn't, so we are desperate to see when she will finally discover the truth in the second side of the narrative. In my advert the enigma code will be who the characters are and how are they connected? I think this will keep my audience hooked and keep watching to find out the ending. This enigma code will only be solved at the end of my advert when you find out they both have mental health issues and go to the same school, but because no-one talks about it they are not in a position to help each other.

Another enigma code that I thought was good in sliding doors was will she ever meet up with the nice man played by John Hannah in the second strand of the narrative? As an audience member we are hoping that they do because we have got to know his character in the first strand of the narrative and we want the two nice characters to join up and be together. I'm going to use a similar enigma code in my advert after getting my audience to engage with both characters they will wonder are the two going to meet at the end? They won't meet up but their paths will cross, which will resolve this enigma and I think this will be a good way of engaging my audience throughout and they will be pleased that the characters walk past each-other in the end.

Production Roles

I researched what a producer does and found that "producers plan and coordinate various aspects of film production". Producers basically organise all of the filming and get everyone to the right place at the right time. Because I am in charge of my film I will have to make sure my actors where I want them to be for each day of filming. To do this I will create a group chat for the actors that I want so I can communicate with them easily about the film shoot I will also pick actors who live close to me to make it easier. I think I am an organized person so will be able to get my film finished on time.

I will appoint myself as a locations scout for my film. I looked on Wikipedia and I found that , "Location scouting is a vital process in the pre-production stage of filmmaking and commercial photography.^[1] Once scriptwriters, producers or directors have decided what general kind of scenery they require for the various parts of their work that is shot outside of the studio, the search for a suitable place or 'location" outside the studio begins. Location scouts also look for generally spectacular or interesting locations beforehand, to have a database of locations in case of requests." To fauil this role I will pick the best corridor in the school, I will go round each corridor and decide which the best one is. I went and looked at the English timetable and chose that corridor as there was only one class on and that would mean no one else would be in the corridor so I would be able to film without any disruptions it will also mean I won't disrupt any learning by filming. I will also need to use a girl's bedroom and also a boy's bedroom in my advert, I am choosing to use my own bedroom and also my brothers to fauil this task.

Another role I will fauil is camera operator, I researched what a camera operator is and this is what I found on Wikipedia, 'A camera operator, sometimes informally called a cameraman, is a professional operator of a film or video camera. In filmmaking, the person designing the lighting is

the cinematographer or director of photography, who is also informally called a "cameraman" though it is a different job'. To do this job well I am choosing to film on my phone, I will use iMovie to do this. I will also make sure I free up storage on my phone so that I can film as many clips as I need. I am going to use.

I will also be editor for my film. The **film editor** works with the raw footage, selecting shots and combines them into sequences which create a finished motion picture. I will be able to edit my film well as all the clips will be on my own phone and the software iMovie is also on my own phone. I will make sure I get all the clips I want into my final advert. Being the editor I will be able to choose the best clips shot while on filming. I will familiarize myself with the editing software and look at the best transitions and filters I can use. This will help me to edit the advert to the best possible standard.

I will also be director for my advert. I looked up what a director was and this is what google said, a person who supervises the actors and other staff in a film, play, or similar production. I feel as I am the producer and also the camera operator being director would make sense as I will be able to get exactly what I want for my advert, I will make sure my actors are following the narrative of the advert and portraying their character correctly. I will make a script of each actor and give it to them in plenty of notice so that they are prepared.

Audience

I asked my friends and classmates questions on what they would find more effective etc. in my advert. I used an app called survey monkey to do this.

One of the questions I asked was, "I was thinking about having no dialogue. Should I add a voice over at some point in the advert? Or do you think it would be more effective silent?" 75% of the answers said that it would be more effective silent, they had reasons such as voice over would distract from the main image and storyline of the advert, and also just that it would be more effective. I have chosen to go with my audience research and have no dialogue or voice over in my advert. I feel it will make the message in my advert stand out more and make it more effective and hard hitting. The silence of the film also relates with the topic of mental health as people feel they are stuck in silence and cannot speak about their mental health problems.

I also asked them this "in my advert I want to create a realistic setting, I'm doing this by having my actors wear school uniform and normal casual clothing, how else could I create a realistic setting?" most people said have no filters over the camera and also have it in normal casual local places. I have decided that they are both good ideas from my survey and they were said the most by the people, I feel like this would make my film more relatable to my target audience. I still want to use black and white filters as I feel it sets the tone but I will make sure my film is all set in normal casual local places like the school corridors or the local town so that it is relatable and seems real.

I also asked "I am going to use parallel editing to show the difference between my two characters, how else could I use editing to show the difference?" everyone on my survey said just to do parallel editing as it would be enough, just make sure it is done very well and on each shot the characters are doing the same thing at different place. I am going to take the advice of my survey and do only parallel editing and I will make sure it is done correctly for example if one of my

characters is brushing their teeth on one side of the shot the other will be doing the same on the other side of the shot.

Another question I asked was this "I'm going to use on screen text in my advert at the end to give websites people can go to with help for anxiety and depression. Should I do this or end with a hard hitting memorable slogan? 60% of people on my survey said a hard hitting slogan would be better, their reasons where if the slogan I use stuck in their head they would be able to seek help for them self and that will increase independence in society as well. As a result, I will include a slogan at the end of my advert, I am considering using one that has a direct mode of address such as 'You can stop this' or similar so that the audience know that they can take steps to address the issue of teen depression.

I also asked "my closing shot is going to be my two characters walking through the same door, should I have them say hello or ignore each other?"

95% of the survey said just to have them walk past each other. I am going to take this advice as I also feel it would be better. I'm going to make sure my characters walk right next to each other through a door but are also surrounded by other people. I am going to use mid shot when doing this and then gradually zoom out to long shot.

Institution

The budget I have for my advert I £0 , this will affect the making of my advert as I won't be able to buy anything for it or get it aired on channels like ITV as I researched it and found that it costs 3 or 4 thousand pounds just to get it aired. Since I can't buy costumes I am just going to use clothes I have and ask my actors to bring clothes they have , this should be fine as I don't need elaborate costumes I only need casual clothes. I will also use locations that are available to me for free like the school and my house. The actors in my advert won't be as high quality as they would have been if I could buy proper actors but my friends will still be good and follow the script and instructions I give them.

I researched the advert guidelines and according to www.gov.uk there are laws surrounding broadcasting, one of these is that they need to be socially responsible ("not encouraging illegal, unsafe or antisocial behavior") So I am going to make sure my advert does not encourage mental health and for people to want bad mental health, I'm going to make sure it's clear that its message is to speak out about mental health and get help if you are struggling. To do this I'm going to portray the mental health issues as realistic as I can so that people realize it's not a nice thing and it does need to be helped and spoke about.

I researched permission laws and found that "**under the regulation of investigatory powers act 2000 (RIPA), it is not illegal for individuals to tape conversations provided the recording is for their own use**". As this is not for my own use, but for SQA I will need to make sure I have permission from all my actors in my advert to film, and will need to make sure if anyone one is in the background I also have permission to film them as well. To make sure I have permission from everyone to film I will send out letters to parents and careers, I will do this in a weeks' notice so I can make sure it's all in order and I'm compliant with the laws. I will only use my film for the purpose of my media assignment but if I need to publish it professionally or show at a school assembly I will have to seek new permissions for this use to comply with this law.

I looked at the school rules and spoke to the office staff to find out what the rules were surrounding pupil absence from school during school hours was. I found out that there are lots of forms that need to be completed if a school pupil is to go off the premises during the school day and they also need to be accompanied by a staff member. This is problematic because I will not be able to get a staff member to join us if I want to film shots outside of the school. as a result of my finding I have decided to change my schedule to only shot in school shots during school hours and will spend my own time at weekends filming shots out of school , this may cause problems with availability for actors but I will work round it.

I researched copyright laws for music on www.copyrightuser.org and found out that I will be able to use the song as long as I don't publish my advert for commercial or promotional use. This is ok as I will only be showing my advert to my teacher, my classmates and the SQA. I don't know what exact song I am going to use yet as I'm yet to pick out of my options, but if it requires copyright I will make sure that I seek copyright approval if I ever was to publish it for real.

Media assignment

2a.

Editor

In my production role of editor I feel as if I had a fairly good and easy time. I used the software iMovie. I was able to put all of my shots for my advert into a black and white filter like I wanted. I think the filter was really effective for my film as a whole and it improved it by being able to use this filter tool. I wasn't initially planning to do this but when playing around with iMovie I found it was a really easy tool to use and it looked better in black and white. If I had more money I would have got a better software and used it on a laptop as iMovie was very hard to use on my phone as it was small and I found it difficult to sort and edit all my clips. I feel that I would have got cleaner cut clips and been able to cut out the end of scenes where you can see my friends giggling if I had a bigger screen and/or better software. The other issue I had with editing on iMovie is that I have long fake nails so I found it difficult to drag clips, etc., as you need to be able to use fingertips as the screen is very small on an iPhone.

Director

In my production role as director I found it hard at times. In this role I am meant to be able to organise all the people to do the right thing and be in the correct place I found this difficult as only a selected few of younger pupils wanted to actually take part in my film and as I filmed the scenes on different days the pupils I needed were in a different department and I couldn't use them, my film would have been easier and quicker to create if I had done those scenes on the same day it also would have looked better as I would have had the same number of pupils and the same ones. As in one of my scenes I was unable to get the same amount of younger pupils to walk the corridors with J as my actor as I did with E this was annoying as the scenes were meant to be the same but now look a bit different. It was meant to look like the scenes were parallel of each other with the only difference being the main character, but now looks not as good as J's scene doesn't look the same and doesn't look as good or effective as E's. I think the scenes would have looked better if I had had the same amount and the same pupils in J's scene as I did in E's. I also found it difficult to direct the younger pupils as they were not good at listening or following instructions, it took a lot more time out my filming and I would have been able to finish filming my film quicker if they had been helpful and followed the instructions straight away. It was also annoying as they were very hyper and excited that they were out of class that they kept carrying on and being silly. My film scene would have looked better if they weren't all giggling.

Camera operator

In my production role as camera operator I found it difficult as my phone did not fit in the tripods my school has there for I had to do all my filming on hand, this was not good as I couldn't get steady shots that I needed. If I had money in my budget I would have got my own tripod but sadly my budget was £0. I feel like all my scenes in my film would have

looked better if they weren't as shaky. I also had to keep all my scenes still and could not move or do moving shots as I didn't have a steady cam, a bigger budget would have also been good here but Steadicam harnesses cost more than even tripods so this was a nonstarter. I would have liked to have been able to follow my characters down the corridor scene because it would have created a more realistic effect and made it seem like this was just a normal day for them. It would also have drawn the audience in better because it would make them feel like they were following them, so they'd be more sympathetic. But as it was not steady and did not look great when I trialled it I decided just to stay still and have them move towards and away from me and the camera. This was the better option as to follow them with handheld movement would have lessened the quality of the shot and made my film look amateur rather than the slick finish I envisaged for my film. I think my film in those scenes and on a whole would have looked a lot better if I could have had moving scenes and not just all still shots, but on the whole I think I made the best of the constraints that were in front of me and produced a high quality film given the challenges I was up against.

Location Scout

In my production role as location scout I found it very simple and not time consuming to find good spots for my film. As where I live there is a forest walk way I was able to get E my actor to meet me there, as he lives near me and the Forrest, and get the shots I needed for the last shot of my film. I feel the last shot in my film is very effective and the location plays a very big part in how effective and hard hitting the scene is. It was also good as it was cool and snowy weather when I filmed the shot which gave me great natural lighting and also made the scene feel more cold and hard hitting. I also found this production role simple when filming in school as most of my shots where in places no one else would be at this time of they day as other classes would be in class. The only difficulty I found is that prelims where going on during my filming and we weren't able to cross through the foyer and we had to be very quiet when on the ground floor. This was only a little annoying but all in all did not Effect my final film or use up any more time. This role was not as time consuming as I thought it would be which was good as it meant I had extra time I had left free for filming where I could edit.

2. B.

In 0-0.28 seconds of my film I established the sad tone of my film through the black and white filter. I used a long shot of one of my characters walking one way through the corridor and everyone else in the corridor walking the opposite way. I then used parallel editing and put in a shot of my other character doing the same thing, walking through the corridor one way and everyone else going the other way. I done this as it represents them both going against everything, they feel as if they are alone and everyone is going against them. I got shots at both angles of both characters walking towards the camera and away from the camera, I put these one after another I done this as it shows again how alone and isolated the characters feel. I'm pleased with the way these shots turned out as I feel they both effectively show how these characters are moving against the tide and are standing out from the normality in there school, I feel like the use of parallel editing in this scene was effective as it shows that both pupils are experiencing the same thing in the same school. I feel like this is important because it establishes the idea that the issue addressed In my advert effects both boys and girls and the fact that I shot it in the same corridor shows there can be lots of people in the same school going through the same thing and they don't talk to and help each other so they are suffering in silence. The black and white filter I establish in this scene and which goes throughout the full advert is effective in establishing a serious and sad mood in the full of my advert it is also good as a lot of people view mental health issues as black and white meaning they stigmatise people with mental health and don't see it as the big complicated issue that it is, my later advert later seeks to prove that there is a wide spectrum of mental health issues that people need to be aware of, and so I think that my black and white filter reflects the restricted view that the world has on mental health in an effective way.

In 0.37-1.00 I have scene of both my characters in classrooms doing work. Both characters in each scene in the class room are sitting alone looking blank and just doing their work. Firstly with J I use close up shots then go to a long shot of E , in both these shots you can see other pupils in the back chatting and looking happier, I made sure the pupils in the back looked happier and chattier than both my main characters so that they stood out in the shots and so the audience could see they were not happy and felt left out. I made sure my actors didn't look overly sad because many people with mental health issues art recognisable. So I only get them to stand out with my camera shots bringing them to the front of the shot; but with everything else e.g. Clothing, schoolwork, etc. they are the same as the people around them like friends and teachers wouldn't notice they are suffering with mental health issues. I think this subtle way of making them stand out is effective because it reflects the reality of mental health issues where sufferers are often hiding in plain sight. I am really happy with the way my actors stayed in character for the whole of these scenes because their realistic take on the role helps to engage the viewers and feel even sorrier for them. Finally by continuing with my parallel editing in this scene and by having both characters in the same classroom with the same pupils behind them it effectively continues

the idea that this could happen to anyone and there may be more than one pupil in the one class struggling with mental health issues.

In 1.03-1.30 time of my advert I go through my characters both eating lunch them self this is a stereotypical sad scene seen in many other films , I got my inspiration for this from other films as I feel it is the most upsetting thing to see someone eating lunch themselves. For example in mean girls Cady is at her first day at her new school and has no one to sit with so sits herself in the toilets, this is a sad bit in the movie and I wanted my advert to have the same effect with the audience. I got both the shots in different locations to show they sat totally separately at lunch, I used eye level shots on both my shots so the audience is on the same level as them and can empathise more with my characters and feel bad for them. To make the shot of E better I would have made sure there was no shadows moving on him as I feel it makes this shot look bad. After the lunch scene is my first bit of on screen text. It says "today's teens are more depressed than ever" it's in all caps and serif font on a plain black background. All caps draws attention to it this is good as it is an important message and needs to be known and seen and listened to. I also used serif as it is a modern feel because it's a really current issue. Overall I'm happy with the sequence because it really furthers the narrative and creates more sympathy for my two protagonists

In the end 1.31-1.52 , this is when my film takes a more drastic turn you see my character walking home , you only see him from behind the full scene , you then see him walking through the forest again you don't see his face or facial expressions i feel this makes the viewer more shocked and intrigued to what he is doing and where he is going. What he does next is a shock as the full film has just been him going through his day normally not looking much different to anyone else, just with subtle things that are easily missed like him eating lunch alone etc. The scene of him walking then cuts to a low angle shot of a rope being tied around a tree , this is a shocking end to my advert and it really gives out the message that no one can really spot mental health issues and even little things like eating lunch alone can make someone feel they have no one and do something so heartbreaking and drastic like committing suicide. I put the scenes on him walking through the forest and the rope in colour as it is like e's feelings of finally being free from the horrible and lonely life he leads. it also contradicts what the audience expects as suicide is a really sad thing and you would think this would be the only scene in black and white, so subverting this and switching to colour at this point is likely going to be more memorable for the viewer. it also adds realism as we see the world in colour and we should see the world how it is especially when suicide and mental health issues are so prominent in teens and young people in this day and age , it makes the viewer know it is a real issue and listen to the message being sent in my advert. The last text that is seen in my advert says "donate now" and then gives a website and a number , i made this the last text seen as i want the people who view my advert to then see the seriousness of the issue and want to do something about it by donating , also the number i put at the end is a hotline number then for anyone who watched the advert who is maybe feeling suicidal or even had any issues can phone

and get help before it is too late. In this section I also included a statistic to show just how many teens suffer from mental health issues. Statistics are a strong rhetorical technique used to make an issue seem more real and hard hitting. That's why I thought it was important to use in this section just before suicide as it clearly and effectively shows he's not the only teen with suicidal impulses.

Throughout my full advert I use one song, by Ludovico Einaudi, he is well known for his piano music being used in atmospheric and depressing films most notably 'This is England', in the TV show 'This is England' a really good example of where his music was used was when one of the characters is telling her friend that her friend's dad had raped her, instead of hearing the horrible dialogue you just hear the really sad piano music by Einaudi. This scene was so emotionally touching and powerful because of the use of music that I wanted my film to have the same effect on people so I used his song the full way through my advert and had no dialogue at all. I feel this was really effective in having the same effect as 'This is England'. The song I used is "Una Mattina" this song isn't the same one used in 'This is England' I wanted to use a different song so I had my own effect on people. I also chose this song as most of his songs have an up and down kind of feel to the tune where as this one is a steady tone and stays mostly the same the full way through. I felt this would be better as it represents depression always feeling so low and always the same rubbish every day. It's like a steady state of bleakness rather than ups and downs and I think this song perfectly reflects this. I also let the song continue to play after the hints of E's suicide whilst the statistics are up on the screen as I thought this works well to continue with the bleak feeling the audience will have. If I could change one thing in the final edit I would have the music fade out instead of stopping abruptly as this would have better impact on the audience and reflect the idea that this teen's life has just faded away. This will be more effective in appealing emotionally to the audience and getting them to donate and take action to help those with mental health issues.