

# Candidate 2 evidence

## Media Assignment

### The Brief

#### Section A stimulus



I've chosen these posters as they all make maximum use of contrast and shadows, which are crucial in creating suspense and a scary atmosphere in a horror film. In the 'It' poster creates horror by showing a young child being lured into darkness and shadows, or, 'the unknown' which is effective as we don't know exactly what's coming, but we know it can't be anything wholesome or good. The 'Get Out' poster conveys horror in an unconventional way which could be open to interpretation. It shows a mug with a face on the front of it, and a spoon going in the top. This could suggest someone messing with his brain and cutting his head open, and another thing that helps us jump to a sinister conclusion is the horrified look of the man who has a tear rolling down his face. The poster for 'The Exorcist' shows a more conventional approach to horror—a man standing alone at night—he is lit up but his surroundings are almost completely dark. This again suggests the unknown and makes us fear for what he is going to do. My film is going to be about a couple who go camping, but they come back early after the man is bitten by a rabid rat. As the film goes on the man gets progressively sicker and more aggressive throughout his daily life until he becomes half man half rat and tries to eat his wife. She flees their house and must help authorities hunt down and kill her rabid husband before he infects anyone else with this disease.

#### Section B — purpose

The purpose of film posters is to grab the attention of the target audience and promote the movie being made. To maximise promotion, I'll release more detail, little by little, each time I release the poster. E.g; The first will say "Coming soon" the next will say "Coming 2022" the last will say "Coming June 2022" I'm going to maximise my use of shadows and contrast to create an enticing graphic to promote my film.

### Section C — genre

I'm using the genre of horror, as it's an easily recognised genre and I've watched a lot of it. It's also popular with my target audience of teenagers and young adults due to the adrenaline that thrill-seeking young people love to feel when watching horror films.

### Section D — target audience

My target audience is boys and girls from ages 15-25. I'll cast an 18 year old girl and 19 year old boy as my main characters to peak the interest of both genders, and make it relatable for young people through pop culture references and modern settings and themes. The female role is going to be the protagonist, which will go against the stereotypical female horror role of them doing stupid things and hiding behind the big strong man. This will portray the woman as strong and get female attention as she won't be wearing stereotypical girly clothes, but instead have tied back hair and more combat suited clothing.

### Section E — form

I am confident in design and art, as I have an A in higher graphic communication and in higher Art and Design. I have picked up a lot of knowledge on composition and desktop editing through these subjects, therefore I've chosen posters as it plays entirely to my strengths. I didn't choose making a film or trailer as I have little experience in film editing and producing. This will also help me broaden my knowledge and skill set when it comes to graphic design, as it's more practise which will help me in the long run.

### Content Research

One effective aspect of the 'It' poster is the use of shadows to conceal the identity of the ominous figure holding out a balloon to the brightly clothed protagonist. This is effective because it creates a sense of the unknown in the audience by beckoning the child into the darkness. I want to replicate the aspect by showing a piece of my villain (a tail, a foot, a nose, lit up eyes etc...) that peaks out of and fades into shadow, to help entice my audience and make them want to know what the movie is about and what the full character looks like.

Another effective aspect of the 'It' poster is the creepy title. This is because the colour of red connotes violence, blood and danger. The font in which it is written is also effective as the jagged, brittle looking letters seem to be dripping down the screen, again suggesting blood and pain. I plan to replicate a similar style of font in my posters, to create the same grotesque implications that radiate from the 'It' poster. I will try to draw or design my own title in my own writing so I can create a creepy spindly form of letters that perfectly suit the layout and features of my poster. This will make the audience know to expect violence and grotesque content throughout the movie, increasing their expectations for a gruesome horror film.

One aspect of the 'Get Out' poster that inspires me is the strong use of contrast and monotone throughout the entire poster. It is effective as it outlines the theme of racism that occurs throughout the movie, as it is half coloured white and half

coloured black. This also highlights good vs evil and is very easy to interpret. In my posters I aim to be able to create a similarly simple design and use colour contrast to help convey good vs evil, or other similar themes. Another way I could convey these themes is through contrasting big and small figures or objects. This impacts the audience as it prepares them for a two sided story of a conflict between beings and makes the theme of good vs evil obvious.

One aspect of 'The Exorcist' poster that inspires me is the way the figure is silhouetted by a bright concentrated beam of light. This aspect is effective as it clearly suggests a higher power, or entity, as the beam of light clearly overpowers all other colour in the poster and makes the figure the main focal point. The composition also suggests this higher power, as the light comes from the top floor a building which clearly towers over the potential protagonist pictured beneath. I want to replicate this aspect by having a large overpowering object/figure whether this is literal or only in perspective. This will prepare the audience for themes of domination and physical overpowering, making them know to expect a monsterbased horror film.

Another aspect of the 'Get Out' poster is the way the protagonist's head has been cut open and appears to be being stirred like a cup of tea. This is effective as it conveys the ideas of mind control or manipulation straight away. It also indicates the surgery that takes place at the end of the film on a more literal note. This is effective as it suggests that the protagonist is used as a test subject almost, and their brain is played with like a toy. The way his head has been formed into a mug also suggests objectification, and perhaps ownership, linking back to the themes of slavery and racism portrayed throughout the film. In my poster I'd like to portray the themes in my film, white also physically foreshadowing events that will occur throughout the film. This will make the audience more interested and curious, therefore making them more likely to go and see my film due to their heightened interest in the events, and how a seemingly abstract image could link to events in my film.

#### Production Roles

##### Editor

To create an effective film poster, I will need to hire an editor to oversee and review my posters before they are published for the eyes of the public. Due to my budget of £0 I may run into the problem of not being able to find a qualified editor to edit my posters free of charge. So, I will ask \_\_\_\_\_ to oversee and roughly edit my posters due to his experience in comic book publishing and printing, his eye for detail and his overall objectivity and cynicism

##### Artistic Designer

I will be my own artistic designer as I have years of experience in art and design, and have scored an A standard grade in National 5 and Higher Art, I will be able to effectively design exactly what I want without having to worry about miscommunications between me and another designer. I am also on a minimal budget so doing it myself will save me money and the bother of

hiring someone. A problem I may run into in doing this is that since I will be the only person working on this I may be pushed for time.

#### Graphic Designer

I will also be my own graphic designer due to my experience and qualifications in the field (A in Higher graphic communication). I also have experience in designing logos and tattoos on commission for my peers and other businessmen through snapchat. This also aligns with my low budget as I will be designing my own work.

#### Costume Designer

I would hire Hollie Harrison to design the costumes for my motion picture and posters due to her respectable fashion sense, eye for art and suitable clothing, and experience in sewing, knitting and other fabric based areas of expertise. I have chosen to hire people in which I know have great skills but, due to their age and circumstances, minimal real world experience, I have done this so that not only will it be more cost efficient than hiring big names in the industry, but also so that I know the people in my team will all work well together, and so that people whose skills I value are able to work on their own skills and excel into their future careers with such experience behind their back.

### Institutional

#### Research

#### Software

I will be limited to school accessible software to create my movie posters. Therefore I will primarily create my poster on MS Publisher. I will use MS Word for features such as 'remove background' and MS Paint to draw and create other features such as designing writing in my own font. This could cause me problems as I won't be able to use professional standard software such as Adobe Illustrator, Photoshop or Procreate. Therefore I might not be able to create as high-quality graphics as I would like.

#### Budget

My budget is €0. This could cause me problems as I will have to do most of my own designing and hire my peers who are willing to contribute to my project off their own freewill, or in exchange for services within control of my distribution. I will also be limited to software that have free access to through school, and won't be able to spend money on any props or costumes.

#### Copyright

I will have to make sure to not use any copyrighted images in my poster, to avoid legal troubles within publishing my work. This could cause me issues, as I do not have the software to create all of my own content for these posters without finding base images online, which could be copyrighted.

#### Advertising Standards

Another issue I may run into are advertising standards. I could publish all my posters and reveal them to the public, but I will have to research all the advertising standards and hire a good editor to make sure I'm meeting all of these in case a member of the public finds them disturbing or realises I'm not meeting these standards and gets my posters banned in the UK.

#### Audience Research

What type of horror do you like?

80% said they prefer psychological horror over slasher.

Therefore I will prioritise mind bending ideas over sickening violence and brutality. I will do this by having a close-up image of the protagonist's anguished expression having to kill her morphed and newly evil boyfriend. This will be effective as she has no choice but to kill him as he will go on causing destruction and murder if she doesn't, although it pains her to do so as she still loves him.

What type of villains do you like to see in horror?

100% said they like shadowy villains.

Therefore, I am going to have an image of the villain's transformation, where you can't fully see his body (e.g. sitting in a dark corner) but as he transforms, you can see his rat tail growing out of the corner.

What types of setting do you expect from horror films?

70% said they expect dark spaces, near or inside woods or run-down houses.

Therefore one of my posters are going to feature a long shot of a pair of campers camping in a dark forest at night to show that they are vulnerable and isolated from society, so they are 'far from help'. This will worry the audience about their wellbeing.

What makes a horror film scary?

90% said they find a ruthless villain with surreal psychopathic behaviour scary in a horror film.

Therefore I am going to create the villain in such a way that throughout his transition to evil, he loses all human emotion, behaviour and characteristics, and feature his lifeless eyes and rabid expression in one of my posters.

What colours do you associate with horror?

100% said red and black.


Therefore I am going to make my movie primarily shot at night time, to maximise dark areas and black spaces on screen. My posters will primarily have black backgrounds and red/pink pops of colour in the villain's eyes or tail, which will make the audience associate the villain with death and violence.

## Candidate 3 evidence

### Development part A

One institutional factor I faced was the restrictions due to covid, these conditions made it difficult for filming scenes where physical contact would be happening, there are many covid guidelines to follow if I wanted to try to film the scenes needed. My pilot episode was originally going to be filmed in multiple locations such as my families holiday home however it turned out to be too much hassle due to people having to self-isolate, constantly test and wear masks. Because of this I decided that hand drawing my pilot would be the best option as I am able to still achieve the scenes, I wanted to film but without the stress of the covid regulations. This meant I had freedom while creating my scenes. I was successfully able to make the characters have physical interactions with each other (0.55-0.58) without worrying for their health as they are drawings. While allowing me to have no covid restrictions while creating my episode it also gave me the freedom to draw the characters how I want them to appear instead of going and looking for people that are willing to do acting and people that fit the criteria for the roles, instead I can draw them how I want them to appear for example the dad is shown to be older than Alya. I've successfully created a height difference that emphasises the power dynamic between them, this is something I could not have achieved if I filmed it live action as the actors would all be the same age and similar heights.

Another factor that I faced was making sure that it was suitable to air before the watershed, I had to make sure that the content I was showing was appropriate to show to the target audience, I decided to rate my pilot a 12A meaning that anyone over the age of 12 and accompanied by an adult can watch this content. I've put this as my rating after reading the bbfc guidelines, there are many things to consider like for example when it comes to language, the BBFC (British Board of Film Classification) states "There may be moderate bad language. Strong language may be permitted, depending on the manner in which it is used, who is using the language, its frequency within the work as a whole and any special contextual justification." so in my piece of media I have not included any strong language, so I do not risk the possibility of having to put a higher rating on it, the bbfc also states when it comes to drug use. "Misuse of drugs must be infrequent and should not be glamorised or give detailed instruction." in the scenes where Alya is with her dad he is often shown smoking (0.46-0.53) having



the antagonist shown smoking shows younger audiences watching that he is a bad influence and is shown doing inappropriate activities this makes sure that younger audiences will not copy it. I have successfully followed the guidelines to make sure that the age rating I put on my media is correct for the appropriate target audience and to make sure it is appropriate to air before the watershed. By following these guidelines I've successfully have created a 12A piece of media.

Another factor I faced was the lack of funding, as I did not have any funds for this project this means that I had limitations on what I could and could not use, for example the music used throughout the video is all royalty free as I do not have the rights to use other music like for example a popular song you would hear on the radio as I would get a copyright strike if I tried to publish that without paying for the rights. Another thing I struggled with due to budget was finding the right equipment for creating my media, at first I was going to film everything live action but then besides covid restrictions I wouldn't have been able to do a lot of the stuff I wanted as there are scenes like (1:16-1:17) where glass bottles are smashed and due to the health and safety of the actors I would have to purchase fake glass which is out of my budget, so I successfully overcame these problems as I decided to hand draw everything which worked out better as I have the correct equipment for that at home. So, I was able to still create the media and achieve the scenes I wanted to originally film live action but instead they are hand drawn.

Another factor I had to face was making sure my content was suitable to air before the water shed, I researched Ofcom guidelines and Ofcom states that channels must 'prohibit the broadcast of material likely to encourage or to incite the commission of crime or lead to disorder.' In my piece of media there are scenes of physical abuse so as the producer and animator I had to make sure these scenes are not too graphic for younger viewers watching, I do this by having a close up shot on Alyas face ((0:58-:100) rather than her wounds. this show that she is in pain without showing the damage that has been caused by her dad, this still creates the suspenseful atmosphere without risking it being too violent to show before the watershed. Another concern however is that the actions could be repeated by younger naïve audiences this is why the use of props was affective as the use of a cigarette makes people aware that it is an adult that is being violent and a cigarette isn't something a child could easily get there hands on so this will unlikely encourage younger audiences to be violent, if anything it's achieving the opposite by showing that it's dangerous to mess around with cigarettes and could cause pain and damage to another person.while following the


ofcom guidelines I'm still able to achieve the dramatic atmosphere in the fight scene, successfully using the fight scene as a genre convention if dramas.

### Development B

The opening shot (0.00-0.04) uses a wide shot to see the protagonist next to a gravestone at the top of a hill. This shows the location of the protagonist at this current moment and makes the audience aware that she is not at home. As is typical of the normality stage in a film, you want to establish the show's protagonist, show the character's normal world and current circumstances. The use of a wide shot effectively shows the audience that the isolated character is important and establishes the main character for the show straight away. It also shows the location that the protagonist (Alya) is at, the location happens to be her mother's grave this is made clear by the close up shot of the gravestone (0.07-0.09) with the background ambience of light rain, to create pathetic fallacy, as the weather is mirroring Alya's feelings at this present time this sets a sad tone to encourage the audience to feel sympathy towards the character. I have decided to make this episode/pilot in black and white as I feel like it makes the overall thing seem more dramatic and as we see the story through Alya's perspective the black and white shows that she does not have any colour in her life, and she lives unhappily where everything seems dull and grey to her. The light, but sad orchestral/string music successfully sets the overall tone for the scene as it is a minor key, which is normally associated with sad feelings, and they are played arco (playing with the bow) creating a mournful atmosphere. This also meets audience expectations for the type of music they would expect to hear in a drama. I feel like the opening shot achieves what it attended to. The camera shots mixed with the sounds of rain and melancholy music score achieves the mournful and sad tone I was going for. However, I feel like I could have improved this scene by making the lighting/scenery look darker to add to the tone that I was intending, as the addition of dark lighting would make the scene seem more sad or dramatic and would have intentionally affected the audience more than it does without the dark lighting.

Another part of this scene includes a close up shot of the protagonist (0.11-0.13) I successfully used a close up shot of her face shows her with tears streaming down her cheeks this shows the character's emotions at this point in the scene. The use of character expression shows that she is not afraid to show how she





feels. this can appeal to any audience and can show them its ok to express emotions when faced with upset or difficult situations, having the characters first appearance be this strong and showing that she is in a vulnerable state this is further established successfully with the use of dialogue when Alya says the line "I wish you were here mum, I miss you so much" you can hear from the sadness in her voice that she is at one of the lowest points in her life and this also confirms that it is her mums grave that she's visiting. I have successfully created a sad mournful atmosphere as everything was hand drawn, I had full control of the emotions I wanted to portray, and I feel like I have achieved the emotion that I intended successfully by the characters expression and her emotion, the rainy weather in the background adds to this upsetting atmosphere as it is a convention in many genres to have a dramatic or sad moment associated with rainy or cold weather so I've successfully created a sad affective atmosphere. however, I feel like I could have improved by adding more detail and frames into the animation of it so the tears would move down her face rather than a still image. This would enhance her emotions being shown I think.

In this scene we see the first appearance of Alyas dad (0:39-0:42) the camera dramatically zooms up on his cold angry facial expressions making the audience aware that this is a bad character and the antagonist to the story. I have achieved a dramatic atmosphere by using a zoom. The room is filled with smoke showing that he is smoking this is also confirmed as we see him holding a cigarette the use of prop confirms that he is smoking and is dealing with that addiction. This shows that his character is having problems with looking after himself never mind his child. The smoke also sets the tone as it makes the room look dark and uninviting for anyone who enters it, the zoom used also complements the dramatic atmosphere as the closer it gets to her dad there is flashes, this also mimics lightning making the dad associated with lightning and lightnings usually a frightening thing this makes the audience aware that he is supposed to be a scary/unlikable character. The change in music also changes the atmosphere from sad to suspenseful so that audience feel a different emotion watching the two scenes. With all these language codes I have successfully created a dark atmosphere the mix between the music, lighting, props, and character expression all tie in to make a strong first impression of the antagonist so I have successfully created an unlikable character, this also means that this is a strong antagonist, and that people will be against his actions. However, I feel like I could have improved by making his appearance look rougher by making him wear scruffy clothes to emphasise the point that he is does not care about himself or the



people around him and would rather smoke and drink then pay attention to his mourning daughter.

In this scene (1:09-1:19) we see Alyas dad pick up a glass bottle and smash it. We see that Alya is in danger due to the shocked expression shown on her face and the way she flings her arm up to protect herself, this suggests that this is not the first time she is experienced this as her muscle memory protects herself as she is aware that he will hurt her. We can see him get more aggressive as the scene goes on as he smashes the bottle, the use of sound affects successfully confirms that it is a glass bottle he is using showing how careless he is towards Alyas health and safety. The use of an empty glass bottle as a prop shows that whatever alcohol that was originally in it has been consumed. As the scene goes on, he becomes more aggressive and throws the sharp broken object at Alya. This gives the audience an idea on how much of a horrible person he is. This intense high scale fight scene is what audiences stated they would expect to see in a drama, so I have successfully created a scene with the right genre conventions. however I think I could have improved this scene by adding more tension or argument before his violence to give more depth or reason for his violence. I feel like this could have made the atmosphere more tense and affected the audience more than it does already

In this scene we see Alya run away from her home and finds her mother, alive (1:32-1:46) the use of the thunder and lightning affects the audience by bringing back horror conventions to set the suspenseful atmosphere that is intended, the dark lighting outside shows that it is later than it was before, this shows the audience that Alya might run into danger as it is stormy outside and also night time this just shows how brave Alya is, she is forced to make difficult decisions to save herself from danger even though they could put her in danger. The close up shot of the woman that turns out to be Alyas mother at her own gravestone includes flashing. this creates dramatic affect and shows that this character is important, this is supported with the dialogue when Alya shouts scared "mum, is that you?" I feel like this end scene worked out successfully as everything worked well together from the lighting to the sound affects to camera shots, ending it on a cliff hanger also creates enigma codes and leaves audiences to wonder "is her mom still alive?," "was Alya hallucinating?," "why did Alyas mom fake her own death?" This makes my scene successful as it makes audience want to watch more and find out what happens next, however I feel like I could have improved by adding different camera angles like a long shot, I feel like this would



have been affective as it would show how small Alya is compared to the rest of the scenery and this would complement how she is feeling in that moment as she would be feeling upset and small. Instead of showing her face all the time I feel like a full body long shot would be more affective and improve the scene.