

Candidate 1 evidence

Name: [REDACTED]

The Brief – Higher Media Assignment

Task:

Earlier in the course you worked individually to plan a short film, then pitched the film to your group and worked as a team to make one of the planned films. Now you are going to individually create a trailer for the film created by your group. Your finished piece of media content will be submitted to SQA.

INSTRUCTIONS (non-negotiable). You will be working with the following constraints:

Medium:

The medium of your text will be moving image. The form will be trailer but you will choose which type.

Level of finish:

You will be making a moving image trailer. It should be 60-120 seconds long.

Institutional Constraints:

- Certificate PG – the trailer should be suitable to be shown at an assembly for S1-6.
- Budget - £0
- Equipment – any additional footage will be shot using your iPad and the trailer will be edited on the iMovie app.
- Health and safety – health and safety guidelines should be taken into account if any additional footage is required.
- Time – the deadline for completion of a full first draft is **Friday 26th February**. By this date you should have a completed trailer, and a first draft of your responses for sections 1 and 2.

NEGOTIATING THE BRIEF

In the planning of your trailer you will need to make decisions about the following:

Target Audience:

Who is your trailer, aimed at? Think about things like the content, the lead characters, the setting, and the genre to help you decide who you should target. Consider audience segments, needs and expectations.

Purpose:

The trailer should persuade your target audience to want to watch the full film. You will need to decide how you will achieve this. You might think about things like **informing** (stars, reviews), **entertaining** (by scaring (if it is a horror), making them laugh (if it is a comedy) etc), **intriguing** (by creating enigmas) etc...

Genre:

Think carefully about the genre of the finished film your trailer is for. You will need to make it clear in your trailer what the genre is so you can attract fans of that genre. You might want to research genre markers and/or conventions to help you with this.

Form:

You will need to decide whether to make a teaser or theatrical trailer. You will need to research both forms to help you with your decision.

RECORD YOUR DECISIONS HERE:

Target Audience: teenagers (15-20) who enjoy thriller movies

Purpose: persuade the audience to want to watch the film

Genre: Thriller / Action

Form: teaser

1. The brief

Target Audience:

My trailer is target to teenagers (15-20) who enjoy watching thriller movies and not getting too scared. This is because the actors of my film are also teenagers and so the audience can identify themselves with the characters in my trailer. I am going to use male and female actors because I want that the trailer is target to both genders. I will use a few stereotypes for example that the villain is represented by a male character because male actors are more likely seen as violent than girls. The other actors are represented like they would be in their normal life and also how they would act and so this helps the audience to understand what they think and how they act. Although my trailer does not have any age restrictions because the audience cannot see any violence or other frightening scenes, is the trailer aimed at older teenagers and especially to people who enjoy watching thriller and action. I think I will meet the needs of the teenagers because I will make a trailer which will be exciting like using a lot of fast-paced cuts which are sync up to the beats of dramatic music.

Purpose:

The purpose of my trailer is to persuade the audience to want to see the film because the trailer have excited them. I will try to excite my target audience by showing them a thrilling and breath-taking trailer of a thriller movie. At the end of the trailer I am going to use a kind of cliff hanger which shows a scene the eye of the villain which opens sync up to the last beat of the music and this will probably convince the audience the audience to go and watch the movie because they want to know what is he going to do next. The open eye will be at the end of a lot of fast paced scenes where the audience see parts of fighting, kicking and thrilling scenes like a dead hand. After the eye opens the music slows down and the audience can think about these fast-paced shots and can ask themselves what is gonna happen in the film.

Genre:

My trailer will fit into the thriller/action genre because the audience can see a lot of genre markers and conventions e.g. the dead hand or the blood in the girl's face. The scenes will emphasis the genre and will the audience get kind of thrilled by these shots. Often thrillers are filmed in lonely areas like woods or old houses and so a lot of scenes in my trailer were filmed in the woods. At the beginning of my trailer I've got a shot of the corridor of my school where nothing happens. No teachers and no students will be shown in this scene. People which the audience would suppose to see in the corridor of a school. There is just the voice-over of an argument between the villain and the victim and meanwhile the whole image moves a wee bit forward. Because of the fact that nothing happens although the audience think that there must happen something in the next moment they get excited and thrilled. The fact that the audience think that something needs to happen although it will not, is also quite typical for a thriller/action trailer.

Form:

I have decided that I am going to make a teaser because in my opinion it makes the movie more interesting because it just teases the target audience to go to watch the film. The purpose of my decision is that I don't want to give away too much information about what will happen in the movie.. In comparison to that shows a theatrical trailer a lot of scenes and the audience think that they have already seen the whole film. Through using fast-paced sequences I want to achieve that the audience see a lot of short scenes where they can't see any connection between them. After they have seen these fast-paced cut they start to connect these shots and to add them with their own expectations which will lead to the result that they want to watch the movie because they want to get answers to all their questions like "what will happen next", "why is there a dead hand" etc. This will be very persuasive because for answering their own questions they need to watch the movie. Additionally, I

need to create a teaser is because of the fact that we haven't filmed enough footage and so I am not able to edit a long theatrical trailer.

Equipment:

For creating my trailer, I will use the footage which we already filmed, but I will probably film some additional scenes. For example, I need to film for the last scene of my trailer someone's eye which will open. That will lead to an open ending of the trailer and makes the audience more excited because it acts like a cliff hanger and the audience want to know what will happen next. The sound bridge at the beginning will support the final scene as well, because the the audience will ask themselves if the voice at the beginning could be from the person at the end. For filming this scene, I am going to use my own camera because I think the camera can achieve a better quality than an iPad. This quality is very important for this close-up because I want to show the eye and the eye lash in detail. Although I've got iMovie as editing software on my iPad I am going to use my own editing software called "Movie Edit Pro 2015" because with that software, I am able to create very fast-paced cuts and I've got more options to create a film look which fits in the thriller genre. This means that I am going to change a wee bit the colours to get more contrast and to be more darker a darker. Additionally, I will edit my trailer in the typical 16:9 cinema format which supports the want of the audience to watch the movie because it looks more professional. In my opinion I think that I am more able to create all my ideas how my trailer should look like e.g the specific film look, fast-pace cuts synchronised to the music and the use of on-screen text can be difficult to edit with iMovie than with "Movie Edit Pro 2015" - a video software I am not really confident with.

2. Audience research

I explained the story of my film to a focus group of different people who fit into my target audience and asked them questions about what they would expect in the trailer e.g. editing style, sound etc. While I have done my audience research I discovered some important findings which will affect my trailer in different ways.

The first finding helped me to underline my own opinion and to make sure that everybody agrees with that. The question was if I should use more fast-paced or more slow-paced cuts in my trailer. 100% supported my own opinion which is the use fast-paced cuts because it makes the movie more interesting and exciting. If the audience sees a lot of chasing and fighting scenes they would probably get excited because they want to know what will happen next and what are the girls doing. Additionally, they might feel with the characters in the trailer because they are the same age like the target audience and so the audience think that they know how they feel and understand the way how they acting and how they showing feelings and expressions. The use of fast-paced cuts will lead to the fact that I need to find dramatic and a kind of thrilling music where I can sync up the scenes with the beats of the music. If the music and the shots are working well together the audience will enjoy the movie because it looks and sounds professional.

My second question was about if I should create a theatrical trailer or just a teaser. 8 of 10 people of the age of my target audience would prefer a teaser because they enjoy it more to see just a few bits and they don't want to feel like that they have seen the whole movie (theatrical trailer). The other students said that a teaser is often too short for understanding what the movie is about. This means that I have to choose a couple of exciting scenes e.g. the dead hand or the fighting and running scenes which don't tell a lot of the movie, but introduce the audience in the topic. To make sure that I am not gonna give the whole story away I will edit these scenes as fast-paced cuts where the audience can't see any connection between these scenes. It will just tell the a basic plot so that they know what the movie will be about.

Finding three was about the music which I gonna use in my teaser. The majority of the target audience said that they would expect dramatical music instead of slow and smooth sounds. I were thinking of using both types of music – dramatic and smooth. I were thinking of dramatic music because this will help me to edit my fast-paced cuts to the beats of the music and this will lead to a positive feeling because everything works so well together. At the end I think that smooth and slow music is more suitable because I want to effect that the audience should reflect and think about all these fast-paced scenes which they have seen a few seconds before. Often dramatic music excites the audience because of the beats which leads to the result that they get kind of adrenaline and this leads to the want to watch the movie.

My fourth finding was about which type of character of the villain my audience want to see in the trailer and if they want to identify with the villain. If the target audience is able to identify themselves with the character in a movie they will probably enjoy it because they know and understand how he thinks and why he has done something in a different way how others wouldn't do it. The majority of my audience want that the villain is played by a male character who is shown as a violent person like we will see him in the fighting scenes and he should also have a calm and mysterious character like we will see him in the in the background of the scene where the girl is coming out of the room. He is standing in the dark and just his face is illuminated by the sun shining through the window. The scene secrets a kind of mystery because nothing really happen like action or fighting and so the audience want to know what he is going to do because the position how he is standing in the background is not how the audience is supposed to see him – fighting and being in action.

My last finding was about if I should use a lot of fighting and running scenes these where the villain is kicking one of the victims or where the girls are running and the camera follows them in a tracking shot. More than 90 percent of my target audience completely agreed and some of them added that they would expect these scenes as fast-paced cut and they don't want to see too long tracking shots. Fighting and running are often scenes which makes the movie more like a action/thriller movie and the audience will be excited because they feel if they are part of the film. The running scenes are filmed with a tracking shot which will have the result that it feels like the audience is following the person in the movie. Therefore the audience will ask themselves what will happen next and what are the girls gonna do. If these scenes are editing very well like in fast-paced cuts the audience will see a lot of scenes in a wee period of time which leads to the result that they have a lot of thoughts like "Why is he doing this", "What will happen next" and "Where are they going" and this gives them a kind of adrenaline kick.

3. Content Research

For my content research I watched in class three different trailers which all fit into the thriller genre of our created movie. The three trailers are called "The girl on the train", "PET" and "The loft". The purpose of my content research was to find inspirations of typical trailer bits which I can include in my trailer to seem professional.

Through watching all three trailers I have discovered that it is very typical for a trailer to use on-screen text like writing the film title, the release date or some reviews about the film given by movie magazines and newspapers like "The Times" or "The Guardians". This helps to inform the audience about all important dates and it helps also to persuade them to watch the movie because the positive and exciting phrases, like "Will leave you surprised" or "Brilliant" will probably have an influence on the audience. These kind of on-screen text can persuade the audience because they think that if other people enjoyed watching the movie they will probably enjoy it as well. Words like "brilliant" and "twisting" or "surprised" will excite people because these words leads to a positive and exciting feeling. I am going to use this method of on-screen text in my trailer because I think it is a wee bit which leads to the fact that my trailer seems more professional. I am gonna use phrases like "A forever twisting thriller" written by "The Times", "Brilliant" written by "BBC Films" and "Will leave you surprised" written by "The Guardian". All three reviews are quite short and strongly because I am not able to use longer reviews. If I am gonna use reviews like "Will leave you surprised until the end" it will probably not fit to my idea of using fast-paced cuts synchronised to the beats of the music or it will probably be too short so that the audience is not able to read it properly. Although I don't have real reviews given by magazines I am gonna write the reviews by myself and let it seem if someone has written these reviews about our movie.

Also, the use of sound bridges is very common in trailers like in trailers "The girl on the train" and "The loft". Sound bridges are used to tell the story of one character in the movie and during the person speaks the audience watch a lot of scenes which happens in the movie. The spoken text is just one scene in the movie, but just this scene can tell a lot of information what the movie is about like for example if the character is afraid of something/someone or the place and the time. If it is an dialogue the audience might hear an argument like I am gonna use it in my trailer. This voice/s will be supported by a lot of scenes in the trailer and this makes the movie kind of mysterious, exciting and the desire to watch the movie. I want to use sound bridges in my trailer as well because I think it makes a trailer more exciting and I will probably use an argument between the villain and one of the victims. I have to see how I will do that because we did not film a lot of scenes with long monologs/dialogs, more short scenes, but I think that I will use the monologs of both characters from different scenes and cut them together that it sounds like an argument.

Additionally, I discovered through watching other trailers that often the scenes are sync with the music. This means that the cuts and the picture fits to the beats and the sound of the music. For example, at the beginning in the trailer "The loft" really smooth music fits to the slow scenes. Also in the trailer of the film "The girl on the train" the makers cut the scenes to the music, but there are more fast-paced cuts. For example at the end where the scenes are getting faster and after that there is the title. This leads to the fact that the audience gets kind of adrenaline kick and is really excited and after that the music slows down during the title is shown at the screen the audience can think about all the bits which they saw in the last few seconds. I am going to try this as well because I think that this makes the audience more excited and they will enjoy the trailer which lead to the want of watching the movie.

Each movie is supported by a lot of companies around the world. In all three trailers, I have seen that the logo or the name of these companies like "Studiocanal" or "Sony Pictures" are shown in the trailers

at the beginning or at the end. This small, but still important part of a trailer is quite common because it shows all the companies who have invested in the film and it suggests the film has this backing from reliable companies so the film must be good. I think I will use production company credits as well because it looks like that the film was produced by a professional production which has produced other brilliant movies as well and this makes the film exciting because the audience is familiar with the company's name. I think that I am going to use "Studiocanal", "Sony Pictures", "Focus Features" and "New Line Cinema" because I have seen in other movies that it is quite common that these companies have worked in the past together as well.

In the trailers "The girl on the train" I have discovered that a montage of fast paced scenes is quite typical for an action/thriller trailer. These montages are often synchronised to the beats of the music and if the music gets faster the shots get faster as well how we can see in "The girl on the train". The result is that it seems more dramatic and so it pulls the audience in the edge of their seats. These kind of montage of fast paced cut starts with shots where the audience can still see what happens in the scene, but at the end where it gets too fast the audience is just able to see short bits. The purpose of this use is that the audience should add these small bits together and fill them with their own ideas and expectations. I think that I am going to use this kind of fast-paced montage as well and will also sync it up to the beats of my chosen music. I want that my audience get a kind of adrenaline kick if the beats and the shots get faster and at the end the music slows down and the villain's eye opens and then the audience gets time to reflect about what they have seen.

4. Institutional Research

My first institutional research is into the use of the editing software called iMovie. I tried the software over a couple of weeks and I think that I can't create the ideas I have, for example to cut the scenes to the beat of the music because it is not so precise. Additionally, I discovered when I tested the software that there is a limitation of how short I can cut scenes. This means that this will not support my idea of using really fast-paced cuts at the end of my trailer where it gets faster and faster and after that the title will be shown. All these impacts lead to the decision that I am gonna to use my own editing software called "Movie Edit Pro 2015" where I am more able to develop my ideas.

Additionally, I want to use on screen text, for example a black title on a white background. iMovie doesn't allow me to choose different types of wallpapers for my on screen text and so I need to film a white sequence which I can use. Although it is possible to choose of a range of different on-screen texts which are already created by iMovie, I will definitely use black titles on a white wallpaper because I want that my audience will focus on the scenes and not on brilliant animated on-screen text. All these facts which I have discovered lead to the fact that to edit my trailer with iMovie needs too much time and I do not have enough creative freedom. For example about what kind of title I want to use or how do I want the colour of my scenes. If I edit the trailer in my own software I will be able to choose a white wallpaper and a black title which saves me a lot of time and I can focus on the scenes, the music and what I want to write as on-screen text.

My third institutional research is that the music I want to use is copyright and I don't have a license to use the music. I am gonna to use the music called "Surfboard fire" written by "BLITZ//BERLIN" in my trailer because I think that it is quite suitable because it allows me to edit my scenes to the beats. In my opinion this is quite typical for professional trailers because a lot of people are focused on the music as well and if the beats of the music and the scenes work together they will probably enjoy watching the trailer. Additionally, I would say that this song will excite my audience because it starts slowly and gets faster and faster and after a lot of beats it slows down and gets quite and the audience can think about that what they were listening. After I have done further research about if I am allowed to use copyrighted music in my trailer I have discovered on the website of the British government that the use of copyrighted music for educational purposes is allowed because it is a non commercial use. This means if I do not sell or publish my trailer on the internet I is not a problem to use this song in my trailer and so this fact will lead that that I am going to use "Surfboard fire" written by "BLITZ//BERLIN" in my trailer because like I have already mentioned I think it is an appropriate song.

Another problem I faced is the fact that the trailer has to be edited to the BBFC PG standard. This means that I am probably not able to create a trailer typical for the thriller genre because it shouldn't unsettle young children. We filmed a couple of scenes where the audience can see blood in the victim's face and also scenes where violence is shown. After some research on the BBFC website I have discovered that although the trailer needs to be edited to the PG standard, some violence and blood are allowed to be shown, but not in to much detail. This leads to the result that I am going to use these kind of scenes, but I will cut them very fast that young kids will not be shocked. These kind of scenes are quite important for my trailer because otherwise if the scenes like the dead hand or the blood in the girls faces which are important genre markers were missing, nobody will probably know that the movie should be a thriller. One of the reviews says "A forever twisting thriller" and this review needs to be supported by a these shocking scenes.

My fifth institutional impact is that all the scenes we have were filmed during school and so the lighting is quite bright because the sun was shining and we couldn't cover the windows of the corridor. Also the scenes in the wooded area were filmed during day light and so the result is that they don't look dark and scary like we would suppose to see it in a thriller. The bright colours of the scenes can lead

to the result that the audience will probably don't feel like they are watching a thriller. This means that I need to dim the light to let it seems more like a thriller. I need to turn the brightness of the scenes a wee bit down, but I need to be careful because the darker the scene the more worst is the quality of the shoot. Additionally, I have to be aware of the fact that to dark scenes can easily unsettle young children and that is not what I want to do because at the end I need to create a trailer edited to the BBFC PG standard.

5. Creative Intentions

My first creative intention is to try to sync up the scenes to the music of the trailer. For example if the trailer shows fast-paced cuts of dramatic scenes like the dead hand or the fightings which the audience will see at the end. These scenes will be synchronised to the beats of the music because as the music build up and gets faster the scenes gets faster as well. This will lead to the result that the audience get thrilled and get pulled to the edge of their seats. The music will be dramatic and fast as well because this can support the idea of a twisting thriller with fast-paced shots because the audience should feel the beats of the music and see the fast-paced scenes. After a lot of fast-paced scenes the music slows down and the audience will see the title of the movie because this gives them time to think about the scenes and to reflect what they have seen a few seconds before.

My second creative intention is that I am going to use film reviews given by popular newspapers and film productions in my trailer. Film reviews can persuade the audience because if they know that other people have given positive reviews about the movie they think that the movie needs to be fantastic. I will probably use just three film reviews in my trailer because it shouldn't have the result that my audience is a wee bit confused by seeing too many on-screen texts. The audience should have they focus on the fast-paced scenes and so I think it isn't a good idea to use more on-screen texts which may probably interrupt these fast-paces scenes. This means that I am going to edit these film reviews at the beginning my before the fast-paced scenes start to get faster. I think this is a good way because the audience will read the reviews and get a feeling kind of the movie needs to be good and after that they go with that kind of feeling into the fast-paced scenes and will probably enjoy these scenes.

My third creative intention is to have a cliffhanger at the end of the trailer. I want to achieve that the audience is excited and want to know what happens next. After the music and scenes are getting faster and faster the music stops and the audience will see a close-up of an eye which opens immediately synchronised to the last beat of the music. The eye at the end of the trailer is supposed to be the eye of the person who had spoken the sentence "You are not my friend – you are my worst nightmare" in the voice-over at the beginning – the villain. This will have a huge impact on the audience because then they will probably know who has spoken at the beginning and this helps them to understand the plot. After that last scene the audience wants to know what will happen next and they are going to watch the movie. This kind of want is supported by the open eye in the trailer because people see through their eyes the world. If an eye opens it shows that something will start and in connection to the fact that this eye is supposed to be the eye of the villain it means that he is probably going to do something. After that the music slows down and the title will appear which time consuming and in the background the audience can hear a piano. This moment gives the audience time to reflect what they have seen in the trailer and to think about it what will happen next. Their own thoughts and exceptions will lead to the want to watch the movie.

My fourth creative intention is that I am going to use at the beginning of my trailer the logo of large film companies which have already produced a lot of amazing movies. I am going to use the logo of "Studiocanal", "Sony Pictures", "Focus Features" and "New Line Cinema" because I think that my audience will probably have heard of these companies and they are quite familiar with them. These production credits will be shown just for a few seconds, but the audience will be still able to read them. I want to show the audience that these are all the companies who have invested in my movie and because of the fact that these are all reliable companies it gives my movie a wee backing because the audience think that if the film is produced by these companies the film must be good. I am going to sync up these logos with the music because I think it is a nice way how to lead the audience into the trailer and let it seem more professional.

My last creative intention is that the audience will see at the beginning of the movie a smooth shot of the school's corridor. This will have an impact on the understanding of the audience because they will know where the plot of the movie will happen. The corridor will be shown very lonely without any students because lonely places are a genre marker for a thriller. This scene will be underlined by the voice-over of the argument between the villain and the victim. The villain says "I am not your friend – I am your worst night mare" and the victim says "Why are you doing this – why would you hurt other people like this? It's just so wrong!". Although the scene is quite smooth and slowly it is still quite exciting and thrilling because of the voice-over. The villain will be spoken by a male voice and the victim will be spoken by a female voice. This contrast between these two voices will help the audience to understand what was spoken by the villain and what by the victim. Additionally, the smooth shot of the corridor leads to the result that the audience is more focused on the argument than on the image. This means that it help the audience to understand the plot and to get a wide range of expectations of what they want to see. Another impact of this smooth shot will excite the audience as well because if they just see a lonely corridor where nothing happens, they will asked themselves what will happen. This will lead to a kind of adrenaline kick because they expect something more thrilling than just a lonely corridor edited with a smooth forward movement.

Section 2a)

An institutional factor which was an issue was that the song I used was a wee bit too long for a trailer which should have a length from 60 to 120 seconds. The song includes fast-paced beats and also a quiet part which I wanted to use. Additionally, in one part of the song there is a voice saying "There is a war outside...". In my opinion this doesn't fit to the plot of my thriller and so it would be unsuitable if I had used it in my trailer. I have solved the problem by cutting out the bits I didn't want and adding the rest together. This was quite difficult because I needed to be careful that the audience can't hear any jumps in the patterns of the beats and the rhythm of the music. Each beat is in the tone curve of the music quite similar and so I was able to create a pattern which starts at the peak of the first beat and finished at the peak of the second beat. After this procedure I was able to double this pattern so often I wanted because of the fact that the start and the end of the pattern fitted together. I needed to be careful that the start and the finish of the pattern fits exactly together because if it doesn't the audience can hear a difference in the music e.g. jumps in the beat etc. However, the result was that I have doubled the pattern at the beginning of my trailer where the reviews are shown. The pattern in the original song where I wanted to use the on-screen text was too short, so that I had to add the same pattern for making it longer. The result is that the audience is more able to read the on screen text because it isn't too short because of the beats of the music. Every on screen text e.g. 'Brilliant' or 'Will leave you surprised' is now two times as long as it was before. I think this works quite well and is really effective because the audience get the opportunity to read the text properly and can also think about it. In my opinion the audience can't hear any faults in the music because of the fact that I edit these patterns so well together. In my opinion it worked just so well because I got the opportunity to work with the software 'Movie Edit Pro' where I was able to see each beat of the music properly on a separate tone curve.

Another institutional factor I had to deal with was the white balance of a couple of shots. As we filmed these scenes we often forgot to set the white balance and so as we see in a these scenes that the colour temperature is quite different. For example in the shot at 0:35 the colours are quite pale and bright e.g. that they haven't got any contrast and so the thought of having a dramatic image is missing. In comparison to that the shot at 0:37 is full of contrast and the audience can see strong colours e.g the audience see a image full of contrast e.g the blue of the jacket or the brown/green of the trees in the background. The result of this problem was that I wanted to look both sequences the same e.g the luminance, colours and the brightness and so I tried to solve it by increasing the image temperature to a more kind of warm colour in the shot where the image is pale and too bright and I tried also to add a more contrast so that it looks more dramatic, but the higher I increased it, the more unnatural the image got. The brighter an images, the lesser the contrast of an image. And so I decided that I would increase the colour temperature just a wee bit in the first shot, but the audience can still see a difference in the shots. However, I can say that because of the fact that the audience will see the scene in a montage of fast-paced cuts, they might see the difference, but they don't really recognise this because they are more focused on the fighting and dramatic events in the scenes. And so this issue that the white balance and the colours of the image were different in a couple of shots it wasn't actually an issue because it doesn't have a negative impact on my finished trailer because the audience cannot face this.

My third constraints was that we had filmed our shots over a long period of time and so we needed to deal with different types of weather e.g. sunny days and also raining. This means that you can see a difference in each scene because sometimes the background is quite bright because the sun is shining or sometimes the trees and the ground are quite wet. We didn't have time to choose the days we wanted because we needed to film during our Media periods and so we couldn't wait for the weather to be the same. In the shot where the villain pushes one of the victims against the tree at 0:38 the background is quite bright and it doesn't look like a thriller. The result is that I used this scene in a montage of fast-paced shots where the audience is not able to focus on the surrounding and would probably not see if the sun is shining in the background or if the tree is wet and in the next shot dry. First I wanted to use a wee bit more of these shots because I thought that if I edit them too fast the audience might don't understand what is actually happening. But because of the fact that the weather changed in each shot I needed to use this kind of fast past montage to get the focus of the audience on the action in the shot. In my opinion the finish montage is still quite effective because the audience gets excited because of the action and the fast-paced montage and so I think my solution works quite well although the audience doesn't see a lot of one shot. The result is that the audience is focused on the action e.g the fighting and thrilling scenes and so they need to add these bit together and work out their own expectations.

Another institutional factor I had we had filmed some scenes in quite bad lighting and the result was that you couldn't see what was happening in the scene. The iPad is not suitable for shooting in situation where you don't have enough lighting. I didn't have time to shoot all these scenes again, but I wanted to use these scenes because we see a thrilling situation where the girls have blood on their face. This scene was quite important for my trailer because it shows a thrilling scene and so the audience gets excited and wants to why do the girls have blood on their face. They ask themselves what happened before and going to start to work out their own expectations. Because of the fact that I wanted to use this scene I needed to think about how I can solve the problem with the bad lighting. The result was that I needed to increase the exposure of the image because then the audience is able to see what is happening in the shoot. However, the higher I increased it, the worser is the quality of the image, but I needed to accept this wee restriction if I wanted to use this shot. Because of the fact that the shot is less than a second long the target audience might not see the worse image quality. In my opinion this scene works quite well in my trailer because it has an effective impact which is that the audience just see the blood on their faces and so they start to think about the fact what might happened before and what will happen next. If they are building their own expectations they get excited and go and watch the movie because they want to know if they are right with their thoughts.

My last constraints was that we hadn't access to suitable equipment for an tracking shot like we see it in 0:30 and 0:43. The audience can still see what is happening in the scene but it is quite blurred especially in 0:43. Additionally, the shots are quite shaky because we didn't have access to camera rigs where you can shoot more smoothly like the huge film productions do this. First I thought that I shouldn't use the scenes because the audience might find it difficult to see what happens in this situation, but on the other hand I thought that these shaky scenes brings a wee bit more action in my trailer which can be excited. The audience might not see exactly who is running in the shots, but this leads to the result that they gets excited because they've got their own expectations and ideas of what they think what they should see. I edited

these shots in a montage of fast-paced shots because I was not able to use the tracking shots longer than a second. After more than one second the shots got quite blurry and shaky and so I think it would be quite annoying if the audience sees a blurry tracking shot. In the fast-paced montage the audience sees just a wee bit of each tracking shot and so it is still a wee bit shaky and blurry but it is acceptable. Additionally, these shaky second can bring action and movement in the trailer as well which leads to the result that the audience is excited because they can't really see what is happening in the shaky shots and so they start to work out their own expectations. I think it works quite effective in the trailer because it brings action and kind of thrilling in into the teaser. The audience see that there is someone who is running and they see the shaky shot and this will pull the audience in the edges of their seats.

Section 2b)

In my trailer I used at the beginning a really strong voice-over where the audience listen to an argument between the villain and the victim. At this point the audience can see a empty school corridor because this will have the affect that the audience is focused on the argument. This argument gets interrupted by on-screen text where is written "coming soon" because I want to tell the audience when the film will come into the cinemas and after that the voice carries on. At the point where the audience sees the on-screen text they can't hear the argument and so the audience is just focused on the text. The voice-over is synchronised to the music because at the end as the voice gets stronger the music volume gets louder and stronger as well. I think this works quite effectively because the result is that this voice-over leads the audience into the trailer and helps because of the argument to understand the plot of the movie. The argument is about that the victim confronted the villain with the question why he is doing this. This shows the audience that the movie is about the fact that the villain wants to hurt other people and the victims need to stop him. The following scenes underline the fact that he wants to hurt other people like the audience sees it in the fighting scenes. Additionally, it works really well because I have chosen a male and a female voice and so it means that the audience knows who is the villain and who is the victim because the use of the word 'nightmare' shows that the male person needs to be the villain and the female voice with the wee bit insecure voice must be one of the victims.

The voice-over at the beginning will be underlined by a long sequence of the corridor of the school. The corridor is lonely because nothing happened and no school kids are walking through it like it supposed to be and so the audience gets excited because they think that there must happen something and the camera moves a wee bit forward but the actual framing doesn't change because it is still a wide angle view of the corridor and nothing actually happens in this scene. I think this scene is very effective because the audience will get excited by this sequence because they would expect that something will happen in the next second, but there is just the lonely corridor. The audience is will listen to the voice-over and will see the corridor and think that there must happen something and the result is that it is kind of an adrenaline kick. Although the audience can't see any action in the scene the scene is still exciting because the they would except action and so they are waiting for a moment which actually doesn't come. This kind of waiting for something will have the effect that the audience gets excited by this scene and it pulls them in the edge of their seat because there is a huge tension in their own expectations.

In my trailer I used also a really well edited montage of fast-paced cuts which is divided into the first and the second sequence. In these sequences the audience see a lot of exciting and thrilling scenes such as the victim gets kicked by the villain or the blood on the girl's face. The first sequence starts at 0:31 and finished at 0:39. The shots are really well synchronised to the beats of the music like the audience can see it in the fast paced montage. I have done this because I wanted that the audience gets excited by this sequence because of the fact that the action and what is actually happening in the

scene is synced up the audience will get pulled into the edges of their seats. Furthermore, this fast-paced montage leads to the result that the audience gets a quite long inside view of the movie. These scenes are not edited too long so that it doesn't get boring, but they aren't too short as well so that the audience still gets time to recognise what happens in these situations. For example the scene where the girls have the blood on their face is just less than a second long, but because of the fact that not so much is happening in the scene the audience can still see what is actually happening. I think this is really effective because the audience get time to think a wee bit about the story and to decide whether they are interested in this thriller/action movie or they are not. Because of the only use of action and thrilling scenes I will probably persuade the audience to go and watch the movie and to make sure they are interested in the movie.

The second montage sequence starts at 0:39 and finished at 0:42 and is edited double so fast than the first sequence. This means the the first sequence is synced up to the beats 1 and 3 and the second sequence is synced up to the beats 1, 2, 3 and 4. In this case the beats 2 and 4 are violins. So that the shots of the first sequence are synced up to the beats of the music and the second to the beats and also to the violins in the music. This helped me to sync them up very well and I think this works effectively as well because if the music and the shots works well together the audience will get excited because the beats fits to the action and thrilling scenes in the trailer. The audience doesn't have enough time to recognise and to think about each shot they have seen because of the fast paced montage but they will still remember the shots which excites them. For example they will get excited by the shaky tracking shot where they can't really see what is happening. This will lead to the fact that they ask themselves what happened before and what will happen next and are going to work out their own expectations and so the shot will be memorable. All these memorable shots had a specific impact on the audience for example they got thrilled or they found them exciting. Furthermore, they try to add all the wee puzzle pieces together e.g the fighting scene, the blood on the girl's face and the argument in the voiceover and then they add them with their own ideas and expectations of what they are want to see in the movie. The result is that they will go to see the movie because they want to find their answers of all their open questions they have.

At the end of my trailer I synced up the title with the piano which you can hear in the background. If the piano plays a chord one letter of the title appears and after nine chords the audience can see the whole word "NIGHTMARE". At the beginning of the trailer you hear an argument where the villain says 'You are my worst nightmare' and so this word link the beginning and the end and this helps that the audience is able to remember the title because they see and hear the word 'Nightmare'. I have chosen the colour black on a white background because a lot of people think if think about a nightmare on the colour black. The white background is a symbol for the hope which the audience might have to see a good ending. I think how I edited the title works really well and is quite effective because it gives the audience time to reflect what they have seen in the two fast-paced sequences. Furthermore, it is also exciting because the audience wants to know what the film is called and so they will get a kind of adrenaline kick. After the fast-paced scenes the audience is still excited and so that they can't wait to see the name of the movie, but it seems that it takes ages for appearing the whole title. I think it works quite effective because of the fact that they need to wait to see the whole title they get more and more excited. They can't wait to see the whole title and in addition that they are still excited because of the fast-paced sequence. Bothe facts together will pull them into the edges of their seats and will leave a positive/exciting feeling which helps to remember the trailer and the title. Additionally, the whole movie is synced up to the beats, the violins and the piano of the film music and so the scene and the music are working well together. I think this works really effective because it makes the music more dramatic and thrilling because it enhances the effect of the idea of the using fast-paced cuts and it supports the tension and the stress during the chasing scenes

Candidate 2 evidence

Assignment Brief

Your task is to plan and develop some advertising material for a piece of media content. Your finished piece of media content will be submitted to SQA. You will be working with the following constraints:

Medium:

Your advertising material should be EITHER in the medium of film or the medium of print.

Form:

- If you choose print, you must make a poster campaign comprising of 3 film posters of varying form (to be negotiated).
- If you choose film, you must make a film trailer.

Level of finish expected:

If choosing print:

- The posters must include images/graphics and text.
- The posters must be no smaller than A3 size.

If choosing film:

- The trailer must be between 1-2 minutes in length.

Institutional constraints:

- **Budget:** £0
- **Equipment:** your material should be completed using a computer programme such as Serif MoviePlus, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint or similar. You should use a camera or camera phone to take any additional photographs or shoot any additional footage you require.
- **Regulations:** normal regulations apply as they would in the real world - decency, copyright etc. Internal regulations such as school rules should be observed at all times.
- **Time:** the deadline for the completed Assignment is Friday 24th March. You will be given interim deadlines for the planning stage and the production of the texts. You will be expected to complete work outside of class time to meet these deadlines.

NEGOTIATING THE BRIEF

In the planning of your advertising material, you must consider the following:

Medium:

Will I make advertising material in the medium of film or print?

Form (PRINT MEDIUM ONLY):

What forms of print advert will I make? Main, character, teaser; 3 different character posters, etc.

Purpose:

What media text am I advertising? Obviously advertising material is meant to **persuade** an audience in some way or another. Also consider things like **informing**, **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 advert? Consider the content of the media text you are advertising. 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.

Negotiating the Brief

The medium I have chosen is a campaign of print adverts. I chose print as I think it is an effective way to advertise a film through images and even some text which can captivate the audience's attention. By choosing print, I will create 3 posters which will effectively capture the plot of my film whilst also popularising a character in my film. Making posters will allow me to effectively advertise my film by persuading and entertaining an audience with a poster through incorporating horror genres. Posters can be memorable and so can advertise my film effectively as they can be placed almost anywhere, for example on buses, billboards and nearly all public places and so many people will see the poster. In addition, posters can be designed to your own alterations and can be as simple or as complicated as you want, giving me more leeway in my designs.

I have chosen to create two teaser posters and one character poster as these are usually simple posters which can effectively grab people's attention. Their ability to grab people's attention is due to the lack of information/text and how it can intrigue audiences in wanting to see the film. My idea for the character poster is to feature the main character of my film and also establish part of the setting, e.g. the school, by including a desk or chair, while keeping in mind horror genre conventions such as dark lighting or scary-looking filters. This will be effective as in a way it can act as a teaser and intrigue audiences to go see the film. More importantly, it will hype up a character in the film. Doing this will create excitement for the release of the film as people are already familiar with a character. This type of poster will also create enigmas through an image of the main character and so people will want to see the film and see what role the character plays in the film. My idea for the teaser posters is to create a sense of mystery such as a vague release date and an enigmatic image, enticing the audience to be excited for the film. Therefore, I have chosen teaser and character posters as the best form to attract the audience's attention and overall advertise my film.

One main purpose of my posters is to persuade people to go see the film. This can be achieved by creating a sense of mystery in my posters by adding a vague release date in the teaser posters and a creepy image in the character poster. This way people will be interested and will want to watch the film when it comes out. In addition, a simple and eye catching poster can persuade audiences to go see the film as they will remember a memorable poster. Another purpose is to entertain an audience by making the posters scary and allowing them to seek thrill, therefore creating an enigma at the same time. Creating enigmas on the poster means that I can also intrigue an audience so that they will be excited for the release of the film.

The target audience for my posters will be linked to the target audience of my film which will be a 12-18 year old age group as the film seems best suited for a younger audience. I chose this target audience as horror films are stereotypically targeted towards teenagers as they seem to enjoy scares and violence. This means that teenagers will be more likely to be entertained by a horror poster and so will be more inclined to see the film. More significantly, I plan on including a hint that the film will be set in a school, e.g. a school desk with books on it or the main character dressed in school uniform. By incorporating a recognisable and relatable school setting in my horror film posters, the 12-18 year old age group may relate more and will be more likely to be persuaded by the poster to go see the film when it is released- they may even generate hype as they may discuss it with their peers at school. Furthermore, they are familiar with a certain aspect of the film already (the school setting) and so may be more attracted to the poster.

My film is a horror film and so the poster will include horror genre conventions that can effectively attract audiences. To successfully give a sense of the horror genre, the poster will have dark colours which are associated with horror films, e.g. black, white and even red to suggest that there may be

violence/death in the film. I will also include a typical setting which will have a creepy twist, e.g. by having an empty classroom which is captured in low key lighting. The character poster can also have an enigmatic image of the main character as she can have her back turned, and so this will create sense of eeriness as people will be intrigued. The main character can be filmed in low key lighting with the character being represented as a typical scary and mysterious female in a horror film. This can therefore successfully portray the horror genre by including these conventions, along with a mysterious slogan in the posters and so will accurately reflect the horror genre of the film.

Audience Survey

Within my survey, I asked people what colours should be the most prominent in a horror movie poster. I found that the majority of peoples aid that colours such as black, red and white which are typically associated with the horror genre will be very effective in a horror movie poster. Some people also said that purples and dark blues would be effective in creating a mysterious and intriguing poster. As a result of these findings, I will be incorporating the colours black and red in my poster to effectively display the horror genre of my film and also to attract any horror film fans to my poster. I will also try my best to include dark blues/purples to create a sense of mystery in my poster which will reflect the plot of my film.

Another question I asked my target audience was how important is it for a film poster to include the main character. The responds were split- with half of the people saying it is very important and half saying that it's not that important. From this, I have decided to include the main character on one of my posters, e.g. the character poster will feature the main character. However, I will keep the teaser posters vague without featuring the main character, but instead a vague hint of the setting and content of the film. This will then allow me to have a range of posters which will all reflect different aspects of the film whilst keeping in mind the audiences' preferences for a film poster.

Through my survey, I also found that three quarters of respondents didn't care or find it that important to have the actors'/director's names on a film poster (especially as the film we made didn't have a budget and doesn't star any well-known actors etc.) Therefore, I will not be including the names of the actresses/actors which are in my film nor will I bother having the director's name on the poster. This finding further reinforces my initial idea of having a character poster and two teaser posters and so not much textual information (other than a slogan) will be displayed on the three film posters anyway. By doing this, I can intrigue my target audience as the lack of text on my poster replaced by mysterious/entertaining pictures will instead generate hype for the film.

Furthermore, I asked my target audience what they find most captivating on a film poster and found that half of the respondents said that a picture that hints the setting of the film captivates them the most. As a result of this, I will then make sure that one of my teaser posters will be focused on hinting the setting of the film. For example, as my film is set in a school, I will be incorporating school conventions in my poster such as school desks and chairs or maybe even an empty classroom along with including horror genre conventions such as low key lighting, a creepy unknown character in the classroom or even sinister and creepy carvings on the school desk. A few people also said that vague pictures that do not reveal much about the film intrigue them the most in a film poster. Therefore, I have decided to keep one of my teaser posters vague by not hinting at the setting, e.g. I might feature the main character but have her back turned so you can't see her face. This way I can captivate the audience's attention and so a range of people's preferences/opinions on film posters are put into consideration.

Finally, I included a question in my audience survey to do with slogans- I gave three different slogans and asked which one would be the most effective in intriguing them. Most people said that the slogan: 'She's back for revenge... and she's coming for you' is the most effective in intriguing them as it is a direct mode of address which unnerved them more. Therefore, I will include this slogan in one of my posters and also keep in mind the people's responses that this seemed the most intriguing as it is a direct mode of address. From this, I will also try to include a slogan in the other two posters which is also a direct mode of address. The other slogan which some people said is the most intriguing to them is actually also a direct mode address – 'Would you dare befriend her?' I will use this slogan in my film poster along with a vague picture of the main character in order to give a sense of mystery and attach an automatic stigma to this character.

Content Research

Through the use of cultural and technical codes, the teaser poster from the horror film 'Sinister' successfully creates a sense of mystery which can attract audiences to the poster. This teaser poster uses blood as the main horror genre convention, through the bloody letters in the title which trails/drips off to make creepy and disturbing drawings of stick men that look like they're being hung. In addition, the ways the stickmen are drawn and the way the title is written, makes it look like it was a child who did this. This gives a vague hint that the film will involve children as being the evil characters of the horror film. The use of custom type font for the title makes it look hand written, as if someone smeared blood on the wall, also shown through the blood stains. The background is an old-fashioned wall paper which is brown/beige and has a distinct pattern- giving off a vintage vibe. This hints at the plot of the film, suggesting that it is set in a house or a family home and this links to children being in the actual film. Therefore, I will make sure to add vague hints of the plot in my teaser posters through the images, e.g. carvings on a school desk or even the type of font on the poster, e.g. custom type to give a more frightening and realistic feel to the film or poster. This way I can keep a mysterious feel to my posters whilst also enticing audiences to be excited for the release of the film.

This teaser poster has a vignette effect which allows focus on the title, the title being slightly brighter than the rest of the poster. This highlights the title, which is the most important piece of text in the film poster and so viewers of the posters should be enticed by the creepy title. In addition, the vignette effect gives a sense of eeriness which can foreshadow the plot of the film, e.g. the dark edges show that a sense of fear will be instilled. From this, I may also add a vignette effect in one of my posters, creating a brighter middle part of the poster to place emphasis on the title and main image of the poster, whilst also giving an ominous effect which will successfully target audiences who enjoy horror films.

Another poster I looked at was the 2015 teaser poster of 'Poltergeist' which includes an image of a little girl with her back turned from the camera, facing her wardrobe- the props in the poster such as the toys and the wardrobe she is facing suggest that this is the little girl's room. There is also a creepy clown toy at the right side of the poster, contributing to the typical horror genre of the film as clowns are used in many horror films to scare people and make them feel uneasy. The lighting in this poster is concentrated in the middle bit of the poster- where the wardrobe is, suggesting that there is some kind of entity there. Not only that, but there is also a silhouette figure portrayed through the wardrobe of a figure with hands on the wardrobe surface as if this supernatural apparition wants to get out. The rest of the room is shot in low-key lighting, contrast to the middle part of the poster (chiaroscuro) showing that the setting of this film will be eerie and central to the plot of the film. As a result of this, I plan to include a chiaroscuro effect in one of my film posters as I feel this will effectively give my poster the sense of mystery and eeriness which I aimed to include in the poster. Furthermore, I may use silhouettes or fading figures such as shadows to keep a sense of

vagueness and uncertainty to the poster. This will captivate viewers of the poster and they may want to watch the film when it is released as they want to find out what these silhouettes are or what they really mean.

In this poster, sans serif font is used for the title, the vague 'Coming Soon' statement and also used for one of the main unique selling points of the posters, saying that the film comes from producers of the classic and terrifying horror film 'The Grudge'. This use of sans serif font gives a sleeker feel to the poster, making it appear modern and so can effectively entice a younger audience. From this, I will make sure to use sans serif font for factual pieces of information on the poster, e.g. a statement of when the film is released and so I can effectively target the most appropriate audience for the film- teenagers. In addition, this poster portrays an establishing shot which suggest the setting of the film- that it will be in a house. I will therefore incorporate an establishing or maybe even a long shot in my poster to show the setting of the film but in a discrete way, e.g. only an aspect of the school will be in my film poster, just like only a bedroom is shown in this 2015 poster.

The final poster I looked at is a character poster from the 1972 'Carrie'. This poster is very much focused on the main image of Carrie- the main character- who has her back turned and also the big white title 'Carrie' on the middle of the poster, overlapping the image of the main character. The background is completely red, again giving off a vignette effect as the edges of the poster are a darker shade of red than it is in the middle. The main character is shot in a long shot, and this shows the viewers of the poster her body language and what she's wearing. Her body language seems odd with her hands being in a weird position, suggesting that she can't control what she is doing. In addition, she is wearing a long, white dress but is also drenched in blood from head to toe. This gives a gory feel to the poster whilst also giving a sense of mystery as you can't see her face. As a result of these findings, I have decided that for my character poster, I will feature the main character using a long shot to effectively portray her body language and so gives viewers of the poster a vague insight into what her character will be like. I will also keep the poster mysterious by only seeing the back of her or maybe seeing her from the side

Institutional Research

One internal constraint which will affect the production of my film posters is having a zero-pound budget. This means that I will have limited materials and equipment to effectively create a professional looking poster. I won't be able to afford a professional photographer or not even have access to any advanced equipment. Not only that but I won't be able to afford Photoshop or any other software that you have to pay for. This may affect the editing as my posters may not be as good or professional as I wanted them to be. To overcome this, I will make sure to make full use of the resources I already have such as the school's cameras or maybe even my phone which may be more high definition and also the schools own materials as props such as school desks and chairs or maybe even a blackboard. In addition, I will have to use Microsoft Publisher which is a free software and play about with all the tools to make sure I am using it effectively and so resulting in my film posters looking professional and close to how I wanted them to look as a horror poster.

Another internal constraint which may affect the creation of my posters is the limited time I have to make them. This is mostly due to internal deadlines my teacher has set within the class. I found that the SQA uplift date isn't until the 25th April, giving me lots of my time to work on my posters and the overall assignment. However, when I spoke to my teacher I found that interim deadlines are much sooner and the assignments actually have to be done by the end of March- this is due to the two weeks Easter holidays which takes up most of April and so my teacher wants them all handed in beforehand. This means that I will have limited to create my posters and may result in rushed or unfinished looking posters, therefore not being able to have three enticing looking posters. To overcome this, I will ensure to have set times for when all my photos are taken and also set times for

when I will be editing each poster. More importantly, I will make sure to work hard during the set time we are given to make the posters, ensuring that I don't waste time and also that I stay behind in school to work on my posters so that I will not be behind schedule.

Another internal factor that will restrict me is the limited lighting facilities to help with the desired lighting I want in my posters. I want my photos for the posters shot in low-key lighting to effectively create a sense of mystery and successfully contributing to the horror genre of my film. I have limited lighting facilities, especially out with school for when I want to take photos in other places and this may hinder my posters from looking scary by poorly contributing to the horror genre. I may also have a problem with time of day as I want at least one of my posters to be shot outdoors, due to lack of lighting facilities I will have to go out in the dark to ensure that my posters will be as effective as I want them to be. To further overcome this, I will make sure to make the best use of the school's 3-point lighting system in the media room by taking some photos there whilst also creating the effect that it is shot somewhere else, e.g. one of the posters having an outdoor setting. I will also make sure to edit the posters effectively to match the genre of my film posters by using dark filters or effects such as fade or vignette to successfully give a sense of eeriness to my posters and further overcome the constraint of limited lighting facilities.

An external constraint which will further restrict the production of my film posters is copyright laws. When it comes to creating film posters, one law is that I cannot use anyone else's font and design for the text in their film posters. For example, I cannot directly copy or physically use fonts and the additional effects of a text in a film poster that already exists. This may affect my posters as I may not be able to create as good a font design for my horror posters like other official film posters have. I will make sure not to infringe this by only looking at other posters for ideas but actually using a unique font which I will add effects and a range of colours to myself. This way I am overcoming this law but more importantly, the font design on my film poster will be the most appropriate to match the rest of my poster such as the photos and the actual horror genre, thus making the poster all my own work, but also producing it in a way that will best compliment the genre and purpose of my posters.

Another external factors that will act as a constraint to the production of the film posters is health and safety laws when setting up the photoshoot. To make sure that everything goes smoothly and to follow health and safety laws, I will need to be extra careful when using equipment such as the lighting system which can be quite heavy and so I will need to make sure that everything is set up properly- with the heavily lights being firm on the ground with nothing to make it fall down. In addition, I will need to make sure that any wires are tucked away so that no one will trip and hurt themselves and also so that the lights will not fall on anyone. Not only that, but when I wish to take photos outside, I need to ensure that we don't try to shoot in busy roads or unstable areas. Furthermore, as my film posters may feature the main character, the main character may need to have makeup on to make her look scary and creepy. This way I will have to make sure that she will not have any allergic reactions to the makeup used by testing them out a few days before hand.

Creative Intentions

For my poster campaign, I intend to use low key lighting and dark or dull colours to create a sense of mystery and give my poster a ghostly and creepy look, effectively showing the horror genre of film poster. This is because using dull and gloomy colours along with low-key lighting, will successfully convey the horror genre of my film and therefore would lead to the correct audience being targeted- those who enjoy horror films- and so my audience will more likely be satisfied when the film is released and they go see it. In addition, it would be odd to include bright colours and high key lighting in my poster as it will not truly reflect the genre or the plot of my film and so I have decided

to avoid any colours such as yellow or pink which may confuse or misinform the viewers of what the film is actually going to be like.

In addition, I want to add a vague image in one of my posters that will hint at the setting or even plot of the film. I want to add a blackboard or maybe a school desk in one of my posters which will have carvings edited onto it with creepy drawings and sloppy writing. This will be effective as it will show what type of horror my film is going to be like therefore people who have enjoyed past horror films like this will be enticed to watch this one. For another poster, I want to include a picture of the main character who will give away that she is going to be the main focus of the film and will also represent her as a typical creepy/ghostly girl in a horror film. Therefore, viewers of the poster will see this and may hype up this creepy character and so generates excitement for the film as they may want to find out her back story and what kind of things she will be up to in the film. In my final poster, I wish to further hint at the setting whilst incorporating an image of the main character in it. By doing this, I can effectively give away that it is set in a school by having a school building in the background and also introduce the main character in a subtle way by having her in the poster, outside the school- with her school uniform- making it obvious that she is a new girl. This will attract my target audience of teenagers who enjoy horror films as they are more likely to enjoy a film which they will find recognisable and also maybe even relatable and so by incorporating the school setting in my poster, they will be more inclined to watch the film upon its release.

For my first teaser poster, I plan to use the surface of a school desk or a blackboard as the background where all the text or images will be placed on. For example, I plan to have the title on top of the poster- the title as if it has been carved on the desk or written on the blackboard with chalk. There will be twisted and creepy drawings on the middle of the poster that will foreshadow the events in the film. At the bottom, there will be the slogan and any additional information. By having this layout and having the title on the top, it will create focus on the title and so people will find it memorable. Having the images in the middle will also create focus on the plot of the film and people may be behind talking about the film as they are intrigued by the poster. For my next teaser poster, I plan to use the main image as the background and so any text will go over the image. This will create a minimalist effect as there is not too much happening on the poster- effectively creating a memorable poster and so people may be attracted to the film. For my character poster, I want to have a plain coloured background, e.g. dark shades of red or maybe just black and grey, and have the main character shot in a long/ low angle shot to clearly portray that she is a character in the film that other characters will be afraid of. For this poster, I intend to have the title across the middle of the image with no other text in the poster.

I also want to add slogans to two out of three of my posters. In my first poster, I will add the slogan 'She's back for revenge... and she's coming for you'. This slogan is a direct mode of address in which viewers of the poster are engaged and so they will remember the poster. This is especially effective for my target audience of high school students as they will feel more engaged as the film is set in a school. More importantly, this slogan is enigmatic as people will wonder why she is seeking revenge and what she does to seek vengeance amongst students in her school. This enigmatic slogan then allows for more people to go see the film as they will want to find out more about the character and what she is going to do. This representations of the girl as creepy and daunting is similar to films such as *The Ring* which uses a girl as the dominant character to satisfy audiences who enjoy the horror genre. The slogan for my other poster will also focus on the main character- 'Would you dare befriend her?' This slogan is also a direct mode of address which attaches a stigma to the main character, suggesting she is not a good character but instead one to be feared of. This can effectively represent the main character of my film as a mysterious and creepy character and so people will wonder why it would be dangerous to befriend her, and so will want to watch the film. Each teaser poster will also have a vague 'Coming soon' statement to inform viewers that the film will be released soon and so they will watch out for any recent updates to do with the film and its release date.

Finally, I will add the Sundance Film Festival 'Official Selection' crest to my posters to show that it is an independent film which has been recognised by this film festival. This will be effective in enticing audiences to watch the film as films shown in this festival are usually good quality independent films, for example Little Miss Sunshine, and also have interesting story lines. I selected the 'official selection' crest as it straight away gives my film a good image without needing to have won awards. By doing this, more people will be persuaded to watch the film as the films shown at Sundance often have positive connotations of quality and people will wonder how my horror film would match up with other horrors shown in Sundance- such as The Witch- which was a successful horror indie film. Overall, adding this logo will enhance my poster and generate further hype upon the release of my film.

Part A

A constraint I faced during the creation of my film posters was the limited technology available to me to edit the posters in school. As we had a zero pound budget, I couldn't afford to buy expensive software such as Photoshop which required a monthly subscription. This meant that I had to use Microsoft Publisher which I felt limited how well edited and professional my posters looked. This is because publisher only has basic editing tools such as editing the brightness/contrast of images on the poster and adding text etc. I overcame this, however, by applying for a 7 day trial of Photoshop in which I managed to use effectively to edit one of my teaser posters by editing and darkening a PNG. In addition, I used various PNGs such as mist and blood to give me the effect I wished for that publisher could not create. I also made use of free online editing software such as BeFunky which allowed me to edit the saturation and exposure of my main images so that they are effective horror posters. This resulted in an effective poster which successfully contributed to the horror genre which I was very happy with. In addition, these free editing tools and the Photoshop free trial allowed me to change the atmosphere of one of my posters to make it look like the weather was gloomy, making my poster better as it gave it a more creepy, sombre and high quality effect which I wanted for my posters. Overall, I was happy with the outcome of my editing and was pleased with how my three posters turned out as I picked the best day to take photos which can portray the horror genre, giving audiences a sense of eeriness.

Another constraint I faced was the harsh timelines we had to complete all three posters. We only had set periods during class for the posters to be completed and we only had access to computers some periods. I felt that this limited how well my posters turned out as I then had less time to edit my posters, especially as we had some periods when we did not have access to technology and had to sit in class and take notes instead. However, I had access to Publisher and other editing softwares I needed at home and so I took the initiative to email myself the posters so that I could spend time at home completing them. This resulted in effective horror posters which turned out the way I wanted as I had time to work on them at home. In addition, by working on my posters at home, I feel I had more flexibility with time and so my posters were not rushed. For example, because of extra time, I managed to spend a lot more time deciding on what fonts look the best, and even what effects, e.g. outlined or engraved I should use to have fonts that effectively fits the horror genre for my posters. As a result, I met the deadline and I am also happy with how my posters look. Overall, I took advantage of the ability to work on my posters at home and I felt that this was beneficial as I am pleased with all my posters.

A further constraint which affected the production of my posters was the lack of expertise I had when it comes to editing. Before creating the posters, I had never edited a film poster and lacked skills in using editing softwares and adding special effects to images/text. I felt this limited me as it meant that my posters would not look how I wished and I may not be able to carry out some initial ideas I had for my posters. I overcame this by asking the teacher what the best and easiest to use editing softwares were and made sure that I studied these softwares and investigated what each one could do to help me have better looking posters which matched or went beyond my initial idea. In fact, while getting to know the tools available to me on the free trial of Photoshop, I managed to improve one of my posters by making changes to my initial idea so that it was more effective. This

was creating a smeared blood effect on one of my posters to make it look realistic and therefore more effective in portraying the horror genre. This therefore allowed me to have better posters which are effective in enticing viewers of the poster to go see the film especially those who enjoy the horror genre. Overall, I am more confident in editing film posters and feel that the time I took to study the softwares have allowed me to create more professional looking posters.

An opportunity when creating my film posters is that I needed a school setting for two of my posters. As I worked on the posters in school, I had access to all the settings I needed for my poster which allowed me to take as many photos as I needed and even to retake some which I felt wasn't good enough. This opportunity meant that I had access to all the locations I needed for my posters such as the front of the school and the empty and dark assembly hall which is not often used during class time. This meant that I had the perfect setting I wished for some of my posters to have and so resulted in effective posters which I was content with. I was happy with them as I had access to various locations which were unused and dark and I felt this was the best lighting for my posters so they fit into the horror genre. In addition, having access to the locations in the school was beneficial to me as I wasn't constrained to one day where I could access the location and instead had access to it every day. The first day we attempted to take photos for the posters, the sky was blue and the sun was shining and so I decided that we would take photos another day. This meant I could choose to take photos on a day which suited the horror genre of my poster, e.g. a dull day when it is cloudy and this meant I had the correct atmosphere for my posters. Overall, I felt my posters were good and effectively gave a mysterious effect which fits in with the horror genre.

Part B: Finished Content Evaluation

For one of my posters, I chose a casual script type font to show informality and that someone has just scribbled on the title. The background for this poster is a blackboard and used a white chalk brush to write the title with, making it even more effective. This then makes it seem as if the main character is the one who wrote the title in a rushed, scribbly way. In fact, the whole poster, apart from the additional information such as the slogan, promotional website and vague release date is drawn with this same brush, giving it a creepy and sinister effect as it seems like the main character is the one who drew the twisted and disturbing pictures. This is effective because it then gives the poster a unique and minimalist twist which can attract horror film fans. The enigmatic slogan and 'Coming Soon' signs are written with a serif font, with the slogan being black and the release date in red, giving it an archaic and creepy feel, which I feel contributes to the horror genre of my poster. On my second teaser poster, I used a mixture of serif and sans serif fonts, with the title being serif and the release date being sans serif. This serif choice of font again effectively contributes to the horror genre as it is often used in many horror film posters. In addition, the light pink sans serif font gives the film a modern effect which can attract a younger audience who may be more into modern and relatable horror films. In my final poster, I decided to stick to the light pink font for the slogan and release date, which although isn't a typical horror genre colour, I feel complimented the poster well as it gave my poster more unique, attracting a younger audience which fits into my proposed target audience of high school students. For the title in the final poster, I decided to make it a white serif font but have an outlined effect which is even more effective as I applied a PNG of a blood smear which acts a background for the outlined font. This did not look as realistic as I wanted but instead makes the title look more interesting and eye catching and so can attract people to view the poster.

In all three of my posters, I decided to include two production logos. One of them being a Vertigo Films logo- this is a British film production and distribution company which have produced various horror films such as *The Children* and *Outcast*. I feel that by including this production logo it was effective because viewers of the poster will then be aware that this is a British film and so should further entice people to go see the film as the setting may be relatable for many, e.g. the school setting and the country it is set in. I also added the Alliance Films production logo- this is a Canadian motion picture distribution and production company which also distributes British films. Alliance films has connotations of good quality and professional films, including many horrors such as *Insidious* and *Sinister*. I feel that adding this production logo will therefore give my poster a professional and official look and therefore allowing for it to be successful in achieving its main purpose of persuading audiences to watch the film upon the film's release. Overall, these two production logos are effective in giving my poster a more professional and enticing look and I am happy with this outcome. In addition, I added a website link to my two teaser posters. Adding a link like this means furthermore giving the poster and the overall film a professional look as it has its very own promotional website which can imply that a lot of work has went into hyping up the film. Adding a website also means that more people will be attracted to research into and watch the film as viewers of the poster are provided with additional information. Overall, I am pleased with the effect of these additional pieces on my three film posters as I feel they will be successful in providing me with enticing posters which will be memorable.

The main image of my character poster is a high angle shot of the main character who is 'the stranger' (new girl). I wanted to represent her as a typical female horror film character who is sinister and her seemingly motive being to seek revenge. I achieved this by using low key lighting with her looking up at the camera, having half her face covered with a shadow so only half her face is visible. Although it is shot in a high angle shot which usually belittles characters and views them as vulnerable, this is not the case in this poster; she definitely looks sinister through her facial expression and the lighting I have used. This is effective as it plays about with the assumptions of the audiences and also brings across a message that you can't trust your instincts as not everyone is who they seem like: whilst the high-angle shot might suggest that she can be trusted and is vulnerable, the mise-en-scene suggests that she is more sinister, effectively engaging the audience with a sense of enigma about this character. This allowed for a stereotypical horror genre character that looks ghostly and creepy therefore successfully contributing to the genre of the film whilst creating an enigmatic effect in which viewers of the poster will feel intrigued by this character. In addition, I added a scratched texture to this main image, giving the poster a more mysterious and ominous tone which is an effective horror genre convention that I wanted this poster to feature. Behind the main character, there were chairs which looked untidy and out of place in my poster so instead of retaking the photos, I decided to add a PNG of a dark cloud to cover it. This allowed me to cover up the chairs while still contributing to the effectiveness of my poster as it then looked creepier with the dark, cloudy mist above the main character. I feel that all these elements pull my poster together as a captivating horror film poster which clearly hints at the plot and nature of the film.

Within one of my teaser posters, I used the school building as my main background image with a girl having her back faced to the camera. By incorporating an establishing shot of the school in the background, the poster can attract people who are familiar with this building to watch the film and so can successfully target a certain audience, whilst hinting at the setting of the film. Even people who aren't familiar with this school building will still be able to relate because it is set in a Scottish

high school which many audiences will find relatable as the exterior of my school looks fairly generic. To give my poster a mysterious and chilling feel to it, I added mist to the bottom of the poster which crept up on the girl's body; this foreshadows what is going to happen in the film, enticing viewers of the poster, and so results in an effective and eye-catching poster. In addition, I stuck to this theme of including mist by adding a ghostlike mist, resembling a female, near the entrance of the school which is an effective horror genre convention. This effectively portrays my film as a ghost-haunted horror movie which is what I wished for and can then attract those who enjoy this kind of films. In the main image of the school, there is an empty brick wall which I decided to use as a place to add on the release date, allowing for the release date to be memorable as it is placed in an unusual place. I also added a PNG of a ghost like figure on this wall where the release date is placed, adding an eerie effect and further enhancing my poster. Overall, although this poster looks quite different from the rest of my posters, I feel that it still captures the creepy horror film genre which I was going for whilst not including conventions, e.g. blood and dark colours, of a typical horror movie poster.

For my second teaser poster, I decided to make it a concept based poster which does not include a real-life image but instead only using paint on the computer to create the main focal point for my poster. I used a blackboard as the background and used a brush that resembled chalk to draw the disturbing drawing on my posters. These were like child-like drawings of people getting hung which gives my poster a sinister tone which can make people feel uneasy and so can successfully attract those who gain thrill from horrors. There is also an effective juxtaposition in this poster of innocence and sinister in this image. A blackboard has connotations of school and safety and the childish drawings suggest innocence. However, this is corrupted by the act of hanging and the blood splatter which is very sinister I feel this is effective as it can scare and unsettle viewers of the poster and so successfully fulfils the horror genre. These eerie drawings are attached to the script font title which furthermore adds to the realistic effect that someone who is important in the film is the one who drew this, especially as blackboards are usually found in schools. This meets my creative intentions as I wanted to have a creepy poster which contributes to the horror genre whilst also having a realistic element to it. In addition, I darkened the blackboard using Photoshop to give the background a more sombre and vignette effect whilst also highlighting the scratches on the blackboard, making it look more mysterious which then pulls the poster together. I am happy with the outcome of this simple alteration as it then provided my poster with a definite dark and threatening tone which I am happy with. By adding blood to the poster, I furthermore gave it a sinister tone which suggests that the drawings are foreshadowing the events in the film, giving a doomy effect. I achieved this by adding blood to the poster which I then darkened, editing the saturation so that the blood looks realistic, with the spots of blood at the bottom of the poster, looking as if it has dried into the blackboard. Overall, I am happy with this poster as I feel it is a clear horror film poster which includes unique horror genre conventions such as the disturbing drawings and embedded blood.

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JULY
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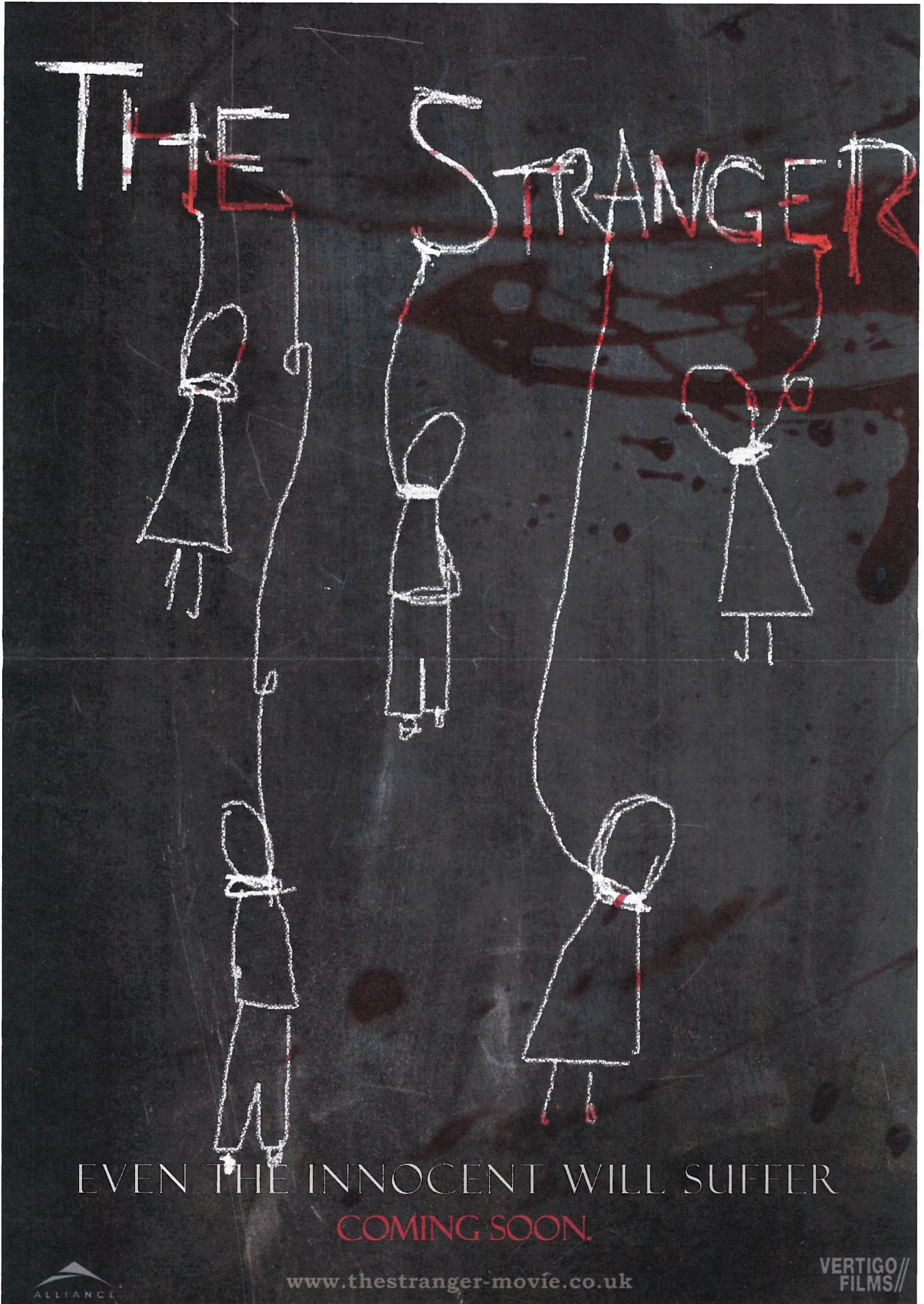


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Candidate 3 evidence

Name: _____

The Brief – Higher Media Assignment

Task:

Earlier in the course you worked individually to plan a short film, then pitched the film to your group and worked as a team to make one of the planned films. Now you are going to individually create a trailer for the film created by your group. Your finished piece of media content will be submitted to SQA.

INSTRUCTIONS (non-negotiable). You will be working with the following constraints:

Medium:

The medium of your text will be moving image. The form will be trailer but you will choose which type.

Level of finish:

You will be making a moving image trailer. It should be 60-120 seconds long.

Institutional Constraints:

- Certificate PG – the trailer should be suitable to be shown at an assembly for S1-6.
- Budget - £0
- Equipment – any additional footage will be shot using your iPad and the trailer will be edited on the iMovie app.
- Health and safety – health and safety guidelines should be taken into account if any additional footage is required.
- Time – the deadline for completion of a full first draft is **Friday 26th February**. By this date you should have a completed trailer, and a first draft of your responses for sections 1 and 2.

NEGOTIATING THE BRIEF

In the planning of your trailer you will need to make decisions about the following:

Target Audience:

Who is your trailer, aimed at? Think about things like the content, the lead characters, the setting, and the genre to help you decide who you should target. Consider audience segments, needs and expectations.

Purpose:

The trailer should persuade your target audience to want to watch the full film. You will need to decide how you will achieve this. You might think about things like **informing** (stars, reviews), **entertaining** (by scaring (if it is a horror), making them laugh (if it is a comedy) etc), **intriguing** (by creating enigmas) etc...

Genre:

Think carefully about the genre of the finished film your trailer is for. You will need to make it clear in your trailer what the genre is so you can attract fans of that genre. You might want to research genre markers and/or conventions to help you with this.

Form:

You will need to decide whether to make a teaser or theatrical trailer. You will need to research both forms to help you with your decision.

RECORD YOUR DECISIONS HERE:

Target Audience: Teenagers aged 13-18 yrs old & parents

Purpose: Persuade, inform and entertain

Genre: Drama

Form: Theatrical Trailer

Section 1

BRIEF

TARGET AUDIENCE

- The target audience for my trailer is adolescents aged 13 to 18 years old. It's aimed at teenagers who might be experiencing peer pressure, underage drinking, growing up in a neglectful background or drug use, or might know someone who is going through this. These themes would likely appeal to most teens. Teenagers dealing with these issues could identify and relate with the main character, for example the main teenage girl gets pressured into drinking with her peers when she doesn't want to, and the teenage audience can relate to this as in the modern age peer pressure has a big impact because you want to fit in, you want to be like everyone else.

PURPOSE

- The purpose of the trailer is to persuade and entertain the audience, by creating a tension building atmosphere that makes the audience grasp onto the trailer and make them want to know more about it, so they would be more likely wanting to go see the film. Starting with one event where you will see the main teenage girl arguing with her mother to then her getting ready for a party, that leads to another scene, more intense as it slowly escalates to an epic cliffhanger ending. This will persuade the audience as showing the trailer ending with a cliffhanger will show them that anything can happen within these situations and the difficulties teenagers have dealing with these situations. Also another purpose of the trailer is to inform so adding statistics, credits, release date also reviews of the film on screen would inform the audience of important information and also will make the trailer look more professional and realistic featured movie trailer.

GENRE

- The main genre of the trailer is Drama. The trailer will exhibit real life situations with realistic characters such as young actors to play the teenagers in my trailer, prepared settings, also portray the character's development journey. I will be including conflicts between the main character and her mother such as the main teenager in the trailer arguing with her mother, showing that it's a rough relationship and will show realistic struggles from a neglectful background. The audience will be able to relate to the character's situations, also structuring the trailer with ongoing tension & climaxes such as the teenager being shown in difficult situations that lead on to worse difficulties she will be facing, to keep the audience emotionally attached to the main teenager's issues which are living in a neglectful family and getting influenced by peer pressure which lead her into new addictions such as smoking, drinking etc.

FORM

- I have decided to create a theatrical drama trailer. One reason for this is because theatrical trailers duration are approximately 2 minutes long which is maximum length for my trailer. Theatrical trailers contain more footage, which allows me to build an intensive atmosphere and building tension throughout by adding important shots without giving too much away. I think a teaser trailer would be too short to create an effective impression because in my opinion to show an effective piece to impress the audience I need to include a big range of footage to show certain impacts peer pressure is having on teenagers or the certain teenager who will be the lead role in the trailer.

DIFFICULTIES FILMING

- I will be facing difficulties filming my trailer as I have planned a trip to Poland over the February break. Due to my absence of when my group had filmed their trailer I decided to film my own, an individual project, so I decided I'd take time in my holiday to film this, as then I wouldn't be missing out on the assignment and also I think filming in a different country could really make my trailer more unique, different cultural settings and also filming things that I know would create a good

impression on my audience. Potential difficulties I could have is travelling with equipment, having to take a tripod and all necessary resources to film, also another difficulty I can encounter would be if I came to the editing stage where I realise I have missing footage, it's not easy to go back over to Poland and film more shots, so I will have 2 weeks to film as much footage as I think I'll need and try and elaborate whether I have everything I need to make it a successful ongoing trailer with no missing footage.

AUDIENCE

To do my audience research I created specific questions for my target audience age group. These questions helped me identify key features I should include for my trailer to be successful and relatable for viewers. I asked people aged 14-19 and also asked a few teachers in school about what they would like to see in the trailer and things they would consider a bigger priority to include, so my responses are very varied between ages and I find this good as a more varied response will let me expand on my target audience.

The first question helped me get grip with finding 1, 12 responses out of 20 answered that alcohol would be more effective than drug use to show teenagers in a modern age and the effects of peer pressure. The majority of responses agreed that alcohol is more accessible than drugs, so teenagers are more likely to reach for alcohol. Also they are more likely to drink socially, since if one person drinks then the rest catch on. However, the remaining responses thought that drug use would be more effective, as the drug use in teenagers is increasing and also how different types of drugs that are made in today's society are filled with so much more chemicals and mixed with other drugs. I plan on to show the main teenage in my trailer getting pressured into drinking, showing the risks of this but also show her getting out of hand with her drug use, to show that it affects her life badly.

The second question helped me get finding 2, 11 people out of 20 answered no to a romantic turning point, because it doesn't come across as realistic. Also a common reason for this was that if I included a romantic turning point for the main teenage character it could complicate the plot of the trailer and ruin the argument of teenagers getting too involved in peer pressure and the issue that lies within society of a teenager's reputation. I think maybe it would complicate things as I want to get my message across of peer pressure and the consequences of it but the audience could get confused if I add a romantic turning point, because then it shows as if love is what would make the teenagers perform certain actions and that's not what I want the audience to think. My plan is to show that she lost her loved one, and has got herself pressured into situations where she has nothing to lose so she gets dragged into difficult situations.

The third question helped me reach the conclusion of finding 3, 12 people out of 20 answered that using a background song would create a building tension in the trailer which could grasp the audience's attention as dialogue doesn't get the point across and can cause confusion if the speech isn't clear. Also it would emphasise the lyrics instead of having to use speech to get the point across. It's more effective and creative trying to get a strong message across with no speech. However, the remaining 8 individuals who responded said that music in the background would become a distraction, and the trailer would not attract viewers and the audience would be confused without dialogue. My plan is to use a piece of music that will go well with my footage, trying to find a song which the lyrics match the tone of my trailer, which would make my trailer effective if the music and whatever is going on in the trailer match really well.

For the fourth question, I received a lot of varied responses to my question about showing the main teenage character being brought up in a neglectful family background to make it more understandable and use it as a reason for the teenager's choices. 13 responses from my questionnaire agreed that showing the teenager in a neglectful background would explain their actions as they would seek attention so it would draw them to accepting peer pressure, also because they would have a positive role model to look up to. Although 4 responses said that it would be more effective to make the teenager coming from a well brought up family, perhaps wealthy, to make my point of peer pressure strongly, because then you can't blame it on background. And 3 responses out of 20 responded with saying it is stereotypical, that it would ruin the whole point of influence and getting persuaded into committing crimes such as underage drinking and drug use. My plan is to show the main teenage girl arguing with her mother, to show that she doesn't get along with her family and that she comes from a neglectful background where she feels lonely and broken.

The last question concluded where one of my key scenes would be filmed. The question was for me to decide where the party was shown in the trailer. 50% of responses that I received decided that locating the party in a house may be more convenient, reasonable and realistic. 9 responses out of 20 answered to filming the party in a lake/forest would create greater tension, creating a very sinister and unique atmosphere. Also if a crowd of teenagers are out in a forest drinking then it stands out, and makes it more dangerous as it is far out of the public and no adult supervision whatsoever, it is more likely for something bad to happen, realising the risks also it is more likely to consume alcohol or intake drugs because there's no prying eyes. However one of the responses I receive really stood out. It was the idea of using both places to show the passage of time, and to show that it isn't just a one time party but an ongoing type of influenced behaviour. So my plan is to show a bunch of teenagers partying, to show them drinking and taking drugs and influencing their peers around them with it, also to show it isn't the safest environment for a teenager to be in without facing consequences.

INSTITUTIONS

The greatest problem I will be facing is having to film my movie on my own due to my absence i couldn't participate in my group's filming, so I decided to create my own trailer. My limitations were pretty great as I will have to do the original planning individually, film it on my own and also act in it. So certain scenes I will struggle to film them. I have planned to film a scene where I'm sitting by the river, but to do that I had to walk over the river to set up the iPad on the tripod and then walk back over to film myself sitting, looking lonely by the river. After that I will have to walk back over to turn of the video. This causes a lot more work for me, doing everything on my own, and then I end up with much more footage that I need and more editing.

Another thing I will have to do is ask the cemetery for permission to film in a graveyard. I need this as I am planning to film a scene in the cemetery that shows my main character completely broken because they lost a loved one, I want to make it an intense scene and filming in a graveyard is really realistic and would create great effect and show the character grieving. To do this I have to find out who owns the cemetery and ask them for permission if I am allowed to film in the cemetery, and this can cause a limitation if my request was denied and it would waste time.

Another problem I will be facing is having to take my equipment with me as I am travelling to Poland over the time that I'm suppose to be filming my movie. It will cost me more as I have to be travelling with an extra bag to carry my tripod over. I had to check the price of an equipment back on the airline site, also I tried to fit the tripod into my passenger bag, measuring the size of the iPod and the bag I was carrying with me. I could film the movie without a tripod but I want to film my trailer with nice professional videos, straight not shaky, and that's a limitation I will have if I don't travel with my tripod.

Another limitation that I will have is I need to make sure that my trailer marks of the criteria for under 18 certificate. So since I'm making a trailer based on teenagers getting peer pressured into drinking, smoking and taking drugs, I can't show anyone under 18 doing these things, so I will have to try and give off the impression in my trailer as I can't actually show any of my characters with these substances, and if I were to show a party, I would empty out bottles and fill it with water, or to show cider or beer I would fill it with fruit juice, make it believable, or also I could make it look as if people are picking up bottles or fags but don't actually put it to their mouth.

CONTENT RESEARCH

I watched the trailer for "The Best of Me" which is a romantic drama movie. I used it to get ideas for the techniques I can use to build tension. Using music to create an intensive atmosphere also including a little narrative to get a strong message along. Also using on-screen text such as quotes or statistics, for example in the trailer that I watched, before any actual vivid footage was revealed, a quote had popped up written anonymously on the screen, that said: " There's nothing more enduring than first love." which gives a slight hint of the passionate romance which Could be the main cause of the plot in the trailer. I plan on using this trailer to ensure my romantic turning point in my trailer, showing one's close feelings or both peoples side of the relationship.

I watched the trailer for "Lion" which is a drama movie. I used it to get ideas on using background music to make it match the tone of my trailer. Using a piece of music which will match the tension of scenes in my trailer will create effective impressions on the audience making the interest grow. In the trailer I watched the music had got faster, higher pitched and it matched the scene of where the main character spoke about what happened to him, and the music and the fact it's based on a true story makes the audience grasp onto it and would want to watch the movie as its impressive and builds tension and adrenaline. My plan is to use the technique of matching the music to the tone of my trailer, to use slow music but deep emotional lyrics too.

I watched the trailer for "Collateral Beauty" which is a drama movie starring Will Smith. The trailer uses flashbacks and memories to create an intensive atmosphere, using flashbacks of seeing his daughter and seeing memories of when he was happy and before his daughter had died. Doing this made it seem really creative and interesting, it gets the point across of the movie that it's all about what situation he is in and how he deals with the loss of a loved one. My aim is to use this and create a strong message just as well for my trailer, showing the teenager losing someone and showing her way of dealing with it.

I watched the trailer of "Brave town" which is a dramatic tension building movie. This trailer also made a impressive impact on the audience, the background music matching the tone of the trailer. The music is building right through he trailer showing interesting scenes, showing the main character in a place where he feels like he's fighting against the world, but also it shows other people going through the same paths, having to deal with things you shouldn't and losing people. And the whole trailer is perfectly fitted with the trailer, and using dialogue and background music is an interesting technique, makes the point clear of what the movie is about.

CREATIVE INTENTIONS

For my creative intentions I want to create a montage of fast-paced shots so it creates the impression of flashbacks or memories such as showing pictures of a bunch of teenagers partying and showing bottles of drink to show the evolution of peer pressure. I think by showing this it will create a great impact on audience because it will show the teenager's journey from being innocent to allowing to getting herself pressured into smoking to then showing her memories of how good her life was from being so happy, having good relationships to showing her being lonely and getting influenced into smoking, taking drugs and drinking at parties.

Another creative intention I want in my movie is using a background song instead of using dialogue. The reason for this is so I can create an intense atmosphere, throughout my trailer. I think that using music can grasp the audience's attention, makes the trailer more interesting and makes the audience focus on the actor's actions. I want to get a strong, clear message across. For example using the song "Boulevard of broken dreams" by Green Day is a song that starts out quite slowly which goes with my trailer. My aim is to try and match the music to the tone of the trailer. In my trailer will start out with the main character walking through the forest lonely which matches the start of the song and then throughout the tension builds seeing the teenager doing all these things and getting pressured into making mistakes. Matching the footage with the music will be very effective, and make the audience more interested. My intention is to match my footage of the trailer with the lyrics of the song, the lyrics of the song are quite deep and quite emotional so I think it will really go well with my trailer.

Another creative intention is to show a scene where the teenager is arguing with her parents to show that she comes from a neglectful background, and due to this it explains her actions. I think showing this to the audience would make them understand why she's getting influenced by her peers into making certain decisions. Showing the teenager coming from a neglectful background shows that individuals have nothing to lose and also the audience could relate to this scene. The way I plan on showing her coming from a neglectful background is by using abandoned and quiet see tongs such as a forest to show she prefers to be alone because she feels that way.

Another creative intention I have is to film some footage of teenagers aged 15-18 at a house party. I think showing a real scene house party with teenagers getting drunk, smoking, using drugs will put the message of peer pressure across to the audience much clearer and create an effective impact on how the audience will feel and what they now think about peer pressure. I think showing a real life set of how peer pressure starts, and showing the teenage girl getting influenced by her peers and going to these parties shows us the power peer pressure has hold over individuals.

Another creative intention is to show the teenager on its own, lonely and grieving. I think showing the teenage girl walking through a forest on her own would then show the audience that she is lonely and she's all alone. Also showing her sitting in a graveyard would then create a tension building atmosphere, which would grasp the audience to keep watching. Showing her lonely and seeing that she lost someone makes us feel sympathetic for her, and starts to explain why she's making all these choices, of going with the wrong crowd and accepting the pressure from her peers. I think by showing the teenager in a graveyard, sitting there all alone shows that she is grieving someone's death or missing someone so she goes to the graveyard when she feels lonely.

Section 2

2.a)

One thing that really affected my trailer was that I didn't have a group due to my absence, so I had to film this within my stay in Poland on my holiday. I worked independently, planning, filming and editing my trailer on my own. This made it very hard for me to film, as in my introducing scene I had to film myself from the other side of the river. This was hard to do as I had to walk over the river to film as I couldn't get down to the river from the other side, and it was a struggle to get over as the water was not shallow and no stones to get by on, so I ended up getting wet and dirty and then get back over to act and then collect my iPad and tripod again. Also I had a problem with my scene in the cemetery as I wanted to film a panning shot to show the surroundings of the graveyard as I wanted to show the individual grieving or missing a loved one but as I was doing it independently, I asked my brother to help me with the panning shot. This was the only scene I used assistance to film my trailer. The shots I took were very effective, though I had to go through a lot of struggle and difficulty to film them, and risking my health and safety walking over the river.

For my trailer, I had to go film additional footage such as showing the teenager losing control and taking away her life as I needed some extra shots to fill the gaps of my trailer after I came back from holiday in Poland. I had to film a shot showing the teenager getting pressured into smoking and also showing the teenager trying to overdose on pulls. I had to film these, so that my story line flowed and I got my message across to the audience. I felt like I needed to film these additional shots to make my trailer more effective and the shot where I show the teenager overdose will be effective, it will show how the pressure influenced her, and how badly it affected her.

Another thing that affected my filming was travelling to Poland with equipment. I tried to pack my tripod in my baggage but it wouldn't fit, so then I looked at the airline sites to see how much I would pay if I would like to add a small equipment bag. I decided I would save myself £35 and go without a tripod. This was inconvenient as filming with a tripod helps make the camera steady and allows me to film good shots without any shaking. I managed to buy a cheap tripod over in Poland which was a small steady tripod, it worked well but didn't have the full potential that I would have had with the tripod from school. I tried filming panning shots at the graveyard but it was just too shaky and un-professional. My final shots came out very well, you can't tell that it wasn't filmed with a full sized tripod, I think I done very well improvising.

Another thing that had a major effect on my trailer was that I filmed some of my shots in portrait and some in landscape. This made my trailer look horrendous and not in flow, the size of the screen would change depending on how I filmed it. I couldn't re-film these scenes as I was back from my holiday and it wouldn't be the same. So to fix this I managed to zoom in my landscape filmed shots, using the technique of cropping on the application I was using to edit my trailer which was iMovie, to match the screen size of my landscape shots. For example, the introduction to my trailer you see the main character walking through the forest and straight after I show a shot of driving by a church, the shot of where I filmed the church was portrait so I had to zoom it in to size so that it would match the shot before as it would display as lack of quality in the finished trailer as it was very noticeable. Now in my finished trailer all shots are in the right size, so it's not noticeable at all, and looks as if all shots were filmed the exact same way.

Another thing I had a problem with is trying to film a scene where you could see a house party but I ended up not filming the shot as I found it too hard to film such a big scene maturely and seriously. I wanted this scene to be filmed because I thought it would give the audience an insight of what teenage parties are like in the modern age, to show the risks. In my opinion, I found it too difficult to try and arrange so many people having to film a serious scene showing young adults partying, getting the scene set up, adding props, and trying to get so many individuals to try and act for a scene. There were issues of not being able to show people drinking or smoking, as it's against the law to show under age teenagers under the influence? It takes more planning, to make sure you do it right the first time because it's hard to re film a scene that takes so much

organisation and individuals to act. So instead of filming this scene I decided to make a montage of fast paced shots , including pictures of parties that I have intended to give the impression to show teenagers with drink and having a good time partying to show roughly what goes on in parties in the teenage modern age, to show risks, and to build an impression to the audience that it is a serious matter. In comparison to my original plan, I didn't keep up with what I actually wanted to film but I think it's very effective with the fast paced shots, and gives of the same effectiveness and makes my message clear of peer pressure.

2.b)

In my trailer I chose to go ahead with one of my creative intentions which was to show the main character thinking of her memories/or getting flashbacks of how much her life has changed since she allowed herself to get pressured into alcohol, smoking, drugs and getting influenced by her peer's behaviour. To do this I used a montage of fast paced shots showing a few pictures of when she was happy to then how her life turned upside down. I think this was very effective as it gives a clear picture to the audience of peer pressure effecting teenagers in their every days life and shows the audience of how peer pressure is a major concerning problem in the modern day and also it would build an intensive atmosphere and perhaps sympathy on the teenager, so I get my purpose across by informing on how badly it can affect people but also persuade them to raise awareness as it is a building factor in today's society and persuade them to watch to the trailer.

When doing my content research, I realised that most trailers started with an opening scene that either created meaning or made the audience pay attention because of how you introduce your trailer. So in my case, I wanted to create the impression that the main teenager character was broken and alone. I think that my introducing scenes showing the teenage girl sitting in the middle of the forest on her own builds an impression of loneliness as people who usually walk through a forest alone would like to be alone, to either think or because they like their loneliness. Also the scene after that we see her walking through the woods, completely in thought with her earphones in, showing that she would like to block everything else out, and just be alone. I think I created a good atmosphere of how his person is feeling by just showing the teenager in a forest setting on her own. And I think it was effective as the audience is feeling sympathy for her, and can see that there's an explanation to her sadness/ loneliness. I think it would make the audience want to watch it if the music matches the footage, it would build a different impression and emotions for the audience, making them maybe think of it personally and being able to relate to the lyrics of the music.

Also another thing that I included in my trailer was I filmed a scene where another person was pressuring the main teenager in the trailer into smoking. All you can see of the other person is their back wearing a pink hoodie with the hood up and throughout my trailer you see the teenager in the exact same hoodie. I tried to create a physical manifestation to actually show a war zone between two personalities of this teenager, one that shows that she hesitates to take the cigarette into her hand but the character playing in the pink hoodie is handing it to her, I tried to create the impression that really she's battling with herself and her choices due to peer pressure, that she hesitates to accept the peer pressure but she also wants it. I'm not too sure if the audience were able to understand my metaphor, because it wasn't majorly clear. I tried to keep it subtle, with no text on screen, just tried to make it flow and hoping the audience would understand. But out of all the people I showed my trailer to, only one person managed to point out that I used symbolism of showing two personalities, as two different people, I think it did work but maybe just for sophisticated audiences. For the future, I know that maybe I should try and use different techniques to present this to the audience and be more clear, as I know it didn't work too well because I didn't make it clear enough for the audience to understand my intention.

Another thing that I think worked well in my trailer is my choice of music. The music I picked was "Boulevard of Broken Dreams" by Green Day and I think it went very well with my trailer and matched the tone. Introducing scenes showing the teenage girl walking through the forest alone

goes along with the lyrics " I walk a lonely road, the only one I have ever known" and it works quite well as I'm trying to show the girl to be broken, lonely and lost. And it is the "only one" path she could go down as its to show how badly peer pressure and getting influenced has affected her life and made her this way. It has a lot of meaningful scenes that match the lyrics such as halfway through the scene of when she's walking through the forest we hear "Don't know where it goes But it's only me, and I walk alone". This scene then leads on to the audience viewing a tension building scene, where we see a drive past scene of a mysterious looking church which is different to see as I filmed it in Poland and you don't see churches like that in Scotland. The scene looks very sinister especially with the music which makes it effective and I wanted to create the impression that it was the main character driving by from her point of view. There are no lyrics throughout that scene just building music which makes it seem as if she's just thinking and just admiring the scenery she drives by. And I think this worked well and it seemed to have an effective impact on the audience as they can understand and initiate the impression I tried to create here. Also I think the tone of the music has an effect of the tone of my trailer as i successfully created the impression of it being sympathetic, and make the audience relate to the character, due to the tone of the trailer and the music it impacted on how the audience viewed the teenager as an individual.

When doing my planning stage of my trailer I decided to only use background music instead of including any dialogue as I thought that would be more effective and a bit different. The outcome of this in my trailer seemed to be more effective than I thought possible. I thought that by using background music certain things might not be clear or I might not get my message across to the audience. But I managed to match my scenes to the music and trying to use a piece of music that could speak for the footage instead of having to use dialogue. Instead of the teenager actually speaking to another character I decided to just use music to show what's going on. For example, in the scene where it's the main teenager character with another individual that hands them a fag, trying to pressure the teenager into smoking. But I didn't use any dialogue because the piece of music I chose was quite intense, with some meaningful lyrics and bits of the song matched the scene and what was going on and it helped build tension and create a impressive atmosphere.

Candidate 4

For Candidate Use

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

Your instruction/stimulus

Plan, shoot and edit one section of a film trailer in a genre of your choice for a selected target audience.
Work in a group to complete the trailer by the deadline issued and without affecting teaching and learning in the school.

Your target audience

15-19 year old Scottish males and females who are specifically fans of the thriller genre.

The level of finish expected

You must individually complete the filming and editing of your section of a finished film trailer. Your section should be a ~~minimum of~~ 30-45 seconds in length.

NOTE TO MARKER

Hunted

Made by a group of pupils each with responsibility for one section.

candidate:

responsible for section of trailer: 0 – 58.09 seconds

Response to the Brief

The brief asked us to make a trailer in a group, using camera and editing to bring it together. The hypothetical film that we are making the trailer for follows the story of a teenage girl who moves from London to Edinburgh to escape her troubled past life, but is stalked by her past abusers, who will go to great lengths to get her back. As a group, we decided that we would make a trailer in the thriller genre, and that the target audience would be Scottish teenagers aged 15 to 19, who are both male and female, as well as fans of the thriller genre.

While negotiating the brief, I decided that the purpose of my section of the trailer was to persuade the audience to see the full film, as well as gripping their attention for the rest of the trailer, as mine is the first section, meaning it has to make the audience want to continue watching. One way in which I will achieve this is by including enigmas that do not get answered in my section of the trailer, which will make the audience want to find answers in order to be truly satisfied, thus enticing them to see the film. For example, one of my shots will be a flashback scene of the main character running, with a medium close up tracking shot making it very unclear who she is running from. This will provoke the thought of the audience and lead them to question what poses such a great threat to the main character, leading them to watch the film in search of an answer to this enigma.

I also decided that another purpose of my section of the trailer was to frighten the audience, thus in turn helping to persuade fans of the thriller and horror genres to view the film. I will achieve this by including typical markers of the thriller genre, such as fast editing and not giving away too much in the trailer in order to create an atmosphere of mystery that will make the viewer feel uneasy. Music that is slightly out of tune will also be included, as it adds an element of unbalance and confusion to the trailer, this being a typical marker of the thriller genre, in which equilibrium is usually only restored as the film nears its end. Furthermore, if the audience is scared or disturbed by the trailer, this will meet the expectations that an audience has for the thriller genre, thus enticing them to see the film and fulfilling the purpose of my section of the trailer.

When considering the brief, I also had to think about the target audience that my group had chosen and how my section of the trailer would appeal to them. There are several scenes in my section of the trailer that are set in and around well-known Scottish landmarks, such as Waverly train station and the centre of town. This may interest my target audience of Scottish people, as they will be able to point out various settings which are familiar to them, engaging them in the trailer and encouraging to continue watching. I also had to consider how I would attract the older teen audience to the film. As a group, we decided that the main character would be a similar age to the target audience, but I will emphasise this closeness in age to the audience via mise en scene. I plan to dress the main character in a typical outfit of jeans, a tee shirt and a backpack, which will make her seem very relatable to young people, especially those still at school. This will mean that my target audience will identify more with the protagonist, and so be

more interested and engaged in the predicament that she is in, thus encouraging them to continue watching.

I also had to think about how my part of the trailer would appeal to both males and females in order to properly reflect the target audience. I will appeal to the female audience by including close up shots of our main character, as well as a voiceover of her briefly describing her situation. This will establish the fact that the main character of the film is female, thus encouraging other females to view it, as they are more likely to find it relatable. As males stereotypically tend to enjoy movies with action, I will include a scene of the main character running as though being chased, in order to convey the fast pace of the film, this being something that will most likely appeal to the wider male audience and help to clearly convey that they, too are part of the target audience.

Finally, I had to think more about the genre markers I will use throughout my section of the trailer in order to clearly convey to the audience the genre the film is. One way in which I will do this is by including fast paced editing, combined with shaky tracking shots, both of which are very common markers of the thriller genre. This will create a sense of urgency that will not only build tension but also excite the audience and create anticipation for the film to come. I also plan on using warm, happy lighting in the shots of Edinburgh, which will draw a stark contrast to the low key, grey toned lighting that I will use in the flashback shots of London. This will convey her past as something dark and terrible, further building on the mysterious and thrilling atmosphere and making the audience question what will happen when the past really does catch up with the protagonist.

Negotiating the brief was extremely useful, as it allowed me to think more about how my section of the trailer will reflect the target audience, as well as how I will use typical markers of thriller films to convey not only genre, but purpose.

Audience Research

For my research into audience, I interviewed people from the target audience that we decided on as a group, to ask them what they like and dislike, as well as expect to see, in a trailer of the thriller genre. We decided as a group that the target audience would be 15 to 19 year olds who are Scottish and both male and female, as well a fans of the thriller genre. In a focus group, I asked the audience as set of questions that have greatly helped me in the development of my section of the trailer.

The first question I asked the focus group was whether they liked voiceovers in trailers. The majority agreed that they like them to come in near the start of the trailer to establish the plot, as voiceovers help to anchor shots to be a certain way. They also said that they like the voiceover to be the voice of the main character, because it helps them to relate more to them, meaning they care more when the character is in danger. They also said, however, that they do not like it if the voice over gives away too much about the plot, thus making it pointless to actually see the film. This greatly helped me make decisions about my own section of the trailer, as I will include the protagonist's voice at the start in order to properly establish setting and briefly explain the plot, as well as at the end to help build tension and anchor the dark and fast moving shots. Although these shots will appear somewhat ambiguous, the use of the protagonist's narration as an anchor will make the shots clearer to the audience. I will not, however, include a voiceover that answers many of the trailer's enigmas, so as to still attract the target audience to see the film.

I also asked how they expected thriller movie trailers to start, as my section of the trailer is the first one. The majority said that they liked when thriller movie trailers started slowly, with shots that look normal and pleasant, before slowly building up tension and growing darker, as this is more likely to leave a lasting impact on them. In order to reflect this answer, the first shot in my trailer will have warm, natural lighting and the camera will be level with the protagonist in order to establish a sense of stability. As my section of the trailer progresses, however, I will include flashbacks with low lighting and a shaky camera, perhaps at a canted angle, in order to slowly build tension and keep the audience interested and engaged. This type of trailer would be very similar to the structure of thriller films themselves, which often start seemingly normal but get darker and scarier throughout, thus meaning that my section of the trailer will attract genre fans as well as the main target audience.

Another question I asked my target audience was what kind of music they expected to hear in the trailer, both in the calmer shots and during the scarier flashbacks. The majority said that acoustic sounds such as the gentle strumming of a guitar establish a sense of peace, while harsh sounding, fast-paced music that is perhaps slightly off key would scare them and help to truly anchor my section of the trailer to the thriller genre. This will have a great impact upon my own section of the trailer, as I was initially planning to have silence before the sudden inclusion of fast-paced music, but will now include the soft sound of a guitar in

the first scene in order to lull the audience into a false sense of security, thus making the sudden interjection of the flashbacks have even more impact.

I also asked my target audience what makes them care about a main character, as I wanted the audience to want to know more about her past and wonder what happens to her once the trailer is over, so as to convince them to see the full film. They said, once more, that voiceovers were one of the main aspects of a trailer that can help us connect to the main character, and so care far more deeply about whatever predicament they are in, as voiceovers make it feel as though the character is speaking directly to us. They also said that having a relatable character is definitely key in making the target audience care about them, because they can identify with the character and more easily imagine themselves in said character's position. This has had a lot of influence over my own section of the trailer, as, although I was already planning on using a voiceover to anchor shots of the protagonist, I will also use mise en scene in the form of costume to make them seem more relatable, as they will be wearing jeans and a top, two very typical items of clothing for young people.

My research into audience really helped me, as it allowed me to gain a better understanding of what the target audience expectations are of a trailer in the thriller genre, thus allowing me to make decisions which would please and satisfy their needs.

Content Research

During my research into content, I looked at several trailers for films in the thriller genre in order to see how they used genre markers, language and narrative in order to create an effective trailer that both reflected the genre and met the needs of the target audience, thus convincing them to view the film. I looked at the trailer for 'The Silence of the Lambs', 'Zodiac', 'Gone Girl' and 'Taken'.

The first trailer I looked at was 'Taken', which starts of seemingly peaceful and happy, due to the warm natural lighting and use of camera angles that are level with the characters faces, thus establishing a sense of norm. However, as the music starts to pick up, the editing also becomes faster paced, thus building tension and making us fear something awful is about to happen. Suddenly, the use of editing makes the screen flash from one shot to total darkness and back again, creating a sense of panic, which is only intensified by the sound of a scream, these aspects all being very typical of the thriller genre. The fact that we hear the scream while looking at a black screen relates the scream to something negative, while also raising enigmas about what has happened and how the main character will resolve the disequilibrium, thus convincing us to see the film. This has had a great impact on my section of my groups trailer, as I plan on starting with a sense of normality before the fast-paced editing of flashbacks is suddenly introduced to shock the audience and grab their attention. Just as 'Taken' uses slow and gentle music at first, I will use very acoustic sounds that quickly become dramatic and harsh as the character's situation worsens.

I also looked at the trailer for the 2014 thriller 'Gone Girl', as it featured similar ideas to the plot of our own film, as well as important markers and conventions of the genre. Just as 'Taken' did, the trailer for 'Gone Girl' started seemingly light and happy, once again lulling the audience into a false sense of security, in order to increase the impact of the disequilibrium, which would soon follow. The pace of editing in this trailer is mainly slow, in order to fit alongside a voice over from one of the main characters, which helps to establish the plot and really set the scene for the film. The piano music, which at first seemed serene, begins to pick up pace and seems a little off-key, this being a typical feature of thriller movie trailers, as it sets the audience on edge. Finally the 'Gone Girl' trailer makes great use of lighting, as it is very low key and cool toned, thus helping to establish a dismal and somewhat scary atmosphere which greatly reflects the plot and meets audience expectations that the film will be dark in tone. This has also played a part in influencing my own decision-making, as I will now attempt to experiment more with lighting and filters, especially when in the editing process of my section of the trailer, in order to use this as a way to create a certain mood and truly convey the fact that the film we are making a trailer for is dark and in the thriller genre.

Another trailer I looked at was 'The Silence of the Lambs', as I hoped to take some tips from one of the most successful thrillers of all time. The trailer cleverly uses a mix of diegetic and non-diegetic sound to establish plot and build tension while at the same time making the viewer feel as though they are involved and engaged

in the plot. A conversation between the two main characters establishes the plot without giving too much away, while the inclusion of high-pitched string instruments creates an eerie and tense atmosphere, before the sudden and almost shocking inclusion of dramatic percussion, thus possibly scaring the audience and being a true marker of the thriller genre. The trailer also contains extreme close ups of some of the main characters such as Hannibal Lector, thus scaring the audience as he is a character well known for being related to the thriller and horror genres. The use of extreme close ups also familiarises the audience with the main characters and the fact that they are often staring directly into the camera makes it seem as though they are looking at us, creating discomfort and fear among the audience, these being two emotions that genre fans expect to feel when watching a thriller. The viewing of this trailer has had quite a significant impact on my own section of our trailer, as I will now include close ups of my main character when she is standing in the centre of Edinburgh. While also establishing setting, the close up will allow the audience to see the characters emotions and how she feels about being in a new place, while also making clear her fear. These close ups, along with the inclusion of high pitched and dramatic music will hopefully unnerve my target audience and meet their expectations of a trailer in the thriller genre.

A final trailer that I watched was 'Zodiac', which starts in a very different way to the other thriller trailers that I have studied. Rather than beginning in a calm and normal environment, Zodiac starts with people being murdered and the harsh sound of a gun, all in very low light, making it hardly visible. This scares the audience, as although they can see something is wrong, they still know little about what has happened, adding an element of mystery while also making them feel uncertain and unnerved. After a longer period of time than the other trailers, we hear a character speaking, this establishing the basic plot but still revealing little, thus encouraging the audience to see the film in order to find out what is actually going on. Rather than complicated piano or string music, there is simply one recurring beat, which builds tensions, getting louder with each new scene. This, tied with the fact that the editing is getting consistently more fast paced, makes it seem as though things are being built up to a shocking conclusion that we as an audience will only get to witness if we see the full movie. Finally, we hear the sound of a phone ringing and the killer's heavy breathing on the other end of the line before the screen cuts to black. The use of sudden cuts to black is a very common marker of the thriller genre, as is not revealing anything about the killer, so as to build the mystery and provoke the audience's though while also scaring them. This had influenced my own section of the trailer, as I will make sure not to reveal too much in my trailer by including some unexplained scenes and ensuring that the voiceover does not explain the entire plot, but is rather used as a way to build tension. It will build tension by seeming to echo and quiver, as well as only being included when stating something impactful. This will make the character seem scared, while also creating an eerie atmosphere that will hopefully resonate with the audience. In doing this, my target audience will want to find out more about the plot, but will have to see the full film to do so.

Overall, my research into other content of the same genre has been greatly helpful, as I feel that I now have more of an understanding of the typical genre markers of a thriller and am able to include these in my section of the trailer in order to greater appeal to my target audience.

Institutional Research

During my research into institutions, I used the BBFC website in order to gain a better understanding of what my section of the trailer can and cannot include in order to stick to the rating of 15 that we decided on as a group. I also had to factor in the fact that a lot of my section of the trailer would be filmed in busy public places, as well as what equipment I would be able to use with a budget of £0 and how this would impact upon my section of the trailer.

Firstly, I used the BBFC website to look into how the certification of a 15 would impact my section of the trailer. I wanted to see how my violence I was able to include in my section in order to properly convey the thriller genre. BBFC states, "Violence may be strong but should not dwell on the infliction of pain or injury. The strongest gory images are unlikely to be acceptable." While I was originally planning to feature close up shots of blood and perhaps an open wound in the flashbacks to express the past pain that the protagonist has felt, this research into certification has influenced me to instead include a tracking shot of the protagonist running, this instilling a sense of panic and conveying the idea that she is being chased. While this will still build tension and attract viewers who are into violence and action, it will also allow my section of the trailer to remain a 15 and not move up to an 18, as a higher rating would mean the film would be available to less people and isolate the majority of my 15 to 19 year old target audience.

During my research into certification on the BBFC website, I also wanted to see the organisation's policy on imitable behaviour, as my section of the trailer features the protagonist running away from her family in search of a better life. This could potentially suggest to younger viewers that running away from home is a positive thing and encourage them to partake in dangerous behaviour due to what they see on screen. I found that the BBFC prohibits the inclusion of suicide and self-harm in great detail, as well as the portrayal of dangerous weapons in a positive light. However, as my section of the trailer will not feature any of these, I have decided to include the scenes of the protagonist running away, as it will be a main catalyst of the plot and make it clear to the audience what exactly is going on in the following parts of the trailer. However, any other dangerous behaviour that I decide to include will be followed up with a consequence or be shot in a dark light so as to suggest to the audience that such behaviour has negative repercussions, thus allowing my section of the trailer to maintain the 15 rating.

During my research into institutions, I also had to consider the fact that a lot of my section of the trailer is to be set in busy public places such as a train station and the centre of Edinburgh. This means that I will have to be considerate to the public when filming, as it costs too much money and permission to get a specific area blocked off for filming. I will also have to ask the permission of any members of the public that end up in the background of shots, so as to ensure they are okay with being visible on camera. Due to this, I have decided to increase the amount of close ups and scenes in more isolated places in my section of the trailer, as these shots can be shot in empty streets or even in school, meaning I will not need to worry as much about disturbing the public.

For the opening shot, which is going to be in a train station, as well as the shot of the protagonist standing in a busy Edinburgh street, I will have to try and film at quieter times – especially avoiding rush hour for filming in the train station. I will also consider using a handheld camera for these scenes, as setting up a tripod in a busy street could be time consuming and a risk to the expensive filming equipment.

While researching institutions, I also had to look at how budget would impact my section of the trailer. The fact that, as a group, we are attempting to make a trailer with no money, will have a significant impact on my section of the trailer, as I will be unable to include the extensive special effects and expensive props such as weaponry that are common features of the thriller genre. However, this low budget could actually make my section feel more real and gritty, as practical effects so often do in popular thriller films, adding a sense of realism, as they seem far more believable than massive explosions. The budget has not had a massive impact on camera, as we are able to borrow cameras from the school, as well as use our phones. I am considering using my phone for the flashback tracking shot, for example, as it will make the shot seem darker and more confusing for the audience, the slightly lower quality also suggesting that perhaps it is the stalker that is filming our protagonist. The budget will, however, have an impact on the use of sound, as we are unable to afford expensive sound equipment. Instead of having the character speak in my section of the trailer, I am instead going to include a voiceover, as I can instead borrow the school's recording equipment, while still getting across the idea that the character is talking directly to the audience.

My research into institutions was extremely useful, as it allowed me to gain a far better understanding of what I can and can't include in my section of the trailer in order to make it suitable for my target audience of age 15 to 19. It also helped me see what changes I need to make to my plan in order to make it stick to the low budget.

Creative Intentions

Following my response to the brief and my research into audience, content and institutions, I then had to think about what I will include and omit from my section of the trailer, using my findings as a guide.

I studied the findings of my content research first, as the watching of other thriller trailers has had a great impact on my choices for my own section of the trailer. One of the main things I found from my content research was that the majority trailers in the thriller genre start seemingly happy and peaceful, with tension that builds throughout, resulting in a dramatic and often shocking climax. This typical thriller trailer structure is specifically evident in *Taken* and *Gone Girl*, and is a clear marker of the genre, which lulls the audience into a false sense of security. This makes the end all the more shocking and helps the trailer to stay with them, encouraging them to go and see the full film in order to see the enigma answered. This finding from my content research has had a massive impact on my section of the trailer, as I plan to structure it in a similar way. The first shot – set at the train station – will be bright, with natural and warm toned lighting to establish a sense of calmness and serenity. The camera will be level with the protagonist and completely still in order to convey stability and suggest that everything is in balance. The next shot, however, will be a flashback, with low lighting and a dark, cold filter. This shot will be a tracking shot of the protagonist running, meaning it will be shaky and a massive contrast to the previous shot. This will shock the audience, while a voiceover will anchor the contrasting scenes to the thriller genre. This clearly shows that my research into content has affected the narrative of my section of the trailer, as I will begin with equilibrium, before abruptly jumping to disequilibrium in order to create a sense of panic and fear, thus meeting the expectations of genre fans.

Next, I went back to the findings of my audience research, which greatly influenced my creative intentions, as one of the main purposes of my section of the trailer is to attract the target audience of 15 to 19 year olds and persuade them to watch the film. One of the main things that I found out from my audience research was that the audience likes to feel connected with the protagonist in the trailer, as this connection makes them care about the character more and so encourages them to see the film in order to see what happens to them. Following this answer, I had to think about ways to make my main character relatable to the target audience, as this would be a good way to form the connection between the audience and the character. I plan to do this via *mise en scene*, as the character will be wearing a simple top and jeans, as well as carrying a rucksack. As a large portion of the target audience will still be at school, it is likely they will also carry a rucksack, thus making the character seem more relatable to students. The costume is also one very typical to teenagers, meaning they will be able to relate to the character more in this sense. Furthermore, my section of the trailer features the protagonist leaving home, this making them more relatable because it could draw parallels to teenagers getting older and leaving home to pursue careers, travel or go to university. In my section of the trailer, I will use camera, lighting and *mise en scene* to portray leaving home as scary but positive, this hopefully mirroring the emotions of my target audience.

My audience research has also influenced me to use a voiceover in order to form a better connection between the audience and protagonist, as it makes it seem as though the protagonist is speaking directly to the audience, as though in a conversation, and anchors the images on screen, conveying my section of the trailer as something in the thriller genre. The voiceover will appear at the start, as, when I interviewed my target audience, they said that voiceovers at the start helped to establish the plot and form an instant connection. Voiceover will also be used at the end of my section of the trailer, as the screen cuts abruptly to black. This time, however, the character's voice will seem to echo, thus creating a more scary atmosphere that the audience will expect to see in a trailer for a film of the thriller genre. Rather than giving a detailed explanation of the plot, however, the voiceover will be used to raise enigmas about not only the narrative, but also the character's dark past. This shows that, although a voiceover will be used to form a connection between the character and viewer, I will also use it to make the main character seem mysterious and complex. Characters of this type are what audiences expect to see from the thriller genre, rather than the two-dimensional ones that are often found in more light hearted films, thus persuading the target audience to see the full film in order to find out more.

While initially negotiating the brief, I also did research which has come to impact my creative intentions. For example, I looked at markers typical to the thriller genre and will now include them in my section of the trailer. I will use dark lighting with a cold filter in the flashback scenes, as this use of lighting is often used in thriller trailers in order to create a terrifying and tense atmosphere, as it often makes it unclear to the audience what is going on, building on their fear of the unknown. Furthermore, I will include tense music, which slowly builds up to a very dramatic ending in order to continue this building of tension. The music will also be high pitched – perhaps to mimic screaming – and slightly out of tune, as this suggests that things are out of balance and not quite as they should be. Another marker of the thriller genre that I intend to use is fast paced editing, this especially evident in the abrupt cut to black that will feature at the end of my section, as well as in the flashbacks. This creates a sense of panic, while also showing that the film will include action, thus clearly conveying to the target audience that it is a thriller film, making it more attractive to fans of the genre.

Finally, I studied the findings of my institutional research, this also having a massive impact on my own choices. One of the main things I found was that violence can be included as long as it is not too graphic or sadistic. This has impacted my section of the trailer greatly, as I have decided that I will focus more on trying to make it thrilling and scary in a more psychological way, using things such as an eerie voiceover and dimly lit shots, as well as leaving a lot of enigmas and open plot points. This creates an ambiguous feel that can often be scarier to the target audience than graphic scenes of blood and brutality. However, as thriller trailers often feature violence and one of the purposes of my section of the trailer is to attract genre fans and meet audience expectations, I aim to include the suggestion of violence in order to entice them to watch the film. For example, I am including a shot of the stalker watching the main character through a camera. This suggests that, although there is no violence in this section

of the trailer, there will be violence to come, as it makes us question what will happen to the protagonist once the stalker finally gets her. This means that the section will stay within the limits of a 15 rating while also meeting the expectations of the target audience.

Overall, all of the research I have done has greatly helped me in the making of important decisions for my section of the trailer. My research into content has had a great impact on the narrative of my section of the trailer, while my research into audience has encouraged me to use mise en scene and include voiceovers in order to help the audience better connect with the protagonist. Furthermore, my initial response to the brief helped highlight the genre markers I wished to include, while my research into institutions led me to focus more on making my section psychologically tense rather than scaring the audience through the use of gore.

Media Assignment Section 2A

1) Filming in a public place – A large part of my section of the trailer was filmed in the city centre of Edinburgh, in busy locations such as Waverly Station and Princes Street. This placed an institutional constraint on the making of my section of the trailer, as I was only able to film at certain times so as to avoid the rush hour commuters and traffic. Furthermore, I had to alter some of the shots that I had originally planned to feature only the protagonist, as, even at quieter times, there were always people in the background of shots. When filming, we had to be careful not to get the faces of members of the public in the shot, as this would mean we would have to ask their permission to include them, which would put an increased strain on the making of the trailer due to our restricted time and budget. Overall, filming in a public place was, at times, somewhat difficult and if I could reshoot my section of the trailer, I would perhaps reconsider my choice of location for some of the busy shots in the centre of town.

2) No budget – Spending no money on the making of the trailer came with both institutional constraints and opportunities. A constraint was the fact that we could not afford to use the newest and best equipment, thus having an effect on the quality of the trailer. For example, my section of the trailer features a voiceover, which would have sounded more professional had our budget allowed us access to more high-tech sound equipment. However, as there was no big studio putting money into our trailer, I had the freedom to experiment without the fear of making a loss due to angering or challenging the audience. For example, my section of the trailer features lots of enigmas about the protagonist and her seemingly dark past life. Had a studio been in control of our trailer due to their contribution to the budget, they may not have allowed as many enigmas to be included and demand that more of the plot is revealed so as to greater appeal to the target audience. However, as there was no budget, I was able to take the risk of keeping this rather ambiguous narrative, in order to hopefully convince the target audience to see the film out of curiosity, thus meaning that no budget provided my with an institutional opportunity overall.

3) Timings – Each individual section of the trailer was ideally meant to last up to 45 seconds, which was, for me, a very large constraint, as it meant I had to be very particular about which shots I included so as to give the audience an idea of the movie in such a little time. This time constraint also meant that I had to remove some shots from my section of the trailer that I had originally planned to include. For example, I had planned to include a shot of my character walking, before the camera pans out to reveal the hands of the stalker, clutching a phone and filming her as she walks. I decided to remove this scene and keep in only the shot of the protagonist walking so as to reduce the length of my section of the trailer. Even with this removed, my section of the trailer still exceeded 45 seconds. This constraint had a negative effect on my section of the trailer, as it makes the narrative and the fact that she is being stalked a little less clearly, thus showing how much of a constraint timing was on my section of the trailer.

4) Certification – As a group, we decided that our trailer would be for a film with a 15 certification. This provided us with an institutional opportunity, as we had a

greater freedom to experiment and the ability to include scenes that could be considered too distressing or scary to be included in a trailer of the 12 rating. BBFC, which is in charge of film certification, states that 12 rated movies should not feature behaviour or scenarios that could distress or potentially damage the viewer. However, as our trailer is rated a 15, I had a bit more freedom within my section of the trailer to include scenes that could be deemed distressing. For example, my section of the trailer features flashback scenes of the protagonist running, trying desperately to get into a car, as well as nails scratching against a door as though trying to escape. All of these shots insinuate a kidnapping or stalker scenario, which could be deemed too disturbing or harmful for younger audiences, due to the obvious severity of the subject matter. Overall, this shows just how much of an opportunity certification provided me with as, had the trailer not been rated a 15, I might not have been able to include some of the scenes that are most important in conveying the terror of the character's predicament, as well as the thriller genre.

5) School rules – I was initially planning on filming some of the flashback scenes in darkened classrooms or corridors; however, I was unable to do this due to the institutional constraint of school rules. We were only able to film in school during the day, as the school is inaccessible by night. This meant that it was hard to find an empty classroom, as most were full of students that we could not disturb in order to film there. Furthermore, my section of the trailer required a darkened corridor, and we could not turn off the lights in one of the school corridors during the day, as there was constantly staff and pupils walking around, especially at break and lunch times. This constraint was not hard to overcome, however, as I decided to film the flashback scenes in a near empty street near the school. This meant that I could wait till later and film in a slightly dimmer light without disturbing the number of people that I would have had my section of the trailer been set in school. Overall, school rules were only a small institutional constraint that I could easily overcome, meaning they had little impact on the final product.

Media Assignment Section 2B

Editing

The editing is slow at first, thus creating a sense of calmness. This abruptly changes with the flashback scenes however, as a tracking shot of the character running cuts suddenly to one of her trying to get into a car, followed by a close up of her face and then back. This creates a sudden sense of panic and immediacy, while also creating a massive contrast between the more steady shots only seconds before. This conveys to the audience that her past life was fraught with danger, while her steady present life is safe and pleasant. This, however, also builds tension, as it makes the audience wonder exactly what will happen should that safety be disrupted. Overall, I think that I used editing effectively in order to not only convey the genre, but also create a sense of panic in contrast to calmness. If I were to do this again, however, I would make the flashback scenes even faster to further emphasise this idea of sudden chaos.

Mise en scene

The very first element of the trailer is a long shot of the character, who is visibly dressed in typical teenage clothes, including a jacket, rucksack and a shirt, which could relate to school uniform, thus attracting the target audience of young people. This attire also creates a sense of normality, which, combined with other elements, such as soft, bright lighting, could potentially lull the audience into a false sense of security, thus shocking them when the voiceover reveals the truth of the character's predicament. In the last shot of the trailer, which features a medium close up of the character standing amidst traffic on a busy road, the mise en scene of body language is used to convey the character's emotions. Her hands are covering her mouth, almost in a protective way, making her seem nervous and adding to the overall tension of the scene. I think I used the mise en scene of body language effectively overall. However, if I were to do this again, I would keep the character in one outfit throughout the duration of the trailer so as to keep things consistent and avoid any continuity errors.

Sound

My section of the trailer uses both diegetic and non-diegetic in order to build tension and perhaps even scare the audience. At the start of the trailer, we hear the blaring of a train horn, which is loud and startling, this almost mimicking the effect of the jump scares so commonly found in movies of the thriller and horror genres. This creates an atmosphere of panic from the very beginning; this building tension and making the audience anticipate what will happen next. Furthermore, eerie piano music runs throughout my section of the trailer, which, although slow, builds tension, as it sounds constantly as though it is building up to a dramatic climax. The music is high pitched and appears slightly off key, thus putting the audience on edge and conveying the idea that something is not quite right from the very beginning. I think that my use of eerie music really helps to build tension, but would also consider using more sound effects next time. For example, I would have liked to include scratching over the shot of the hand against a black surface, as this would have acted to further set the audience on edge.

Voiceover

Throughout my section of the trailer, a voiceover is used to anchor the images on screen, which would have otherwise been confusing and unable to truly convey the narrative. The voiceover is first introduced near the beginning of my section of the trailer. Here, the character is briefly describing her situation, but leaves the details of her 'past life' extremely vague. This creates an ominous tone, with strong elements of mystery, as we are left questioning where she came from and why her past life was so awful, thus also building audience anticipation. However, in the final scene the voiceover is used to create a dramatic climax, as we here the character's voice say, "but it's impossible to escape the past, especially when it's trying so hard to catch up with you". This further emphasises the stalking element of the narrative, while also being a somewhat sudden and abrupt phrase that will surprise the audience and hopefully make them fear for the character's welfare, or at least wonder what will happen once the past really does catch up. This leaves enigmas open, which will in turn result in more people going to see the film in order to see these enigmas answered. I believe that my use of a voiceover really helps to anchor the shots and overall, works effectively in my section of the trailer.

Camera

The use of a long shot in the first scene of the trailer makes the character seem tiny against the vast background of the train station. This creates a sense of isolation and vulnerability, introducing ominous tones that seem to foreshadow the oncoming danger. During the flashback scenes, a tracking shot is used to convey the fact that the character is being chased. This makes my section of the trailer stand out as something that is part of the thriller genre, as a tracking shot or other method of shaky camera is a common technique used in thriller movies to evoke fear. Furthermore, my section of the trailer includes a close up of the character in the train station, looking cautiously around as though being watched. This close up allows the audience to connect with the character more, especially as it is featured during the voiceover, thus anchoring the image in order to convey the fact that she is protagonist. Think that, throughout my section of the trailer, I effectively used camera to convey the character's vulnerability and clearly express the genre of the movie. Had I the chance to do it again, I would have like to experiment more with extreme close ups to convey the protagonist's emotions in a more intense way, as well as shots from different angles, such as a shot looking down on the character in order to further emphasise that vulnerability.

Candidate 5

Section 2

A) Budget

When considering the budget for my film trailer, I believe that my film trailer had a rather successful outcome. As this trailer was created as part of an academic assignment, a budget was not provided. This had an effect of the quality of my trailer as a whole as there was no money to pay for preferred cast, costume, props, high quality editing, music or sound effects.

Despite this, I was able to find people to feature in my trailer by volunteers. This was helpful as it was of no cost. The volunteers also let me film them during school hours in order for me to be able to create my film trailer. This is something that would have been rather expensive if professional or well-known actors/actresses were used. From this I have been able to film the characters for my trailer free of cost, however due to this, the lack of acting skills may be seen in the trailer. For example: 28 seconds in where Snow encounters the henchmen and should be in complete horror, the actress does not quite show this in her facial expressions, showing the quality to be slightly amateur. When filming the character of the evil stepmother, I was able to use my mum. This is where I could experiment more as it was in our own free time, where she was able to practice her acting skills to make the portrayal of her character more realistic.

Having no budget also effected the quality of my trailer as I was not able to provide costume of high standard. This was also due to the filming taking place at school where the volunteered cast were unable to change into a full costume of some sort. Despite this, I managed to provide the actress playing Snow White with a head band to create a sense of a youthful appearance. This can be seen from 1 second in, and through the trailer in the scenes which she features in. I done this as it was an easy piece of costume to source, which is commonly worn by younger girls, however I am not too sure that it created a great impact in her overall portrayal of her appearing younger. I was of greater luck in that the volunteer was not wearing makeup, which further portrayed her character in a way of the audience's preference of her looking young. I was also able to source balaclavas and gloves (as seen 25 seconds in) for the volunteered actors of the huntsmen, as it is typical attire for them to protect their identity. They were also able to cover their uniform with basic hoodies which took the distraction away from their uniforms and made their characters look more realistic. I believe this was quite successful as it covered any emotions of the actor's faces (i.e awkward laughter) which may have occurred due to the novelty of experience. As the actress of stepmother was my mum, I was able to use more costume in the sense of makeup, where I used red lipstick (symbolism: connotations to blood. Perfect for horror) and other makeup to make her appear more aged and wicked (as seen 40-49 seconds in). I used makeup to create fake warts which is a great convention in horror of showing someone to typically be a witch. I believe this use of makeup helped in portraying the character of the evil stepmother more clearly and was rather effective as an alternative to not having a budget to afford latex, which would have helped the markings on the face to look more 3D and lifelike. However, from the greyed filter, the red lipstick wasn't apparent, thus hampering the effect of the red lipstick. If there were a budget, I would have ensured the depth of the red was reinstalled.

When originally considering props I realised that I would need weapons which would look realistic, without putting anyone's health and safety at risk. Instead of my original plan of creating guns out of paper, I was able to borrow fake guns from the drama department in school. This meant that the props were far more realistic and where of no cost to my non-budgeted trailer, as seen in the henchmen scene 25-29 seconds in. I also used the prop of an apple, which I got from my house, for the scene where Snow is picking them from a tree. This was perfect as it was a real apple. However, this scene could have been improved if there were numerous apples instead of one, to make the scene more realistic and clear to the audience, what Snow is doing. This scene also lacks the use of a basket as a prop. This could also make the trailer rather unnatural or unclear for the viewer, giving

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my trailer a disadvantage due to accuracy. Another thing I wanted to include was the use of thorns to show Snow's ankles being caught up in them, to emphasise the horror in my trailer. As I could not use real thorns due to health and safety, I had the intension to make my own. I soon realised that due to budget and time, I would be unable to make my own thorns that would have been of good quality. I was also unable to make the thorns appear through editing as I did not have the editing tools to create this effect. Instead, I was still able to create an adrenaline effect by having the actress of Snow stumble in her stride (37-40 seconds in). Even though this is not as intense as expected, the tripping of Snow still shows a sense of struggle and gives a tense atmosphere, showing this sense of adrenaline.

Resources

When filming my trailer, I had intended on using my Nikon D3300, which was provided by the school for my photography course. I was planning on using this camera as it is good for taking high quality, detailed pictures and videos. When attempting to use this camera for filming however, I found it was rather heavy and took more control and time to get it to focus and capture the shots for each scene. I then decided to use my iPhone 6s plus. When filming on my phone, there was easier control over the camera, causing for steadier, accurate filming. The focus was also easy activated by simply taping the screen. Despite me not having professional equipment or a tripod to make the filming on the camera easier, the result was still surprisingly good. I also liked the effect of the graininess rather than the details recordings as I feel like it adds to the element of horror in my trailer quite nicely.

When doing the research for my trailer, my target audience were of preference to have the trailer filmed in the dark. This was not possible due to filming most scenes during school hours. I was also unable to do this as I did not have the equipment of professional lighting to brighten the scene, so that the character could be made out. From this, I made sure to film in shaded areas where the sun would not be seen in the dark shot. I also used editing to make these scenes appear darker, giving the slight effect of it being night time. This could take away from the cinematic feel to my trailer and is something I would have improved on if I had the right resources.

Limited Time

Due to this being a being an academic assignment, I was given a time limit of one week to have filmed and edited my entire trailer. This meant that I had to quickly plan for my trailer and find volunteers to be part of the cast. This is where my storyboard and shot list, as well as my research and planning, helped me in being able to get straight into filming the scenes I had envisioned.

As mentioned previously, the time limit prohibited me from consider the acting skills of the volunteers in too much depth as I needed to get on with the production of my trailer. This also had an effect on the props as there was no time to create my own props of objects such as the thorns. The time limit meant that I was only able to film mainly during school hours, which had a knock on effect on the costume for the characters as they were unable to change their clothing. Props were also affected by the time limit as I was not able to source some items such as the basket, which would have made the scene more realistic.

Roles and Responsibilities

For my trailer I took on most of the roles and responsibilities as I worked individually. This meant that I was in charge of the full production of the trailer including being the director, the camera person, the makeup artist and provider of costumes as well as the editor. This gave me a lot of responsibility as normally there would be a team of people working on different aspects of a trailer or movie production.

It took me a while when editing my trailer as it was something I did not have great experience in. I found it rather complicated and had to look at the internet to find some help on using the editing app. This can be seen 32-40 seconds in the trailer, where the sound effects of the footsteps were not synchronised, making the trailer look amateur and unrealistic. I wanted to make sure that I utilised the free editing system, and ensured I knew how to work it correctly to my advantage. I also struggled when filming the scene of the stepmother in chiaroscuro lighting (40-50 seconds in), as the light source was of a torch, was weak light strength. This wasn't as successful as hoped for due to the lighting not creating the harsh contrast that I was after. The actress for this role was however able to assist me by holding a torch below their face, making sure that the torch was not within the frame of the scene. This made it easier for me to film as there was no one else around to hold the lighting whilst the actress played her part. This is where a professional filming crew would have come in handy so that the actress could focus purely on acting, relieving the actress from unnecessary distractions. The crew would then be able to ensure that the lighting was of high intensity and out of shot.

B)

Achieving a scary tone

As the sub-genre of my trailer was horror, it was important for me to create a creepy and eerie tone. There were a few things I made sure to include to achieve this. One of the things I did was to inform the actors about their role and the expressions that should be made. For example having the actress of Snow White look scared, frowning which can be seen from 28 seconds in. This helped to ensure that the characters would be taken serious by the audience watching, creating a sense of alarm. However, as mentioned before, these emotions could have been more effectively portrayed. Another thing I included to create a scary tone was the use of heavy breathing, heartbeats, running and screaming sound effects (28-48 seconds where Snow is fleeing the henchmen). This helped to build tension as the viewer can experience the characters emotions in the trailer and emphasise the position of Snow White being scared and vulnerable. This was effective as it can connect to the viewer's senses, however, some of the sound effects could have been improved by having more accuracy in the timing (32-40 seconds in, footsteps audio).

Creating ideologies

In my trailer I chose not to include the character of a prince who saves Snow White. I challenged this convention (55 seconds in where she would be in his company for safety) as I wanted to show women empowerment, as mentioned in section 1 to please the female audience. I also show another strong woman in the trailer, the evil stepmother, to further create this ideology (40-50 seconds in through the use of dialog "I'm coming for you", effective in showing this as it is assertive and direct). In the trailer I show Snow managing to escape the henchmen and find a new safety in the forest. It shows that she manages life by herself without her usual safety of living in the palace. The audience also doesn't get to see what happens to Snow at the end, making the audience question whether she manages to escape again. This also challenges the idea of femininity and masculinity roles.

Narrative structure

For my trailer I wanted to use a narrative structure that would be easy for my audience to follow, and that also linked in with horror sub-genre. This is why I decided to follow the Todorovian structure. The equilibrium is shown at the beginning (1-9 seconds in) of my trailer through the use of light-hearted music, the sound effect of a chirpy whistle and warm orange and green filters. This language helped to create a calm atmosphere and a sense of safety, anchoring the equilibrium. The disequilibrium is introduced at 9 seconds in, with the use of pathetic fallacy where the sun disappears into the clouds, as well as the use of very cool blues and greys; having the connotations of something bleak and lifeless. This is used throughout almost the rest of the trailer to emphasise the sense of the safety of Snow's being taken away. This worked well in portraying the

disequilibrium clearer as it took away from the natural bright colours seen in the filming, creating a more bleak and dull environment. From 41-51 seconds, a pixilated grey filter edit is used to darken the scene to really create a creepy portrayal of the villain (the evil stepmother). However, I bring back a false equilibrium (52-55 seconds) to make the audience fall into the sense of some normality being restored. Then again, after 55 seconds in, the audience will be shocked as it flips back to disequilibrium, ending the trailer in a sinister way and causing enigmas of what happened to Snow and whether she survives.

Representations

In order to represent the characters in my trailer in the way that I wanted them to come across, I focused on costume, props and camera shots and angles, to ensure the audience would understand the position of each character. When showing the henchmen, I wanted to represent them in a way that they came across intimidating and in control. I attempted this by using a low angle P.O.V shot of Snow looking up at the henchmen (25-28 seconds in). This made the henchmen appear rather tall and scary and was rather successful and effective in showing them to be in power and control. I also had the costume of the henchmen cover their faces to hide their facial features. This made it creepier as it dehumanises them. The props of the guns also helped to make the scare of the henchmen more emphatic.

When portraying Snow Whites character, she represented the character who was in distress and isolation. It was important for me to use a lot of point of view shots (25 seconds in), close up shots (13 seconds in) and sound effects (16- 40 seconds in- screaming, heavy breathing, heart beats etc.) to create this portrayal. This was effective as it allows the audience to connect with the character as they are put in her position, as well as being able to see and hear her traumatic emotions. I believe this representation of Snow was successfully achieved by doing this.

When considering the way in which the evil stepmother should be represented, I thought of the mis en scene (40-52 seconds); where I used chiaroscuro lighting to distort the villains face, had the frame split into two sections, where in one you could see the villains silhouette and the other, the villains reflection and used the dark grey filter to mute out any colour to give it a lifelessness. This was rather successful in creating a dark and creepy scene as her being the villain, lurks in the dark as mentioned of my research in section 1. The costume and makeup of the evil stepmother also emphasised her wicked traits, with the use of a cape (showing mysterious dark side), red lipstick (connotations of blood) and warts (representation of witch like features). I could have improved this to make it more successful, by having the evil stepmother connect with the camera whilst looking in the mirror as it would have really added to the fear factor, as the villain would be looking the audience right in the eye.

Setting

For the setting of my trailer it was essential for me to fit in a forest, as it commonly used in horror and is used in the originally version of Snow White. The forest is where things may lurk in the dark, and the fear of the unknown, plays on our mind. The forest helped to show the isolation of Snow as she is not in the safety of her home or any anyone at all. I also helps to represent Snow as being lost, as forest don't have any clear sign post as to where you are and also have an ongoing repetition of trees and woodland. Forrest is also very dark and shaded, a place where no-one would find you or hear you call for help. This is important when placing fear into the audience. I believe this was somewhat successful as it looks as if the forest is caving in on Snow, however it would have looked better if filmed closer to nighttime or on a foggy day for effect. This would mean that the light would not be peaking trough between some of the forest trees.

Text and dialogue

The only use of text in my trailer is at the end where I inform the audience about the full movie (1 minute and 2 seconds in). The text shows the title of the movie in bold lettering, as well as 'In cinemas now', to inform the audience that they are able to go and watch the full movie at the cinema. This was important to include at the end of my trailer as it makes the audience aware of the title of the movie and interests them to go and see it at the cinema. I believe this is successful in being bold and clear in informing the viewer on the name of the film and that they are able to see the full movie at their local cinema.

A short bit of dialog is used in my trailer 48 seconds in, which is whispered by the evil stepmother. The stepmother says 'I'm coming for you' in a very low, creepy, whispered voice. The dialog is used to show that the stepmother has plans to return to find Snow. This use of dialog is also perfect to connect to the audience as address them with the use of 'you'. This successfully creates a chilling and rather haunting sensation for the audience, and puts them in fear of the villain as it directly connects with them through speech and eye contact.