

Candidate 1 evidence

National 5 Media Assignment

Brief:

You are going to create a trailer for a new horror film. You can choose which sub-genre of horror you would most like to create. You will work as part of a group, but each group member must plan and develop a section of the trailer that can be identified as their own work. Each individual segment should last around 30 seconds. Your group will then come together to combine segments or scenes to create the finished product.

Target Audience:

You should agree a suitable target audience for your product, bearing in mind the institutional constraints (such as the BBFC age ratings) you will have to operate within.

Level of Finish:

You are to create a film trailer. As part of your planning you will produce storyboards, but it is expected that your finished product will be a film trailer. You will have access to HD camcorders and tripods as well as basic editing software.

Step 5: Explain Your Planning

1. By creating a survey about horror film aspects, we collected our peers' responses from different year groups in order to help include audience wants and needs in our final production. Our survey included questions such as what they believe to be the most important aspects in a film trailer, what they expected our trailer to include based on our sub-genre (thriller) and if our trailer idea catered well for our target audience(s). After analysing the responses we received from other pupils, we discovered that the majority of the responses towards the question about what they believed to be the most important aspects to a film trailer were that they didn't like it when trailers displayed too much of the most important scenes of the film, giving away too much of the storyline. Taking this into consideration, we decided to just show short edits of scenes that contained the villain, in our film it is a killer clown, as they're the scenes that contain the most drama. This technique will also help to build tension throughout the trailer as it will build suspense on where the clown is and what his motive is to kill which will then make people want to watch the film as they would want to find out what happens. When we asked our peers what aspects they expected to see in trailer for a thriller movie, everyone said blood, gore and jump scares. We have added this into our trailer by putting fake blood, which is a horror trope, on the clown to show he's killed people representing him as the villain and to make it look scarier as well as fast edits of clips of the clown lurking on his victims to create jump scares. The target audience we chose for our trailer was teens. This was because the characters in our trailer are all teens and it's not that scary so adults who are fans of horror wouldn't enjoy it as much. We did this after we spoke to peers and they said that they wouldn't find the content too scary so therefore we catered well for our target audience but not so well for horror fans as it wasn't scary.
2. During the research process, we found that the schools filming equipment is limited as they only have a few camcorders, editing software, green screen, Steadicam and tripods however that's to be shared between 3 media classes furthermore, the quality of the schools cameras are outdated and basic so we decided to film on our phone instead as it would be easier to keep all our footage together due to the other classes using them, and it would look higher in quality. The schools editing software isn't good either as it is quite old so we decided to use imovie on our phones instead as it will be easier as the footage will already be on more familiar technology. Using imovie would also be easier because we know how to use the software whereas we've never used the schools editing app before. Also the use of more modern technology relates more to the teens watching as they expect modernity. By using phones, it meant that the shots we filmed looked smoother and steadier as our phones are smaller and easier to handle and keep steady when shooting scenes. We don't really have a budget for things such as props and costume however the school may already have some props we can use and the drama department may have costumes from previous shows we can use. The have

also decided to contribute by buying small props we may need but nothing big like costume. We don't already have a clown costume so we are going to look in the drama department but if they don't have anything we can use, we may buy a clown costume from our own money. As for props, we only really need a phone which is good as we can just use our own phone as a prop as its set in the modern day. Not all of our footage will be filmed in school which has allowed us to be able to film falling into a lake at the Glen where we are filming most our scenes for the trailer as it means we are no longer under schools care so we have to get parent's permission for to do the stunt. The schools health and safety regulations meant that we had to get permission before using certain places in school that could put us at risk such as the basement as well as getting permission when leaving school as they were risk assessments in place for things such as crossing roads. This would have an effect on the production of our trailer as it meant that we mainly just filmed scenes inside the school so that we didn't put ourselves in any risk however this had an effect on our trailer as it meant we didn't have any scenes in creepier settings such as the basement.

3. During the research into external institutional factors, I found the different levels of content needed to suit different age rating certificates. From this research we chose to make the certificate of our trailer a 12. For a film to be rated a 12, the requirements are mature themes that are suitable for teens, strong language should be infrequent, nudity should be kept at a minimum and not displayed for too long, sex can be spoke about but at a level that they might have heard before and it can contain some threat and scary scenes. We took this into consideration and developed our trailer around these requirements by not including scenes with nudity or sex. We haven't included any bad language in our trailer as we don't really speak the only scene where there is dialogue is when the popular girls are talking about the villain. In that scene they do say insults and offensive things but nothing that would class as bad language as they don't swear and the insults aren't so bad that young teens wouldn't have heard something like it before either at school or at home and the horror content is kept at minimum as we don't show clips of anyone being murdered so there isn't much blood or gore apart from the makeup we apply for the clown. We did this so it would be more suitable for 12 year olds as we were more interested in making jump scares then showing blood and gore as we believe jump scares build more tension in the audience then showing small clips of blood. We also chose the aging rating to be 12 as the actors aren't much older than that so they would only act out scenes that they felt comfortable with based on their age as well. It also made it more believable and relatable for the audience if the actors are of similar ages. We also did research into copyright factors. By doing the research I found that we have to be careful on the music we choose for our trailer as there is a long process you need to go through in order to use someone's music in a film which we wouldn't be able to achieve. To use music in a film you have to get permission

from two people, the person who wrote the song and the person who recorded it as they are the owners of the song. You also need to pay them to use it. However you can use music for educational purposes rather than broadcasting purposes which meant that we were able to use songs of our choice without it being copyright. This influenced our trailer as helped create the mood in different scenes, happy music for summer party scenes and scary music for scenes with the clown. In our trailer we plan to use the song from the film 'Mean girls', Pass that Dutch by Missy Elliot at the start of our trailer. Other than that, we don't plan on using songs more just sound effects. This is because we think that music can sometimes interrupt and overshadow the tension we are trying to build through acting.

4. The trailer I researched and watched was for the horror movie 'The Snowman'. I chose this movie as it follows the same sub-genre as our trailer, thriller. The use of film language in 'The Snowman' at the beginning of the trailer influenced how we began our trailer. They used rapid camera edits when showing the title of the film by displaying one letter at a time of the title and in between each letter you see shots from the film. We liked the use of editing as we thought it built tension as it made the viewer think there might be a jump scare at the end therefore we want to do something similar in our trailer with the hope of it having the same effect. The title of our film is Pitre which means clown in French. We chose to have the title in French as there was already a film called The Clown also we wanted it to sound different and more creepy. Also the villain in our trailer is from France and that why she gets bullied so it makes sense that the title be clown in French as it also makes it more original. We also liked how they edited each clip to slowly fade out into another scene as we thought it helped link everything in the trailer and left the viewer wanting to know what happened in the next clip. We are going to do something similar however we want the clips to fade into each other a bit faster as we think it would help build the tension more. 'The Snowman' trailer uses sound effects to emphasise certain actions like when documents are slammed on the table at the end of one of the scenes. This influenced the scenes in our trailer as we chose to use a loud bang type of sound effect as the quick edits of the letters appear at the start to help build the tension further and emphasise each letter so when the clip of the trailer showed after, it made it more dramatic and left the viewer more on edge for what the clip was going to be of. I liked how the snowman was portrayed as the villain in the trailer through short clips of close ups of the snowman to create the effect of a jump scare which is a horror genre marker. This influenced our trailer as we want to create jump scares and by having a clown as the villain, a supernatural person feared by many and known as a horror genre character, it would make it more effective if we did quick close ups of the clowns face as the audience wouldn't be expecting it and it would also emphasise that our trailer follows a horror genre as clowns are seen as scary.

5. I chose to research a different trailer as the snowman didn't have much use of costume and representation aspects. A key aspect used in the trailer 'Stranger Things' was representation. Through costume you could see that Steve is represented as the jock as he is wearing double denim which was the most popular fashion of the 80s. He is also seen in shots with a group of friends showing he is liked by many and is popular at school. Taking this into consideration, we discussed and decided when we wanted our trailer to be set so we could represent that through costume and makeup. We chose our trailer to be set in the modern day as we use modern technology such as iPhones. We were influenced by the 'Stranger Things' trailer to dress in clothes that are in style this year so that our characters are represented as the popular group as stereotypically they are into fashion and are against looking different. The trailer has also influenced our decision to have a character that is represented as the 'final girl'. We were influenced by Eleven from 'Stranger Things' as we liked the idea of having a leader type role who everyone liked and who is confident just like how we want the girls in our trailer to be represented as they are meant to be popular and stereotypically popular girls are admired for their confidence. We were also influenced to have a character represented as the loner like Johnathan is in 'Stranger Things'. We are shown that Johnathan is a loner in the trailer as he looks messier and different from everyone else and he is mainly seen in scenes on his own or with one friend, Nancy. This influenced us to have the villain (the clown) in our trailer to be represented as the loner as she gets bullied and beaten by the popular group for being different and is always in scenes alone showing no one likes her which she then gets revenge on by killing them. We will show that he is different as he will be wearing a clown costume in summer time and will be seen mainly in scenes on his own apart from when he's attacking someone.

55-54 Seconds

In this scene the first death of the main three girls in our trailer occurred. In this scene one of the three girls who are the victims in our trailer, is locked in a classroom by the clown where the clown turns all the gas taps on and leaves her in there to die. When developing this scene I chose to film the shot at a low angle camera shot. I did this as it helped show clearly that the clown was turning the gas taps on as they were on the underside of the table. In doing this, it also helped to represent the clown as the villain as it foreshadowed the fact she was potentially going to kill someone as the low angle helped to show that it was the clown turning the taps on preparing something as it got both the clown's face and the taps in the shot. It also made the clown seem more empowered as it made it seem like she was standing over the audience and looking down on them. At the end of this shot we panned the camera onto the clown standing still after turning the taps on to represent her character as the villain as having her stood still showed she had no regret about killing someone. I also got [redacted] who played the clown, to stare directly into the camera so it made the audience feel on edge as if she was looking at them as if they were going to be her next victims. This didn't turn out as effective as I would have liked as when filming the shot of the clown at the end of the clip, [redacted] moved after a few seconds. This meant that when I edited it, the shot of the clown after turning the taps on was too short to give the intimidating effect I intended.

55-1:09

Throughout the whole section I developed, I chose to add a ticking sound effect to the background of [redacted] death scene. At the end of the clip I developed we are shown [redacted] struggling to breathe in the room and banging on the door trying to get out before she falls to the ground, dead. One reason I chose to use a ticking sound effect was to build tension in the audience as it made it feel like the clip was building up to a jump scare. Another reason why I believed it to be effective was because it gave the effect that time is running out as the ticking sound effect is associated with a timer. It shows that [redacted] hasn't got long to live and that time to survive is running out quickly. At the end of there's a ring like an alarm and the ticking stops as [redacted] falls to the floor. This worked as it symbolised [redacted] death as it gave the effect of time being up and the timer finishing. This was effective as when watching the trailer back once edited, it made me and the others in the group feel on edge which is good as that is a horror trope and it meets the needs of horror fans as that's what they look for. It made them feel on edge as it felt like it is was leading to something dramatic and we know it was going to result in someone dying. If I was to do this again I would make the ticking noise faster as I believe that would make it scarier as it'd give the effect that she's going to die quicker and that she's rushed for time of survival. This would work better as horror fans prefer scary films to be more intense and fast pace to make them feel more tense whilst watching.

50-1:41

Out with the section I developed, it was also my idea to have a clown as the villain. At first we planned to just have a plain white mask for the villain as there were no clown masks left for us to use and out of the masks that were left that was the closest to what we wanted the villain to look like as we intended the villain to look emotionless. We began filming with the white mask but looking back on the footage we realised it didn't look as scary as the other groups footage that had the clown masks as even though it meant the villain had no expression, it didn't have any horror

movie aspects like fake blood or a creepy face that make up the genre and match what horror fans look for. Therefore I decided to buy a plain white mask, as there were no clown masks in shops as it's not near Halloween, and make it into our own clown mask after we decided the plain white one wasn't effective enough. We didn't have a budget for costume as we just used our school uniform therefore we just went into town and bought a white mask for £1. I then went back to school and used felt tip pens to colour a clown face onto the mask. This was effective in enhancing the film and making our trailer scarier as it added a more childish touch to the mask which also helped show that the villain was a young school girl and you wouldn't expect such a young girl to carry out several murders. This is because stereotypically male characters are seen as the killer in horror films as they are seen to be stronger and more violent. It also meant that the villain still didn't have any other expression other than the face I painted on the mask which meant the audience couldn't sympathise with the villain making it creepier and we didn't see the clown's reaction to killing someone.

55-1:00

In this scene, I wanted to act out dying from gas poisoning as that's how we decided she should die as it would be easy to film and create as we were in school so had science classrooms with gas taps. I directed acting in this shot when she was dying after the clown turned all the gas on in the classroom. We were limited for time in the classroom as the teacher had a class next so that affected performance as it meant we were rushed for time so her acting was quite melodramatic. When she is sliding down the door struggling to breathe I changed camera shot from a low angle to medium shot as I no longer had to show the gas taps being turned on as I now wanted the audience to focus on the fact that was dying rather than how she died which was effective as it made the scene easier to understand and the audience knew what was happening as it also showed that we were no longer focused on the villain but the victim. It didn't look realistic as she dies too quickly however we were also pushed for time as it was just a trailer we were making not a film so we didn't want to make the scenes too long but once we finished edited we realised we could have extended scenes as we didn't have as much footage as we thought. When directing she didn't always listen and improvised on the spot a lot which didn't help with making the performance believable as she ended up smiling at the end when she was dying which meant I also had to cut the scene shorter than what it was meant to be as I had to crop smiling out of it. Overall, the acting in this scene could have been better however implications such as time and improvisation ruined the dramatic aspect of the shot.

49-50 seconds

At the start of the clip, I decided to film the clown walking through the door into the classroom to show that she was the villain in the scene also I filmed the clip at a medium shot so the audience could see that it was villain entering the room as it meant that the mask was on show. Also the fact that she was sneaking into the room, which was shown as she only opened the door slightly and looked around her before entering to make sure no one was watching and seeing what she was doing, showed that she was planning to do something bad. It also helped the audience understand where the death was happening. However the door I had the clown opening and walking through at the start of the clip isn't the door of the classroom I shot her death in. I decided that we should film the door in the science block at school that had some form of danger sticker on it to help emphasise that the consequences behind the door were deadly. This was effective as it also helped the death

seem more realistic by filming it this way because if we just filmed the clown entering a normal classroom, it would seem impossible for [redacted] to die that quickly in the scene. We wanted the audience to understand that the room had other toxins and dangerous science equipment in which had an effect on the gas being released contributing to [redacted] death. This did make the scene more effective as it added to the horror aspect of our trailer as it represented the danger and death elements of our trailer as well as helping to build suspense on what was going to happen behind the door. Building suspense and death are both horror genre markers.