

Candidate 3 evidence

For Candidate Use

Give details of your brief in the boxes below or attach your brief as a separate sheet.

Your instruction/stimulus

Create three film posters to promote the upcoming release of a film you have create

Your target audience

15-26 year olds women/LGBT people

The level of finish expected

Three completed film posters, one main poster, one teaser and one character poster.

Higher Media Assignment

Section 1: Planning Stage

1a.) Creative Intentions in Response to the Brief

Form

The form of text I have chosen is a film poster. I have chosen this because I take Higher Art and feel my creativity lies in the area of poster creation more so than videography and so I think it will be a little easier to get a better end product. I also chose it as posters can be placed anywhere therefore reaching a wider audience and making more people want to go see it which will ultimately increase overall profit. I also chose this medium as it would be more cost effective as it would be cheaper to print posters than it would be to pay lots to advertise a trailer and people usually scroll past advertisements or skip them therefore not reaching as many people as you hope for and so that is also why I chose to do a poster. Also some people like to collect their favourite movie posters and so it could help build a fan base of the film.

Genre

I have chosen to pursue the horror genre for my film. I've decided to do this as I think it will allow me to have more dramatic images and enigma codes on my poster as it isn't trying to be too realistic like other genres such as coming of age genre and so I think it will allow me more room for creative ideas and more high impact images appearing in my poster but also a hint of a chick flick comedic moments, this is because I think it will be more entertaining and garner a wider audience of fans of different genres too and also it can be quite satirical and allow me also lots of room for how the poster will look and great tag lines and so I will do a subverted genre combining both chick flick and the horror genre.

Purpose

The purpose of my poster is to raise awareness of the movie's existence and make people want to go see it. Ultimately, this will increase my overall profit. I will achieve this by making it as eye-catching as possible through uses of colours, subject matter and text and this will make people more excited to see the film and create a buzz around it, which will in the end result in more people seeing the film, more profits made and a bigger brand around the movie. It's also to persuade them to pay to go see it and tells them roughly when it comes out so they do so. I plan on doing this by making my images and wording, that is slogans, as high impact and shocking as possible shocking to catch my target audience's attention. I also intend on using enigma codes through images and slogans which will peak the audience's interest and make them want to come see my film to find out more.

Target audience

The target audience for my posters are going to be more minor fans of horror, that don't mind all the messed up plots but not too serious expecting the scariest movie of their life, as it is mixed in a more chick flick atmosphere and so it's not pure horror, just lots of aspects from the horror genre. If I was only to target dedicated horror enthusiasts, I think they would end up being unimpressed with my film as I am merging genres to create a hybrid genre of horror/chick flick. Therefore, dedicated horror fans might feel the horror element of my film is too diluted for their tastes. That is why I am choosing not to directly target them. I am hoping that by using a hybrid genre, it can widen my audience to much more people as you don't need to be a huge fan of horror to enjoy it or find it funny at points. I will target 15-26 year olds as more young people on average enjoy this type of thrill than older people and I want it to predominately be aimed at women and lgbt people. I will ensure I reach out and attract these groups by using mostly woman or minority representation characters which I think will make it stand out from the market as we are used to seeing a big scary male killer and so I think it could make more people want to go see something a little more different giving it a slightly funny and sarcastic feel to stand out from the saturated seriously scary films. I researched that the majority of horror audience are men and so I think this film can help attract other demographics to starting out in the horror genre.

Content

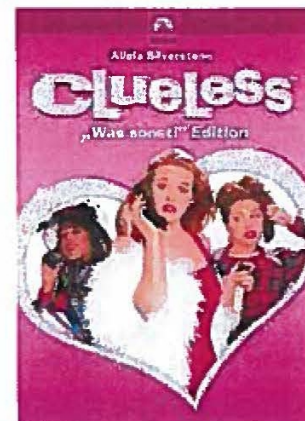
My initial ideas for technical codes are to do a pink fading into ruby colour scheme with quite a bright white background and some hints of black. This is because stereotypically pink is a girl's colour therefore I am hoping it will catch some more attention from my target demographic. And it fading into a red is to show it has horror elements. And the bright white background I think would make it stand out more and be more noticeable also most horror posters are low-key and so it could help it stand out from the market. I think I will do a dramatic font contrasting with the background colours so people can easily see the name of what the poster is promoting so more people remember it and go see it. I think I will also include a hashtag on it as the target audience is more tech savvy and so it could get some of a social media presence as it can raise more awareness of the movie in a way where the promotion can be free and reach more people to know of it. Ways that the audience will know that it's set in the present is because of the style of clothing that the characters are wearing being the same as what the contemporary audiences are wearing. The film will be in colour as well as it being quite an up to date quality and maybe some modern technological props like phones such as the most current iPhone and Samsung phones. This will all be reflected in my posters so audiences get a full sense of what the film will be like when they go to view it.

1b.) Content research: Representation and Narrative

This *Scream Queens* character poster uses representation to convey elements of this character's personality as well as elements of the plot. Firstly, it represents the character as innocent due to her having bubble gum. This is commonly associated with childishness as this is a popular thing to have when you are a kid so this representation connotes innocence and childishness. The character is also represented being the perfect girl as she is what is considered as stereotypically pretty with full voluminous hair, nice make up and posing in a seductive manner staring right at the camera. However, this representation is skewed to be more sinister as her reflection in the mirror is staring in a different direction and appears as half her face and half a skull. This contrasts with the person facing the camera which represents the character as perhaps having a more sinister side than we first see on the surface. Skulls are commonly associated with death which shows the character possibly has an evil deadly side as they both share the same hair which shows it is her in the reflection. This duality makes us want to find out more about the character and to go watch it to find out what she is actually like and acts as an enigma as she isn't a one dimensional character. She has many sides. The skull could also represent and foreshadow the characters imminent death as there is a knife behind her. She is unaware of this knife which ties back to her representation of being innocent and so doesn't notice the danger of the knife behind her or the scary skull in front of her in the mirror as she is too busy looking at the camera chewing gum, so it shows she maybe doesn't pay attention well and is often distracted. This poster has influenced my creative ideas as I would like to include a mirror and scary things in it for my posters as I would like to show a representation of duality of the character and I also want to use stereotypical 'pretty' images of the characters but with a twist to show that not everyone is what they first appear to be.

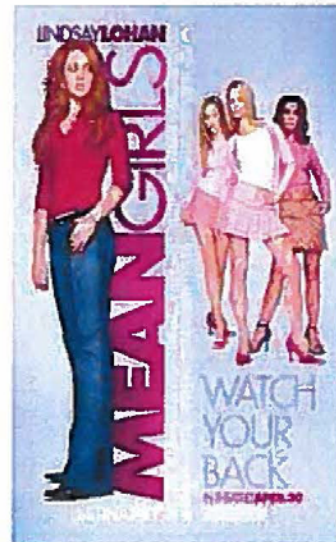


In the *Clueless* poster the person in the middle is in front of the others. This gives a sense that person is more in charge and is the main character as she is more prominent in the poster. It also gives us a sense that she plays a more important part in the movie and she may be the main character and the film is centred around her and the people behind her are the side characters, with less important roles as they are less prominent in the poster. This would tie into Propp's character theory of the hero of a text being the most prominent. The positioning of the girls on the poster also gives a sense they may be friends as they are close together in similar colours of clothes but also maybe arguing with one another as the one in the middle has a worried facial expression and the one on the right facial expression looks like she is over it. So maybe they are friends but in conflict with each other at points and fall out with one another. This has inspired my posters as I want to position



my characters in a way that shows who is the most prominent to tie in with Propp's character theory so that we know who the hero and villain is.

The positioning of the characters on the *Mean Girls* poster also utilises Propp's character theory of how the hero and villains are and it also gives the audience an insight into the plot narrative. It gives it a sense of isolation for the one on the left, due to her standing alone in different style of clothes that are darker colours than what the others are wearing while the others are in a group wearing all lighter shades of pink. This gives it a sense they could be bullies as they are looking at her rather meanly, combined with the slogan under them of "watch your back" which further adds to the idea that they could be out to get her, as the one on the left is facing away from them, it lets us know that it's her who has to watch her back. The poster is in high key lighting which makes it more light hearted and commercial as this ties in with representing the 'popular' girls as conventionally attractive with good lighting as opposed to making the bullies on the right look scary and unflattering in low-key. High key is often associated with comedies and a lot of widely enjoyed genres, and very commonly used in chick flick films. Also which helps further give it a light hearted satirical feel as chick flicks aren't supposed to be too serious. It uses colours predominately pink and purples which anchors that it is a chick flick film as these colours are commonly associated with this genre. This makes it appeal to girls more due to that being more stereotypical associated to that gender and so will garner a wider audience of girls. We get a sense the one in the middle in the group of 3 is the leader as she is slightly in front of them therefore more prominent which gives a sense she is more in charge. Each of these aspects combine to represent the genre of comedy and also to highlight that the typical stereotype is being used for 'popular' and 'pretty' girls. This has inspired my posters as I want to use the representation of what is considered stereotypically pretty and popular for my characters and analysing this poster has helped me see how colour, lighting and positioning can also help me in this representation so I will also use bright and light colours as well as high key lighting and look carefully at positioning my characters in a way that makes them look menacing to highlight the horror element of my film.



The *Mean Girls* poster only features white people. This makes it have a lack of diversity in race and therefore non-white people may not be able to relate to the poster as well as they don't see themselves represented in the characters, this may reduce sales in areas that are more ethnically diverse. It also features only girls. This lets us know it is probably a 'chick flick' as this is the most common audience and so girls may feel well represented and want to go see the film. It only features conventionally attractive people. This may be seen to perpetuate a specific standard of beauty. Tall slim etc. This may put people off seeing it as they don't feel represented as they don't have that 'ideal' body but also in a sense it works for the 3 girls in the back as they come across as bullies and commonly in the chick flick genre the bullies are the stereotypically popular conventionally attractive girls as it makes you want to hate them more because they feel a sense of superiority. It tries to represent multiple hair colours eg blonde, brown and ginger, this will make more people feel represented as

not everyone has blonde hair and so may see someone with a similar hair colour and subconsciously feel represented as they can see themselves in that character. I will keep this in mind in my poster creation as I too want to play with stereotypes of what society deems to be attractive. I will learn from what I feel are the mistakes of the *Mean Girls* poster and I would like to include a more diverse cast of different races in my film posters as well as also include males. I feel by doing this I will have a fuller representation of a wider audience which then will link to me attracting a wider audience to come and see my film.

The sleekness of the *Devil Wears Prada* poster gives it a modern feel however some audiences specifically older ones may associate a red heel with *Wizard of Oz* and think maybe it's an older film and it is quite a timeless element to the poster so it could be from the 40s if it was in black and white. This is a clever use of representation as this film targeted older audiences as well as younger audiences so to represent something as classic as a red shoe that symbolises so much would ensure this poster brings in as wide an audience as possible across ages. I need to consider this in my poster creation as I too want to attract my target audience but it won't harm me to use symbols that represent older films to bring in a wider audience so I plan on using symbols from movies like *Clueless* which will attract a wider audience.



The mention of Prada in the title lets us know it's more of a modern film as Prada was huge at the time the film was made and so audiences with a little fashion knowledge may read it as modern opposed to it being set in the past, we also get an impression its maybe set in the western world as Prada is an Italian brand and also its in English and the actors are well known in Britain. It uses the representation of the fashion world which capitalises on the stereotype that people that like fashion are evil or rude, e.g. Cruella De Vil, which may make more sense of the poster for the audience as it's just a heel and not any characters, so playing on the stereotype of power hungry and evil may make it easier to understand right away for the audience. For this reason I will incorporate stereotypically fashionista symbols in my poster so the audience know the type of audience I am appealing too and know that I am exploring as well as exploiting representations of stereotypes in the fashion and 'popular' world.

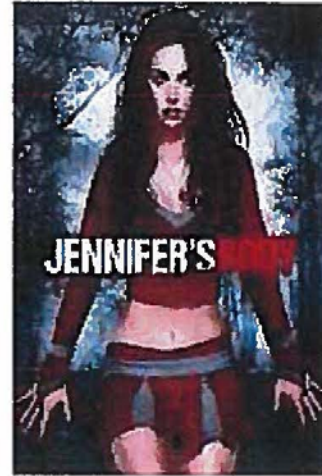
1c.) Content research 2: Categories and Language

In *Scream Queens* poster the slogan 'pretty evil' anchors the horror genre that it represents as the word choice of 'pretty' represents the character's more good side as that side is more conventionally attractive and therefore associated with goodness. However the 'evil' represents the skull side in the mirror as it looks much more sinister and deadly. I like this idea of using a slogan that can be ambiguous and give of a dual meaning to represent the duality of my character so I will use a slogan that does this to show that despite my bright colours and lighting, there are undertones that point towards the horror element of my film.

In the *Clueless* poster the characters are pictured inside a sparkling diamante heart and this lets us know maybe there is a romance plot but the sparkles and the main character's white jacket boa lets us know it might be a glamorous movie at times, with the plaid dampening that down to make the film seem more relatable but also adding a preppy vibe and, making us think they maybe are in school or university which relates to a teen audience. The title of *Clueless* maybe gives us a sense the character/s isn't very smart and the pink background lets us know it is quite a stereotypically girly movie and they are girly too, making it fall into the chick flick genre as pink is commonly associated with that genre. I will use pink in my posters to represent the chick flick element of my hybrid genre and I will also take inspiration from this poster by putting my characters in clothes typically associated with high school pupils so my target audience know that it is set in a school based on how they are dressed.

The poster for *Scream Queens* lets us know it is part chick flick comedy and part horror genre due to the colour choice of the red white and black, these are commonly associated with the horror genre and used throughout many horror posters. Another way we can tell it is horror genre is due to the subject matter of the knife. This is a common weapon used by killers in the horror genre and looks deadly and so this lets us know it may be a horror due to this, also the subject of the skull adds creepiness to the poster and since skulls have connotations of death this also anchors that it is part horror as death is heavily present in horror films also the subject of the dark mirror suggests it is horror as mirrors are heavily used in horror films to show a glimpse of the villain or evil creature that the characters don't notice as they walk past it. This is similar to how it is like here as she is looking away and not noticing the evil person in the mirror. The hint of pink from the bubble-gum lets us know it may also be a chick flick as pink is commonly associated with the chick flick genre. The mix of both horror and chick flick associated colours is what I would like to do for my poster to anchor that it is both genres and also the mirror idea as it is both associated with beauty, chick flicks but also scary horror evil person in the mirror horror. I feel I can capitalise on the mirror being both a sign of beauty as well as a common horror trope – like in the famous horror *Candyman*.

This poster for *Jennifer's Body* gives a sense that it is a horror/mystery due to the use of red and black, as well as the creepy background of a forest with the strange bright white lighting. It has a dark tone due to all this and her serious pose, looking like she's about to pounce and kill someone. The title is the largest text and in the centre of the poster over her, which helps the title stand out and go hand in hand with the actual title of the film as it is over her body. It is in a combination of white and red. The white helps make her name Jennifer stand out while the red blends in slightly more to her outfit. The colours further emphasise it is mysterious and horror. It doesn't include the actors name, this gives more of a mystery over who Jennifer actually is and doesn't lose the illusion of the character by placing the famous actors name right next to the characters. We get a sense it is modern due to the high quality photo at the time and outfit as its more associated with nowadays and less decades ago. It represents women to be dangerous and intimidating, due to her serious expression and pose but also conventionally attractive which plays into the stereotype of women and also that she's probably rude if she is conventionally attractive. I'd like to use the idea of a character centre in the poster as it commands attention for the viewers of the poster to want to find out more about the character therefore find out more about the movie and go see it.



'The Devil Wears Prada' movie poster gives it a somewhat sinister tone; this is due to the use of bold blood red against the stark white, which makes it seem maybe there is an evil character or plot with at-least one person ruining people's lives. And also the pitchfork on the heel emphasises the sinister qualities to this poster as you'd associate the devil with evil and not a very good or morally right person to look up to. So this gives a sense it could be a horror even though it is more of a drama/comedy when you watch it. It could easily be translated it could read as a horror though due to the red and the devil pitchfork overall. The heel has a glossy quality to it, this helps the poster stand out a little more as it is less flat and a-bit more 3dimensional and also giving the poster a sleek simple and elegant look as-well. The darker red contour on the heel also helps make it more 3d and further stand out to catch the viewers' attention more easily. This has inspired my posters as I intend on using 3dimensional style posters to attract my audience and draw their eye to my poster and I will use subtle imagery like the pitchfork to show that although the bright colours make it seem like a chick flick teen movie there is a sinister undertone. I would also like to do a simplistic object like a heel for one of my posters as I like the simplicity but also a heel or something else commonly associated with the chick flick genre to anchor the point it is a chick flick movie I am making but also add a more horror twist to it like they've done here with the devil pitchfork.



The text on this poster is small and matches the devil theme as the 'v' in devil on the poster has a devil tail, further giving it a sinister horror kind of feel and the text is in black then red for the actors names and just all black for the title, which helps emphasise the title more as the black contrasts against the white better and also there isn't much black elsewhere in the poster, so it helps draw your eye to the title despite it not being huge; the title is slightly bigger than the actors names though, further helping that stand out first. The red and black for the actors continues the devil horror theme as you'd typically associate those colours with the horror genre and the emphasis is on their second names and not the first, as their second names is in larger text, this also gives it a classy elegant feel as they can get away with emphasising just the last name, as they are huge and known actors and so it doesn't seem desperate to make you want to go see it, you should just want to go. I want to use this idea of having either small or minimal text in a straightforward manner to make it seem elegant.

1d.) Production Roles

Poster Designer: I will appoint myself to be the poster designer. One thing I will have to do is find images digitally. This may be problematic if it was an official release as I would need permission for any images I used from the internet due to copyright restrictions but since it is for school use only I can bypass those issues as I am publishing only for educational purposes. Also another way I will get around it is to find stock images with no one's face in it, just the back of them, this saves worrying about their permission of being in it. This also saves time doing a photoshoot then having to edit it etc., into the background I want then have to edit it to correct the lighting etc. Whereas if I compose existing basic images together this saves a lot of those problems and allows for more freedom as I am not limited to a couple of models from the class, locations in school etc. and I wanted a simple white tile backdrop however this wouldn't be possible to shoot due to it only being in the bathrooms and me having a more diverse gender cast therefore it would be impossible without multiple different photoshoots then trying to spend ages trying to edit it to look like its one, so therefore I think doing it digitally this way bypasses those issues. I will also add texts in pink and red such as the title, slogan etc. onto the finished poster to further make it look like it's a movie poster and further raise awareness of the films existence, name etc. and hopefully get some people talking about it, so it can be successful and have a large audience wanting to see it, I will also edit in an official film age rating symbol to further establish quickly it is a film poster, so there isn't any confusion and also a release date for this reason and so people know what day its coming out

Editor: While researching this role I found that they edit the final poster to be the perfect end result, one thing I will do for this role is crop the poster perfectly so nothing is in the frame that doesn't need to be, that would take away from the poster. Also it is their job to do a final check to make sure there is nothing wrong with any details of it, that they could fix and so for this role I will double check if there are any accidental lines anywhere from the drawing tool on the pics art app as those can sometimes appear without you realising by accidentally tapping something etc. and so I will have to closely look to edit those out if there are any and I must also make sure the texts are readable and then change it if not.

Producer; Looking into this role I found that their job is to express their poster concept to the designer to draw and oversee that is done correctly and so as I am the designer I found that it was easiest just to make myself the producer too as I knew my ideas and goals for the poster and so it would be easier to do it all myself rather than spend time trying to explain it to someone else and end up with their interpretation to what I said rather than my own exact vision I have for my poster in my head. I also found that it is their job to time see the production as I am under strict deadlines and don't have the freedom of being able to finish it whenever I want, I found this is important to time keep as everything will need to be done under a certain time. This will make me stick to deadlines better to make sure my final posters are printed in on time and not rushed on the final day therefore being less effective to promote my film.

Production Assistant: While researching this role I found that it is their duty to assist everyone else by getting beverages, food or anything else the team needs and so I will do this as I will be making these posters staring at the phone to make it, staying

hydrated etc. will allow me to stay focused and get more done in the long run as I will be able to focus longer on the phone rather than get exhausted and giving up. I also will assist the production by helping get the poster printed and sourcing how I can do that to the best quality for my budget beforehand so when it's time to print it can save worrying about all that and help assist in getting it ready in time for the strict deadline.

Production accountant: Looking into this role I found it is their job to make sure spending is on track or the budget and doesn't exceed it. Since my budget is £0, it is crucial I stick to that and only use things I already own rather such as existing printing paper or apps I already have than spending anything extra on additional things such as super fancy printing paper or a premium app etc. and it is their job to communicate with the producer etc. this to keep them on track of the budget. Since I am also allocated to be the producer this makes communication easier as I can just keep in mind the budget of these film posters when coming up with the concept and making it.

1e.) Audience Survey

To find out more about my audiences needs and wants, I conducted an audience survey to assist me in creating my film posters. I asked predominately 15-26-year-old woman or lgbt people my questions as they are my target demographic.

The first question I asked my target audience was “what colours do you associate with the horror genre?”. I decided not to give my audience any choices or suggestions through a multiple choice option as I was worried I might miss out any colours in the options provided that the audience might want to see in my poster. So, not having multiple choice for this section meant I was hopefully getting a more accurate response from my audience. I found that 85% of people said red and black and 28% also suggesting white. These answers show I must include red for it to be read as part horror genre. However, although a small number of participants said they expected to see white, I still want to honour this and for this reason will also include white in my poster which may just be in small quantities but it will appear in the posters.

I then asked my participants “would you want to see a picture of a character in a movie poster?” 85% said yes, this shows that the majority of my audience expects to see at least one of the characters in at least one of my posters and so I will include a character in at least a main and character poster. This fits in with my plan well as I had intended to find pictures of characters to use in my poster as I feel it is important for the audience to see who is starring in my film as this can encourage them to come see it if it is someone they like or recognise.

I then asked “which of these is most important for a movie poster: for this question I decided to include multiple choice and so I gave the options of A) hints at setting and plot. B) Vague and keeps you guessing or C) major clue to key part of story”. 57% answered A and 43% said B and absolutely no one said c. This led me to a conclusion that I will hint at the setting and plot in the posters but also have 1 teaser poster that is vaguer, as this is what my audience wanted and I personally agree also.

I then asked “do you think it is important to have actors or director’s names on the poster?” 71% said a solid yes and the rest said yes but only if they are famous and it will help sell, no otherwise, although most said a solid yes. I personally agree with those who said only if they are well known, as I think the poster will be overcrowded with the title, slogan, release date, a hashtag then actors and director names. I don’t think this will help it sell as they are unknown and so I won’t include it, in order for a sleeker, less crowded poster which means I might not even include director etc if it makes the poster too crowded.

I then asked “what should be more prominent the actors or director name.” 57% said actors. However, as I plan to include neither now, this now means that it doesn’t matter what is more prominent as none will exist on the poster, but it also shows they are interested in the characters and so I will need to do a good job for the main and character poster in giving enough personality and showing of the characters that makes you want to see the film.

I then asked “what do you think the largest text should be on a movie poster?” an overwhelming 85% said the title of the film. This shows I need to make the title the largest text as this is what people will want to know most in order to go see it and I will go with my audiences wishes as well as also personally favouring this too. I think the title being the largest text will help drive sales as it will raise awareness of the name of the film which that people could then talk about to friends etc.

Later I asked “which of these slogans is more effective in making you interested in the movie? A) the devil you know b) now you are truly botched c) mirror mirror on the wall, who’s that behind you all? D) revenge is best served through the throat.” 42% said c. 28% said a. 14% said b and 14% said d, this shows the most enticing option is c and probably would be the smartest choice to choose therefore however it wasn’t a huge majority but I think I will still use it and base the poster around that as I didn’t necessarily have a favourite I was set on and is probably the safest choice to go with my audience’s reaction to these slogans.

I then asked “is diversity important for a poster?”. 100% said yes. With one also commenting yes main poster but not for a teaser, this shows I need to try to include a variety of diverse characters in the poster, so it is inclusive and therefore more likely to be successful in today’s more aware climate and meet my audiences needs as I am hoping to get an audience that is more inclusive in this teen to young adult age group despite traditionally horror being for heterosexual boys.

Later I asked “would you rather see a protagonist or an antagonist on the poster?” it was split 50/50 with lots saying both, this shows I can choose whatever I’d prefer or try include both in the poster with me leaning towards antagonist as I think it is more interesting personally but will at least have the protagonist in the main poster too and so I will include both but have the antagonist on 1 more posters than the protagonist

Then I asked “would you rather it be bloody and in your face or a subtler creepily scary?” the majority 85% said creepy, this shows I should try make it scary in a subtle way instead of more graphic and so possibly more hinting towards what is scary about the film as opposed to outright showing it, and so I think I will have to carefully make the poster scary enough it comes across as a horror but not enough it’s too much and making a wide chick flick audience not want to see it therefore

lastly I asked “what colours do you associate with chick flick movies?” 100% said pink and 28% also saying purple and 28% also saying blonde or yellow and 14% saying red for romance ones also, this has led me to use pink as it is a staple in the chick flick genre, a blonde character also for this reason as blonde is a huge identifier of this genre and also red as it is also part horror genre and will add a more horror feel too, so a mix of chick flick and horror poster characteristics.

1f.) Institutional Research

A constraint I faced was the additional school work I have to finish for my other subjects, this is because I have lots of paintings and drawings to complete for art that takes up a lot of my time that I could've used to perfect the quality of my poster, as well as finish my final piece of jewellery we are doing for design. This takes up a lot of time as it is huge in scale with lots of small individual details I need to perfect for it and I have English folio essays to complete as well as an RMPS assignment to be finished soon in my own time and other drawings I need to complete out with school to assist with my college application that I want to pursue. All of these combined make it so I can't spend as much time working on the poster as I would've liked. A way I've overcome this is doing it digitally combining already existing images to complete my own concept, this is much quicker to insert images than to draw it, also I like the bolder colours doing it digitally but if it was drawn it would take a long time to get bold colours that stand out for people to see, or not at all likely to be as bold as what digital can do quicker.

Another constraint I have is that I tried use the editing software 'Microsoft publishing' on the school computers and found it really confusing how to work it and it was taking me quite a long time to figure it out and wasting precious time doing so, I overcame this by deciding to do it on my phone on an app called 'Pics Art' that I had prior experience with editing and combining images etc. This is similar to what I was going to do for my poster and so I feel more confident using that app on my phone and will save a lot of time, and also I can work on it at home if I need to which also is a benefit

A problem I must overcome is copyright laws, this is because I am using already existing google images people and a background etc. for my poster, which may be an issue due to rights of images, privacy etc. but I will overcome this by having no faces and using only stock images of peoples back of hair, this also works well for my main poster as I wanted facing away and only thing facing us is the mirrors. Also this is overcome as I researched about these laws and it is mainly for any commercial use and so it won't be as much of a concern as I am doing it for school use and not making any profit from it, also it won't be published publically and only seen in the context of media class and so it won't even be known I am using the images and so I won't need to worry about these copyright laws.

Another constraint I have is the budget of £0 this meant that I was restricted to a small amount of text choice on the pics art app as you had to buy the premium version for more text options. To overcome this, I looked into apps that allow you to add text and found one with lots of good options called "Phonto" and so I will finish most of the poster on pics art then just add the text on this new app. This allows me lots of text options that may work for my poster better such as scarier looking texts despite the budget of 0.

Finally, another constraint I must overcome is not having any wifi at the moment at home as it is needing fixed and so this may restrict the amount I can work on it at home as lots of the features require wifi to access on the app and being able to access internet for the images for it. I will overcome this by working on it sometimes at lunch and break during school using their wifi connection, or emailing myself the

images I got online using their signal on the computers so I can then work with the images at home combining them all, without being hindered by my lack of wifi at home right now.

Section 2: Development

Task A: Institutional Context and Production Roles Evaluation

A constraint I faced as poster designer was that I wanted to originally create a gradient of pink and red for the text in my poster, however when I tried this, some parts weren't as readable as they should have been due to the images on the poster such as the girl on the left with the pink top. The main reason it was illegible was because it was placed on top of already existing pink used in the poster and consequently there wasn't a clear contrast. Therefore, I decided I would overcome this by adding a black outline over the pink and red text, this made the gradient a little less noticeable but hopefully more readable and also a black shadow to make the text look more 3D and stand out against the background. This also went with my horror theme and "mirror on the wall who's that behind you all" slogan as it gave a sense that someone menacing may be there and that's almost their shadow.

Another problem I encountered as poster designer was the app I was using called 'pics art' kept crashing and exiting me out without saving some newly added details. I overcome this by constantly saving it in my phone photos every time I added something new. This meant that if it crashed again I'd be able to get it back easily, saving me time of having to redo it. It also meant that if I added something I later didn't enjoy the poster containing, I could go back to a draft before I added it and get rid of it from my poster. Overall I feel it was helpful to have lots of saved versions as when it eventually crashed again I could go right back to where I was which saved a lot of time, as I was trying to finish the last poster the night before the printing deadline and if I hadn't saved it, it probably wouldn't have been finished in time to be printed.

Another constraint I faced as poster designer was that I wasn't able to access the library at break or lunch to gather my images for the poster as in my school you need to get a pass prior to entering or you weren't allowed in. This meant that I couldn't start making my poster until I got some images from the internet as I didn't have any at home at the time. and I didn't want to try go through the hassle for getting a pass for another day as I knew there was a much easier quicker option and so I overcame this by using the computers in the art department to get the images from the internet as I often use the department during lunchtimes and would already be in that department; therefore, there would be no problem with me using the computer if I needed to. Overall I feel that this was a beneficial solution as it meant I could also work on some art work I had to finish afterword's, which relived some pressure and allowed me to focus a little more on the poster therefore as I had slightly less work for other subjects to finish by doing that.

An additional problem I faced was that it was hard to find specific images such as someone facing the other way holding a pink mirror and one that was already with a transparent jpg background so I could quickly add it without having to spend long periods of time trying to cut it from its background, which would have left unclean and jaggy edges etc. I overcame this in my role of poster designer by getting the image that best resembled what I was going for such as the back of someone and then

using the 'draw' tool to draw on the arm holding the mirror and since I found it difficult to find a pink handheld mirror that was transparent jpg, I took a silver one and edited it pink in the 'adjust' tool, which was much easier than trying to draw whole new mirrors and trying to make the three look symmetrical.

Lastly, another issue I encountered was time. I had so many deadlines for different assignments, paintings, drawings, designs and essays all for the same week, as well as working on my college application, working on drawings for the completion of my portfolio, as well as preparing for 2 interviews for courses. This meant I couldn't dedicate as much time as I ideally would've liked too. I overcame this by utilising my time by creating a schedule which allowed work on my posters to continue nightly, while also dedicating allocated time to my other deadlines. Once realising how tight for time I was with my posters I decided I'd just use an already existing image and crop it to make it look more 'my own' and just add a filter and 'adjust' tool to make it fit my colour scheme of pink. This saved an immense amount of time as well as me realising it looked a lot cleaner and professional than my main poster as I had used so many different tools and the drawing tool to make work. However, there would've been no other way to achieve the idea I wanted for the main poster without doing all of that, as it was so specific.

Task B

For my main poster I feel I included everything I set out to do such as the high key background and the 3 diverse characters looking into the mirrors. But I also included some things I didn't intend to do until I was making my poster, such as the writing of "die" on the mirror or the big creepy spider looking nails in the middle mirror, this is because they are so long and exaggerated that they resemble big spider legs. or the crack on the right mirror. I added these as I think it made the poster more interesting and would maybe entice potential audience members to want to go watch it due to the enigma of "who wrote that?" "What is those red things and what is it going to do?" "Why is there a crack in the mirror?" Overall I am really happy with how my poster turned out as I feel all of these things goes hand in hand with my enigma slogan on the poster saying "mirror mirror on the wall, who's that behind you all?" The audience will be distracted by the obviously pointed horror genres that they don't know someone may be behind them, and it is almost like it's the audience and viewer of the poster who is, as they are looking at their backs. This involves the viewer and therefore hopefully making them feel more attached and want to go see the film.

Another thing I added that I didn't set out to do was the yellow glow of shadow under the word 'blonde'. Although I did set out to include the blonde hair colour as it is so heavily associated with chick flick films I didn't plan to include it anywhere else on the poster. But I thought it highlighted the word "blonde" successfully and was good imagery to hopefully get the title stuck in people's heads and that also added a bit of detail and differentiation to the text, so it wasn't just all the exact same. I feel that it makes the poster fall in line with the chick flick genre as I highlighted the blonde association in such stereotypical films and also yellow is associated with comedies and I wanted the film to have a slight satirical funny feel to it, even though essentially it is a horror. I therefore feel this makes it work more successfully too at drawing in a larger audience. I think I achieved the plan of making it creepy as no one is actually

being killed but this could maybe be right before they are. The red nails coming out of the mirror is quite eerie and uncomfortable like a spider but I also decided I'd include a little bit of blood with writing in the mirror, despite intending to not make it bloody or in your face, as I felt it made it look more obviously part horror genre amongst all of the pink and blonde chick flick associations. I just wanted to make sure it read as both, opposed to more heavily one or the other.

I only included a hashtag in my teaser poster. This was because I felt it would be way too busy in the main or character poster, with all the other text. I felt it fit with my teaser poster as I had a much simpler one image background of the heel and so there wasn't too much going on adding a hashtag. I also feel it works as my teaser poster is very vague and has an enigma of "killer heel?" This I felt made people wonder what this heel has done and is a play on words as good tall heels are commonly called "killer heels" and so it's both that and also in the horror sense for my poster. I chose a heel as heels are stereotypically associated with my target demographic as well as being heavily featured in chick flick films, and so by including the heel and the pink filter I felt it also makes it read part chick flick genre. Also, the blood and "killer" makes it read part horror too. The hashtag I feel is a good direction for people to go find out more and what the poster is actually for. It also helps promote my film, as the poster is so vague and people may think it is an advert for high heeled shoes and so I think the hashtag is a good way to direct potential audiences to find out more and hopefully want to go see the film. Also the extremely high heel is almost like a sharp blade, which I chose as I thought it was a good substitute for a knife, and also reads part horror despite being very much a symbol of the chick flick genre too.

For my character poster I decided to do a "mean girls' burn book" inspired idea. To do this I included lots of different text choices for people's comments about the villain. I felt the varying fonts almost made it look like lots of different handwriting styles, like it was written on by different individuals. I also decided to have a very minimalistic style for her (The main leader of the mean group, my own villain version inspired by Regina George from mean girls, a classic chick flick genre film). And the cut-out of the blonde hair etc. for a more minimalistic look this poster, and no actual body or head, . This I felt made it look more simplistic and easier to view, as less is competing for your attention as well as highlighting the aspects commonly associated in chick flick films such as the blonde hair or the nails etc. It also meant I wouldn't need to include a random person's face without their permission and would therefore avoid any privacy or copyright issues if I chose to display the poster out with school. Also, because the face is missing hopefully the audience may see themselves in the person as there are a lack of facial features and so viewers of the poster may imagine whoever they want the person to be. This makes it more personal and hopefully makes people more invested to go see the film.as maybe you could imagine that was you or your friend or maybe the school bully and make you want to go see it as you want to see if they'd succeed or get what's coming to them.

I also decided to include a red kiss in the form of a lipstick mark which I didn't particularly intend to do initially. I chose red as it fit in with my horror genre as red is commonly associated with horror, but I thought the kiss at the top also brought an association with the chick flick genre too, as it is very girly stereotype to wear lipstick. I also feel it made the poster more interesting and again more like it's an actual page being written on. The image of the kiss also helped break up lots of the

text so it wasn't as daunting to look at and also made the poster more eye-catching. I also made the background pink as this colour is commonly associated with chick flick movies and so hopefully will target my target audience of girls as pink is stereotypically my audience's favourite colour and will hopefully stand out to them and make them want to go see it.



