

Candidate 1 evidence

National 5 Media Assignment Brief

Your task is to plan and develop some advertising material for a new film.

The film's title is 'Midnight'.

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 in the medium of print.

Form:

You must make a film poster - you can negotiate the sub-form (main, character, teaser).

Level of finish expected:

- The posters must include images/graphics and text and be no smaller than A4 size

Institutional constraints:

- **Budget:** £0
- **Equipment:** your material should be completed using a computer programme such as Canva, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint or similar. You should use a camera or camera phone to take any additional photographs.
- **Time:** You will be given deadlines for the planning stage, the production of the poster, and the evaluation stage. You will be expected to complete work outside of class time to meet these deadlines.

Section 1: Planning**A. Audience Research**

Describe what you discovered during your research into audience, and explain how this influenced your plans.

The first question I asked was "Which of the following tropes do you most enjoy seeing in horror movie posters? Masked killers, Weapons (e.g. knives), or blood splatter(s)?" 40% of students that I surveyed said that they enjoy seeing masked killers, and they were tied with another 40% who said that they enjoy seeing weapons. They liked these elements as they made the poster scarier. Taking this into consideration, I will try to include the graphic of a masked killer holding some sort of weapon. This will create a sense of terror and fear, making the audience understand that it will be scary. The graphic will be relatively large, and will be positioned near the centre of my poster so that it attracts attention.

The second question I asked was "What colours do you often associate with the horror genre?" Every student that I surveyed said they often associate the colour black with the horror genre. They liked this because it has connotations of danger lurking in the darkness and the unknown. Taking this into consideration, I will make sure to heavily feature the colour black. I will make the background black (or a near-black grey) to ensure that I'm taking the audience feedback into consideration. This will create a sense of mystery and eeriness, which will intrigue the audience and make them want to watch my film.

The third question I asked was "Would you want the graphic of a person to be bigger or smaller than other elements of my posters?" 100% of students who I surveyed said that they would like the graphic of the person to be bigger than the other elements. Taking this into consideration, I will be sure to make the graphic of a person be the largest graphic on the poster. The graphic will also be central in the poster so to attract attention. This will give the audience a better idea of the contents of the film.

B. Institutional Research

Describe what you discovered during your research into internal and/or external institutional factors, and explain how this influenced your plans

I know that one constraint I will face when taking my photo is budget, meaning that I will not be able to buy the intricate prop knife which I wanted to feature in my poster, as it costs £9.99. To overcome this, I will speak to the drama department and source a prop-knife from them instead. I will give this prop to my actor in my photoshoot as it will still have the same connotations of fear and violence but will help me keep within my budget.

I researched the ASA standards on Children, and discovered in section 5.1.3, it says "Children must not be shown using or in close proximity to dangerous substances or equipment without direct adult supervision". As my friend is going to feature on my poster and is a child, I will digitally add in any weapons, and will not depict my model physically in close proximity to the weapons.

I researched photo permission laws and discovered that "Members of the public do not need a permit to shoot in public places and, apart from some notable exceptions, you can shoot private buildings or property as long as you're standing on public land". Because of this, I will make sure take photos exclusively within school grounds as it is all public property. I will also acquire explicit, written permission from the Head Teacher to allow me to take pictures on school property.

C. Key Aspect Research 1

Referring to one key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

**Language**

The poster for "Scream" uses an eye-level shot, which is very effective in conveying a sense of horror because it makes us as the audience feel more connected to and empathetic towards the pictured character, so we will be more upset and disturbed when harm befalls her in the film. I will use an eye-level shot when taking photos for my poster so that the audience cares deeply about my pictured character and will be more likely to want to see the film so they can see what happens to her.

Also, in poster for "Scream", the character is pulling a wide-eyed facial expression of terror. This gives the audience the impression that the movie is going to be very frightening and scary because she is reacting to something with such an extreme look of fear. I will utilize extreme facial expressions in my own poster to set the tone of the film and unsettle the audience. I will ask my model to pose with wide, frightened eyes and raised eyebrows to convey terror.

In the poster for "Human Centipede", the character is shrouded in shadow and is barely visible aside from their silhouette. This is very effective in conveying a sense of horror because it implies that the film will be very mysterious and dangerous because of the horrors that are implied, although not seen. I will use this technique for at least one character in poster so that it will be somewhat scary and will intrigue my audience. I will create a shadowy effect by including a graphic of a silhouette, perhaps digitally altered to look very dark.

D. Key Aspect Research 2

Referring to a second key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.

**Categories**

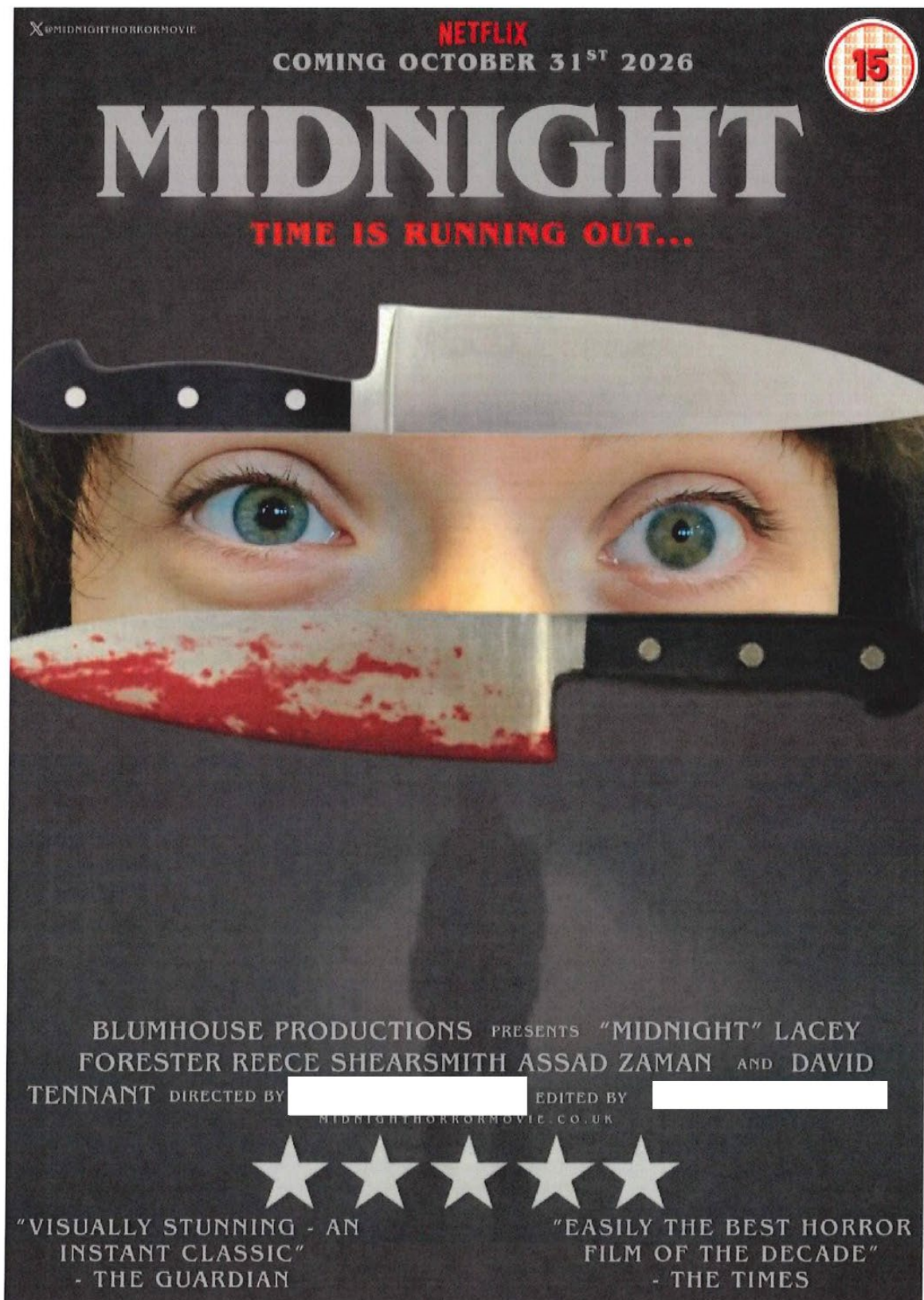
The poster for "Fright Night" uses multiple popular horror genre conventions, such as the graphic of a blood splatter. It spans across (very nearly) the entire bottom of the poster and contains the title, making sure that it is very eye catching so the audience can immediately tell that it is a horror movie. The poster also uses a very ominous and sinister tone. This is created through the use of dark clouds which make the entire poster appear somewhat dark and bathed in shadows. This is effective as it creates a dark and spooky feel for the poster. In my poster, I will include graphics of blood splatters that are clearly visible and cleverly positioned so that they are eye-catching. This will create a very scary tone for the poster which intrigue horror fans.

The poster for "Fright Night" uses horror conventions such as the inclusion of multiple weapons being held by the featured characters. The central character's weapon is somewhat obscured by shadows, creating the impression of hidden and unknown danger. This poster also creates a very frightening and violent tone. This is created through the use of stern and serious facial expressions that imply that something is wrong. This effective as it creates a tone of severe and immediate danger.

In my poster, I will include weapons that will be held threateningly by at least one character on my poster. This will create a dangerous and frightening tone which may make fans of the horror genre want to go see my movie.

The poster for "Saw" uses horror movie conventions such as gnarled, frostbitten, presumably deceased limbs. There is a limb positioned both directly above and directly below the title, making sure that it is very eye-catching and hard to miss so that horror fans are immediately intrigued. The poster also uses a very unsettling and disturbing tone. This is created by how grim and discoloured the limbs are, giving the impression that they are long-dead and perhaps even the products of dismemberment. This is effective as it creates a scary and deeply unsettling tone for the poster.

In my poster, I will include unsettling graphics of overly pale, almost discoloured people / body parts. This will have connotations of the uncanny and of blood loss, which will create a frightening and disturbing tone.



Section 2: Development**Evaluation 1**

Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)

Title

In my poster, I chose to use the "ITC Benguiat" font. This has sharp, clean edges to convey that it is a sophisticated looking font with connotations of silent danger through its initially elegant appearance and sharp angles. I chose this font because it creates the sense that the movie will be quite sophisticated yet quite scary and spooky. I considered using different fonts but decided on this one because it has a quality of subtle fright that was not possessed by the other fonts, making it far superior than the others while still being sinister.

In my poster, I chose to use a dark, stormy grey colour for my title font. This colour is effective because it has connotations of darkness and the unknown, creating a sinister and macabre tone for the poster. I also blurred the text slightly to imply that it is spooky and foggy.

My title font is positioned very near the top of my poster. This is effective because it is very eye catching and is generally the first thing that your eye is drawn to when you look at the poster. I chose to do this because it will set the tone of the poster immediately when you see it as you can instantly tell that the poster will be spooky once you look at it, and it will draw in audiences because fans of horror will see that it is a scary film and will want to see the movie.

I chose to use the font size 178. This is quite a large font, which is effective because it is immediately clearly visible and thus is hard to miss when looking at the poster. I wanted this font size to emphasise that the film would be darkly sinister and scary, and making my font size large effectively achieved this by creating the impression that the title is looming ominously and threateningly over the rest of the poster.

b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)

One thing that I think went well in my poster is the font colour. I think that the font colour I picked is very effective – the dark, stormy grey colour. I think that this works extremely well in the context of the poster and brilliantly informs the audience about both the film's title, and the film's genre. It does this by being an interesting stormy colour on the biggest text element on the poster and being positioned very near the top so it is the first piece of text that the audience's eye is drawn to. It also alludes to the film's genre as darker monochromatic colours are often associated with the sinister and macabre. I am very fond of my selected colours for my title font and would not choose to change it.

However, one thing that I would change about my poster is the font which I selected for my title. I think that, while the font captures my desired elegance and sharpness, I also feel that it is simply lacking in any meaningful substance of horror adjacent elements. Instead, I should have selected a significantly more jagged and thus threatening font. I think this would be better as it would do a much better job of conveying the horrific and frightening elements of my poster which were originally intended, but in the end were not effectively captured. If given the opportunity, I would change this.

Evaluation 2

Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)

Main image

I took a photo of my friend for my main image. I asked her to pose with an exaggerated facial expression (wide, frightened eyes and raised eyebrows). This is because I wanted to convey that her character (who is the protagonist of the film, shown by her central position on the poster) is frightened and is even fearing for her life – likely as a result of being chased by (or otherwise threatened) by the film's antagonist, who is likely some sort of murderous figure. Since this film is in the horror genre, this pose would draw in audiences because it shows that the film will be frightening and will include scary elements. I made the background of this poster transparent and cropped it to include only my friend's eyes, and edited it onto my poster.

When taking the photo, I used an eye-level camera angle with an extreme close-up on her eye area to place focus on my friend's face (and subsequently her facial expression) and to best convey the fright and terror that she is feeling. When taking this photo I used my mobile phone camera, and I did this by holding it at my friend's eye-level and close to her face to best capture her expressions. I wanted to use this angle because it not only shows her facial expression in great detail, but it also creates an almost claustrophobic and uncomfortable feeling of being extremely close to her – almost like the audience is trapped in a room with her. Also, the eye-level shot makes us feel more empathetic towards our the character, as we are on the same level as her and thus feel equal to her. This would make the audience care more about what happens to her, and thus they would want to go see the film.

The photo has extreme high key lighting. I wanted to utilize this type of lighting because it would contrast greatly with the rest of the poster (which is dark and shadowy), and would thus draw your attention immediately to the photo when first viewing the poster. It also creates an uncomfortable atmosphere in the picture, as it is so bright that it almost seems sterile, uncanny and slightly oversaturated. I created this by editing the photo digitally and turning up the brightness, so that it would be evenly brightened and somewhat uncanny and unnatural looking. This would be appropriate for the horror genre because horror media frequently features elements of uncanny valley. This would draw in an audience for my poster because horror fans would recognise easily that it is the genre they love.

When editing my image onto the poster, I chose to place it just above the centre of the poster. I did this because I wanted it to be one of the very first things that your eye is drawn to when you look at the poster. I also made it quite a slim (albeit long) graphic, because I wanted it to parallel the knives featured on the poster through its length and girth.

In my main image, my main subject was dressed in her school uniform which was ultimately cropped out of the final product, leaving her only visible costuming as her hair which I styled as messy. I wanted her appearance to look like this because I wanted her to appear like she is in a panicked state and is in disarray due to this. The subject wore her school uniform as I knew that her clothing would be cropped out of the final image, so there was no point in sourcing her proper costuming. However, despite having her clothing cropped out of the picture, I think her costuming and styling was still effective because her messy hair suggests that she is in danger, which has connotations of the horror genre.

b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)

In my main image, I think that the most effective thing is the subject's frightened facial expression. I was overall happy with the main image, as it conveys that the movie will be scary and potentially distressing. It has common conventions of horror films such as somewhat over-dramatized expressions of terror with wide eyes and raised eyebrows, so the target audience of horror movies will be interested in the film because they know it will be scary - which is something that they generally enjoy to see in horror films. This poster's purpose is to show the target audience of horror movies that this movie is in the horror genre and is frightening, and the image definitely portrays this because the subject has wide, terrified and frightened eyes.

One thing I could have done better is the inclusion of proper costuming. I was not able to do this as my main image was cropped to include only my subject's eyes, however if I had been able to it would have been effective because I could have made her seem like she was in even greater disarray by dressing her in ripped and dirty clothing. Although the main image is effective as a whole, I'm not sure if it conveys that she is in imminent danger and is fearing for her life enough. In future, I would instead include even a small amount of her clothing so that I can communicate more about her character and her character's state to the audience.

Evaluation 3

Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)

Slogan

I chose to have the slogan of "Time is running out...". I liked this slogan because it suggests that there will be a sense of urgency and panic to the film, which can create terror. The wording is very specific, and I wanted it to hint at the film taking place over a short, adrenaline-filled period of time. It also creates the enigma of what will happen once time runs out, and how much time remains before it runs out. It also hints at the genre of film, because it implies that something bad and potentially horrific will happen once time runs out. The word "running" has connotations of fleeing for your life, which is effective for my poster because it once again hints that the film will include danger which you need to rush in order to avoid. I also finished the slogan with an ellipsis, which suggests to the audience that there may be more to say, but there is something unknown that is stopping the sentence from being completed.

For my slogan, I chose to place it directly below my title text, and positioned it centrally. I chose the font size 40.6 because I wanted it to be quite small in contrast to the title text to not draw attention away from the latter. It is important that the slogan is in a strong position and size, because it is important for communicating the genre and overall narrative of the film to the audience, so I wanted it to be clearly visible but not overly distracting.

I chose to have the slogan be a bright, almost bloody red colour. I did this by colour picking the red colour of the Netflix logo also featured in my poster. The colour red is associated with blood, and has connotations of danger and murder. This is effective for my poster because the slogan text has the red Netflix logo above it and a bloody knife below it, which creates a sense of visual harmony and symmetry in my poster. I liked the colour since I'm doing a horror film, and the colour red can be linked to gore. I also chose to have it be a different colour than my grey title font, because I wanted it to contrast and stand out.

For my slogan, I chose to use the font "ITC Benguiat", which is the same font that I used for my title text. I liked this font because it has an air of elegance and composedness about it which contrasts the horror of the rest of the poster, which is a feature commonly seen in fonts used for subgenres of horror like gothic horror and even some Lovecraftian horror. It also subtly features sharp angles, which hints that the film will include concealed or hidden danger. This is appropriate for my poster because it is clearly in the horror genre, and the slogan font only furthers the audience's understanding of this fact. The font is clearly linked to the horror genre because it shows that the film will not always be explicitly gory and horrific, and will likely feature intense suspense and subtle horror.

b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)

I'm happy with my slogan because I feel that it effectively communicates the genre of my movie, and it also creates good visual contrast from the title. My intention was to create a spooky font which will further clue-in the audience to the sinister tone of movie, and I think I have achieved that through its bright red colour and threatening implications. My slogan sticks out because it is a vastly different colour to my title font, while not overpowering the it or the main image. It hints that the movie will be horrific and frightening, and is clearly linked to the horror genre because of the vibrant, somewhat gory red colour.

However, one thing that I would change is the font. I don't think that this is the most effective it could be because it is the same as the title font, which makes it appear more generic and less mysterious and scary. If I could change it, I would instead use a much more angular and twisted looking font. I think that this would be better because it would create even more visual contrast from the title font, and would have more extreme connotations of horror. It would be effective in connecting to the horror genre because it would be sharp and dangerous looking, which would have connotations of sharp weapons like knives (which would be furthered by the inclusion of knives in my poster). This decision would advertise the film better because the target audience of horror fans would be more likely to recognise it as a horror film, and thus would be more likely to go and see it.

Evaluation 4

Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)

Background and actors names

For the background of my poster, I chose to use a mostly dark grey backdrop with the visual of a silhouette concealed in fog. To find it, I typed into google "Silhouette in fog" and scrolled until I selected the most effective image. I wanted to use an image like this because I wanted to suggest that something spooky and scary involving a mysterious (and likely sinister) figure concealed in fog. I liked this specific image because it was much darker as supposed to other ones, which heavily featured thick bright white fog. I inserted my image onto Canva over a dark grey base layer and edited the other elements of my poster on top of it.

I edited the background image. I chose to resize it to fit my poster, and significantly lowered the opacity to make it be much more subtle and mysterious. I chose to do this because it was conflicting with elements that I was placing on top of it, so lessening the opacity made all elements more clearly visible (while also having the added benefit of making it spookier). This is the most effective for the horror genre because it is much more sinister and creepy, as it seems like the silhouette is lurking in the background of the poster and perhaps waiting for a chance to strike.

On top of the background, I chose to add the names of actors. I wanted to do this to credit the performers, and also to attract fans of these actors to go see the film. I placed the names in the billing block towards the bottom of my poster, and in the "ITC Benguiat" font. I did this to draw attention to the names as the audience makes their way down reading the poster, because I wanted fans of the credited actors to want to see the movie. I also made the font for this text dark grey so to be coherent with the spooky and mysterious overall colour scheme of the poster. Aside from the names of my classmates, I chose to include the names of the actors Reece Shearsmith, Assad Zaman and David Tennant. I used these names because they are famous actors and I knew that fans of these actors would be likely to want to see the film. Also, multiple of these actors have appeared in well-known horror media, particularly Assad Zaman who is best known for his appearance in a famous + horror AMC programme and Reece Shearsmith, who is well known for writing and starring in horror media. This will draw in fans of the genre.

b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)

I was overall happy with the background image. I think that the image of the silhouette is most effective, because it creates a sinister sense of mystery. The image has connotations of hidden danger lurking in the dark, which is appropriate for a horror film. I was happy with how I edited it, because once I had, the image was much better because it contrasted largely with the main elements of the poster. Since the mysterious figure will be a key part of the film, the background accurately captures this because it unmistakably features this spooky character. So, overall I think that the background because it clues the audience in to the tone of the film and its potential antagonist.

However, one thing that I would change is the background image. I don't think that it's as effective as it could because it is very visually uninteresting and is mainly plain black. Instead, I would add more elements to the background to make it look more appealing. This would appeal to a wider

audience because they would be more likely to see things that they like in the background, and thus would be more willing to go and see the film. Also, it would connect more to the horror genre because I could add more horror conventions to the background like blood splatters and shadowy figures.