

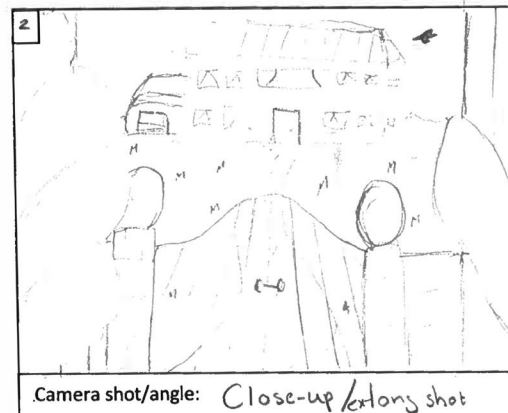
Candidate 1 evidence

Name:

Project title: *A house to be left* Page 1 of 3

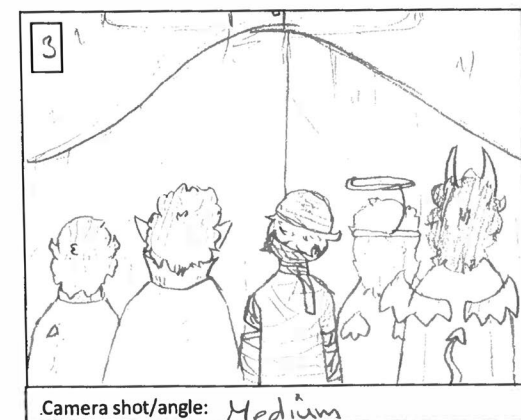
NOTES The group are in a school Dinner Hall a day before Halloween, indistinct chatting

- Regular lighting
- Dialogue: "So... I have an idea for halloween, it's better than a corn maze."



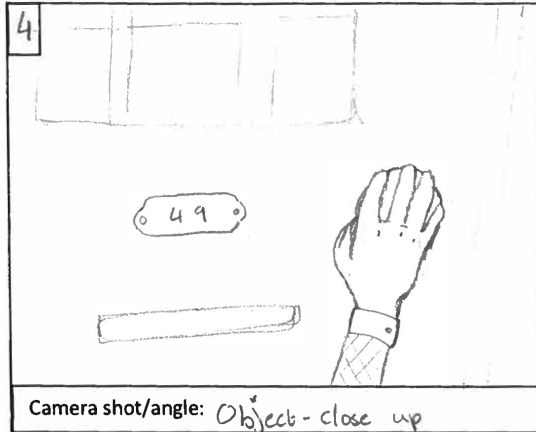
NOTES Ominous Music begins slowly

- Shot of a phone with picture of the house,
- camera pans into the phone and transitions to an actual shot of the house,
- Dialogue: "It's the house of that old dead killer that our mums used to talk about!"

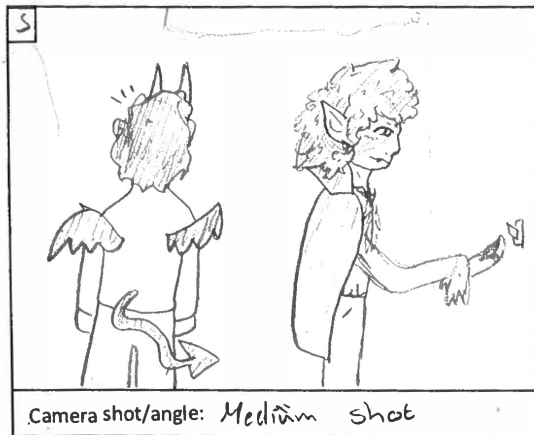


NOTES Cut to Halloween

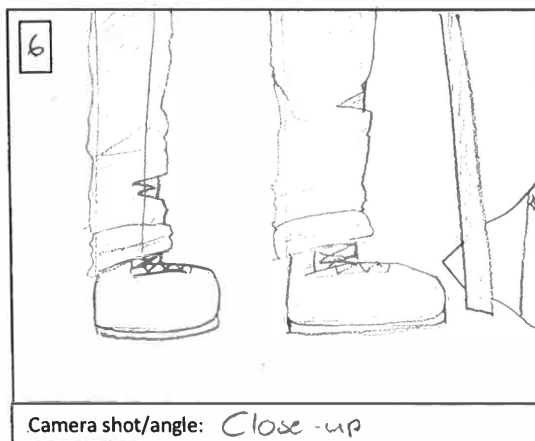
- Music continues as a birds can happen & gentle quiet rain sounds are barely heard
- Kids in their halloween costumes at the gate
- Scene is darker with no lights from the house



NOTES Music swells up louder
 - crack of lightning, creaking of the door opening
 - Foot steps rustling

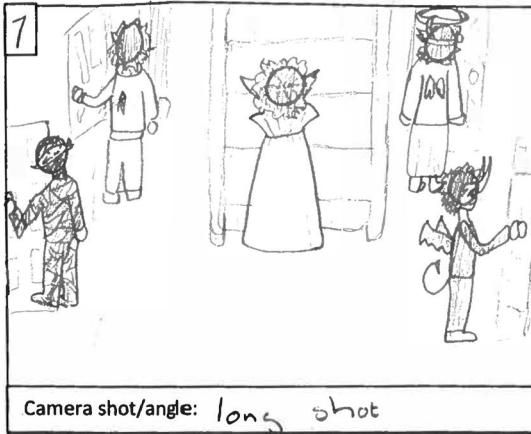


NOTES Bright light when the light switch is flicked
 - Music cuts out for a second for the sound of the switch when back in
 - Music more creepy and unusual now (ie The Network, Cristobal Tapia De Veer)



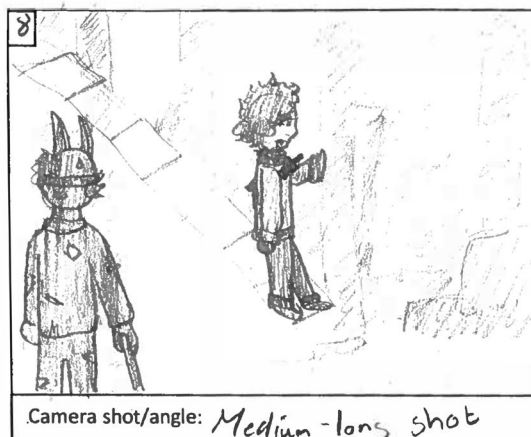
NOTES the lighting is very dark, unknown character is almost silhouetted
 - Music climaxes
 - Slow pan up to below the belt

Name: _____ Project title: _____ Page 2 of 2



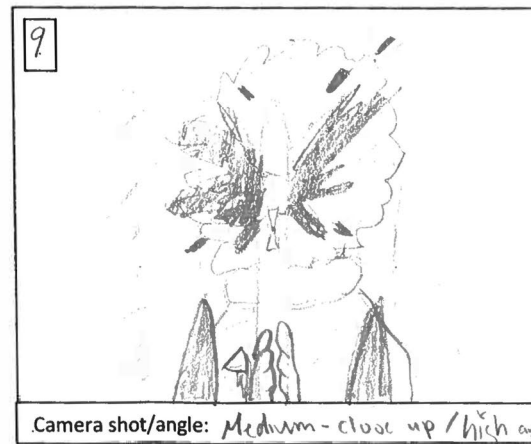
NOTES The gang splits up into different rooms, a few are dark but most are light, lots of light from up stairs, dark from basement

- Taps of feet, nervous breath, no music
- This frame is very quick, only briefly shown



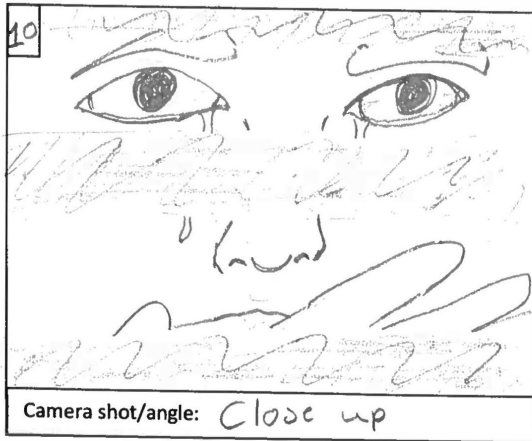
NOTES The killer is in darks and blurry, in the foreground.

- The basement is dark
- Creaking of the stairs, shaky breathing
- Flick of a broken light switch
- This frame is also quick but slower than the last

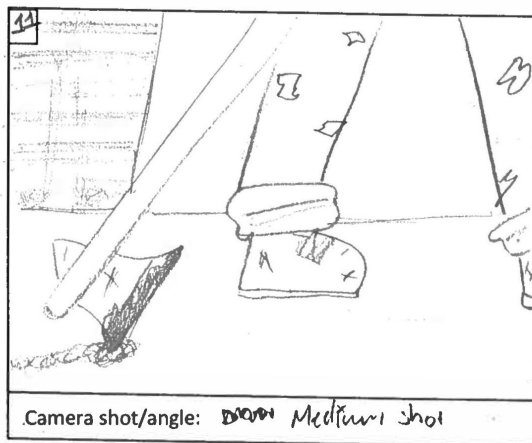


NOTES Music quickens

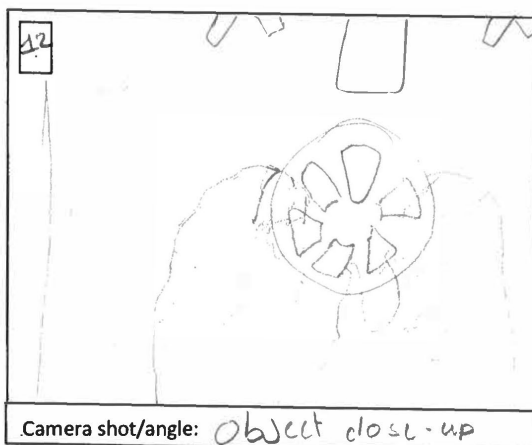
- quick cut montages
- low lighting
- screaming
- sounds of electricity buzzing from broken fuse box.



NOTES quickcut in montage
 - Music still fast and loud
 - Shaky breathing over the music
 - Close-up of the character trying to be quiet and hide looking out the slots of the ~~closet~~ closet
 - lighting is dark



NOTES - Music still continues
 - quick cut montage
 - Killer walks past the closet with a bloody axe
 - low lighting



NOTES Music abruptly stops as the last shot is shown and fades to black
 - blood flowing into the bath drain
 - flickering light like a candle
 - dripping sounds from the blood

NATIONAL 5 MEDIA ASSIGNMENT

THE BRIEF

Instructions:

You are going to storyboard the opening sequence for a trailer for an ACTION or HORROR film. You will need to negotiate your PURPOSE and your TARGET AUDIENCE and indicate which stimulus you will use.

Purpose:

Your purpose should be to hook the audience so they will want to continue watching the film, and also to entertain as appropriate to the genre you choose (e.g. action = to excite/thrill, horror = to scare etc.)

Target Audience:

Your Target Audience should be appropriate to the genre and your purpose, and should inform the choices you will make about your content.

Level of finish:

You are being asked to make a detailed storyboard of 8-12 shots. You are not required to produce a finished trailer, but you should have very clear ideas about how you will use camera, sound and mise-en-scene to create meaning, and should annotate your storyboard with some of this detail. You will also be asked to write about how you create meaning in Section 2.

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

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

Through my research online over a few websites I have discovered that the general age range for people who enjoy horror is 15 to 25 as the suspense and thrill is more likely to excite and intrigue a younger audience over an older one who may prefer more calm movies, because of this research I will make the characters older teenagers to appeal to the audiences in age range so they can relate more to the character therefore feeling more attached to the group and imagine what it feels like to be them.

After looking through many websites online I've found that many people who watch horror films find the build of tension and suspense one of the most scary parts as it can feel suffocating, a quote by Alfred Hitchcock, one of the most famous horror filmmakers, shows this *"There is no terror in the bang, only in the anticipation of it."* Therefore in my trailer I will start the trailer slow with subtle horror elements to slowly build the tension and fear then do a quick montage of the big action moments.

Doing some research online I've discovered that a lot of horror trailers repeat the title throughout along with a tagline or two this is so people will remember the title of the film or the tagline and recognize it if they see another trailer, poster or that its playing at a local cinema. I will implement the title of my movie throughout my trailer and maybe a tagline too because of my research, I'll also keep my title card up at the end as the music reaches its conclusion.

B. Institutional Research

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

An internal constraint that I have to work with is the lack of budget, which means I can't spend money on this project therefore I cannot pay for actors to be in my film. Therefore I will ask my friends to be in my film instead of actors, they have past experience in personal film project which means they have more experience on camera which makes them more confident.

Another issue with the Budget is that I'm not able to go out and buy props or outfits for the film therefore I will need to use props I and my friends already own along with clothes that are old so they can be ripped and covered in fake blood.

Another constraint is the age rating in my film, I wish for my film to be targeted at teenagers to young adults so I need to make sure that it fits all the constraints of a 15

such as not showing excessive gore. Because of this the murders will not be as graphic and any torture will be hidden and heard or just a silhouette.

C. Key Aspect Research 1 (NARRATIVE)

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.

Whilst watching a trailer for Apostle I noticed it followed Todorov's narrative theory by starting in the main characters home but very quickly moves on to it introducing that his sister has been missing for a while, the trailer focuses onto the conflict and attempt to resolve hardly introducing his normal life. Due to this I plan on having starting my trailer with very little equilibrium but instead focusing on the conflict, I plan on starting just before the group enters the killer's house then swiftly introducing the killer which will make the trailer feel quicker and more action packed.

The trailer for Apostle follows Todorov's narrative theory by following the formula of equilibrium, disruption, recognition and attempt to repair but doesn't show the new equilibrium, the trailer shows a bit of the disruption but mainly focuses on the characters attempt to repair by showing him go to the cult and going through their activities and brief violence. In my trailer I plan to focus on the teens trying to fix the situation they've got stuck in so it captures the viewers' attention and keep them more interested.

After watching the trailer for Insidious I noticed that Propp's narrative theory is used strongly with a very clear villain. The demon that haunts them is accompanied by dramatic music and quick cut shots as it's shown tormenting the family and haunting their child, the family have to exorcise the demon to save their child. As a result of this I plan to make it very clear that the killer is a villain by showing him originally silhouetted in the dark and covered in blood along with suspenseful music holding an axe.

D. Key Aspect Research 2 (CATEGORIES)

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.

Whilst watching the trailer for Apostle I noticed that it showed the horror genre convention of an investigation, it shows the main character looking for his sister on an island to find out what happened to her, this builds suspense and mystery throughout the film intriguing the viewer. The trailer shows many shots of him on the island investigating the cult that has his sister. Due to this I plan to include some investigation in my trailer, the group will explore the house to find it what happened to the killer and who they were.

Whilst watching *Apostle* I saw that the majority of the trailer was quite dark because of the dark caves or being shot at night, with the only fairly light parts are him before coming and upon his arrival this sets an ominous tone for the movie playing into the fear of the dark which makes the movie more nerve-racking. Therefore in my trailer I plan for the events the group get up to together to take place during the night and in the house after the power cuts out leaving them with little light.

After watching the trailer for *Insidious* I noticed that it followed the horror genre marker of unsettling music by starting with ticking from the metronome as the main character talks to his therapist, this builds into music eventually, a repetitive ticking may make the audience feel nervous and eager for what is to come as it feels similar to a countdown. In my trailer I plan to include a subtle tapping or clicking which then adds a tune to it turning into music.

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)

In the first frame of the storyboard I show the group at lunch I used diegetic sound such as unintelligible talking of people at other tables, clattering of cutlery and people walking about, helps to create the usual setting for the group of teens which establishes the equilibrium and also helps us to put ourselves in the position of the group with familiar sounds. I used a medium shot looking down the table, this shows the group together from a side on view introducing the characters to the audience so they will get familiar with them, this also shows they are friends with each other as they sit with one another for lunch, this may appeal to an audience of teens as they might relate to the characters. I used a natural slightly bright lighting in this shot which replicates the feeling of classic school strip lighting, this bright lighting contrasts greatly with the later frames taking place in the dark house or outside at night, this helps to create a strange and unsettling feeling in the darker frames.

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 think that by using a medium shot to introduce the characters you can get a decent view of most of them showing a mixed gendered group of teens, this helps to appeal to an audience of teens of any gender as they may be able to relate to them widening the audience. I also think my use of diegetic sound helped to understand the teens regular life

with sounds commonly heard in a lunch hall which teens would be very familiar with, this makes the audience feel very similar to the group as they're just regular people.

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)

In **frame 6** I use a close up of the killer's shoes and axe, this shows the outfit he is wearing and the prop he has like his slightly tattered shoes and ripped up jeans and axe with old blood stains. The mise-en-scene shows the audience that the killer has been there a while suggesting that he was waiting for innocent curious people which creates an unnerving feeling. By using very dark lighting and a close up, the killer is very hard to see which creates an enigma code: the audience wonders what he looks like, what he's doing and why. This keeps the audience engaged in the trailer waiting for their answers to be revealed. I also used non-diegetic sound like creepy unusual music to make the audience feel uncomfortable and nervous as the music heightens as the camera pans up the killer, the music getting louder will make the audience fear for something and raise tensions as they worry for the safety of the characters.

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 think by using eery non-diegetic music it helps the audience to relate to the situation the characters are in and relate to the characters too by matching that feeling of worry, nervousness and the tension of the situation they're in. I also feel that by using a very dark lighting it achieves a sense of mystery about who the killer is which will make the audience intrigued but nervous.

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)

In **frame 9** the first death happens, I used a mix of diegetic and non-diegetic sound like the scream and the music. The use of the scream will frighten the audience and keep them engaged in the trailer as the music helps to relay to the panic and worry the characters are feeling at the moment. I also used medium close up shot to show the details of what is happening to set the tone for the movie deaths as this is the only death shown in the trailer and it is only brief which makes the audience intrigued on how the others will play out and want to see the full movie. I used low lighting here as they are in

the basement of the house without a working light, this may make the frame feel more nerve-racking and frightening as the dark is mysterious and scary for many people.

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 think my use of low lighting played into a common fear of the dark that many people have as they think things are in the dark or because they are unable to see clearly or other things, I think this helps to add to the fearful feeling I am hoping to achieve. I also think my use of sound was good as the music helps the audience feel the suspense of the character due to the fast pace and unusual sounds and the scream may scare the viewers.

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)

In frame 12 I used an object close up of the drain in the bath with blood slowly seeping towards it, this is to make the audience interested in what has happened suggesting even more murder, this use of a major enigma code will make the audience want to see the movie to find out the mystery. I used diegetic sound in this scene with the dripping of the blood without any music, this conveys an uncomfortable and uneasy feeling to the audience after lots of quick cuts and loud music. I used lots of quick cuts prior to this frame so I stayed on this frame longer zooming slowly into the blood and drain as the frame fades to black slowly too, this indicates to the audience that the trailer is over leaving it on a cliff hanger.

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 think that by using diegetic sounds it helps to audience relate to the characters as they can feel the unnerving and eery silence other than the rhythmic dripping of blood which may make the audience uncomfortable.

Candidate 2 evidence

Brief:

Create a trailer for a new film or TV Series for release in the UK. Your content should clearly demonstrate key elements from the overall film, demonstrating that a specific audience is being targeted and that the trailer has a clear purpose. The age rating cannot be higher than 15.

Level of finish:

You are being asked to make a detailed storyboard of 12 shots. You are not required to produce a finished film, but you should have very clear ideas about how you will use camera, sound and mise-en-scene to create meaning, and you should annotate your storyboard with some detail. You will be asked to write about how you create meaning in Section 2.

Stimuli:

You must complete your show concept on the following stimulus.

You are creating a trailer for a tv show or movie. The main goal is that it engages viewers and leaves them with a feeling of suspense and/or unease. It can be for any genre you choose however it needs to induce one or more of the specified feelings.

Areas open to negotiation:

- Genre
- Target Audience – Your target audience will depend on your planned content and should be identified and negotiated through research.
- Purpose – as above
- Tone
- Style
- Narrative
- Locations in which to film

Section 1

Audience:

From the feedback I got back from my peers from the question "what type of horror do you like to see?" 70% of them responded with psychological horrors. This gives a base to the trailer on what the audience will be expecting from the trailer and movie. Using this information, I can give the audience a trailer that will make them want to know more but the plot developments are unclear so the viewer is confused, you must pick up "pieces" throughout the trailer. Also putting mismatched clips one after the other that do not relate to the scene before it to confuse the viewer on what is actually happening and this can be coupled with contrapuntal music so that the trailer as a whole seems disjointed and confusing but will hopefully gain interest from audiences that will want to piece it together.

Another part of my questionnaire I wanted to know what sounds specifically people associated with horror. I asked my audience what sound specifically they would attribute to the genre and draw their attention and 57% said they like to hear shrieking violin noises rather than whispers or synth beats. With this in mind I am going to have clips in my trailer and the ones where I want the viewer to be scared, I will emphasize the shrieking violin noises so they know exactly how to feel in that moment and it will allow them to understand that it is a horror film trailer they are watching. Strangely, no one chose the unrelenting synth beat option so I will steer clear of this sound in the trailer as it might put audiences off of the trailer. However, I could possibly use it in an attempt to subvert expectations and show my trailer as a more modern horror as the

violins and whispering is a more classic horror trope so by using the synth beats it might help my trailer stand out more and seem more unique.

I wanted to understand what specific type of villain my audience would be most engaged with and so I asked them to choose a personality trait that they deemed the most intriguing for a murderer in a movie. 85% of respondents said they would be intrigued by a quiet guy rather than someone who is insane or a stalker. This can be shown by placing the same person always in the background with no context of who he is, he will just always be there. The eerie music will play when he is around giving the audience a hint of why he is there and not just a random guy in the trailer. Another way I can show he is quiet is by never showing them speaking or opening their mouth therefore the audience will see them as a sort of loner quiet type of person but by focusing on them in certain parts they will begin to understand that they're important in some way.

Key Aspect Research 1:

Trailer- 'Shutter Island'

Aspect- Language

In the trailer for 'Shutter Island' 2010 it uses film language such as mise-en-scene. Specifically in the trailer colour is used as most of the scenes have a heavy gravitation on the colour blue which seems very particular. This is extremely effective at getting the audience to feel a certain way while watching the trailer. Blue has connotations of

sadness and isolation which then gets the viewer to feel these emotions while watching the trailer. With this in mind I plan on implementing something similar in my trailer by having the majority of the trailer appear black and white however the only colour that will be shown is red. Red has connotations of danger and alarm and my trailer will be mostly set in a hospital so by having red be a prominent colour it should indicate to audiences that something bad is constantly around the corner.

In the trailer it also uses film language in the form of camera angles. Specifically in the trailer extreme close-ups are used when forcing the viewer to take in certain objects or images that play important parts in the movie. One of these instances is at 0:25 where it zooms on a police badge and then the next extreme close up is at 0:29 where it zooms in on a gun. This partially hints to the audience about a connection between the police and the weapon hinting at some kind of deceit or violence. With this in mind I plan on implementing something similar in my trailer by using extreme close ups on specific hospital equipment. I think possibly focussing the camera on either a heart monitor or a visitors form it may show the viewer the dire circumstances that lie in the hospital and keep them on edge for more clues in the trailer.

Sound is used expertly in the trailer specifically from 0:41-0:47 when we can hear a scream in the background 'music' and then the beat slowly turns into an imitation of a rapid heartbeat. This diegetic music hints that something sinister is hiding in the background of the scenes we can see as the image and sounds don't fully match up. With this I plan on having my music go from sudden sounds to more faster sounds that will imitate a heartbeat. While in the shutter island trailer it's a more drum like

sound that imitates the heartbeat, I think changing it to piano keys would make the feeling more sinister and create a creepier feel in the trailer.

Key Aspect Research 2:

Trailer- 'Unsane'

Aspect- Representation

In the film trailer for Unsane 2018 I looked at representation and specifically the representation of paranoia and fear in the main character Sawyer Valentini. The trailer begins with them talking about trying to hide from people and then cuts to them google searching 'Support groups for victims of stalking' this then cuts away to her in bed alone searching showing the extent of her paranoia. In terms of Thriller movies there is usually someone who believes they are going crazy and in this trailer through the use of showing her google searches and results it lets the audience know that she is worried about herself and furthermore her mental state. I plan on doing something similar to this in my trailer, I think the POV of seeing what a character sees makes it feel quite sense so I want to show minute details from the perspective of characters such as visitor forms or heart monitors to make the audience think there is something more going on creating paranoia.

The nurses are represented as quite mean and horrible sort of villainous and this is done well through their costumes. The main nurse that is threatening Valentini wears a burgundy scrub like outfit and the colour burgundy has connotations of dried blood,

bruising and pain which suggests she is quite malicious and has caused harm before. The use of red representing danger and negative connotations is something I quite like so I want to again, really focus on this in my trailer to highlight the sinister undertones of my trailer. I think having different shades and tones of red in my trailer against a black and white for everything else will really create a sinister tone throughout the trailer showing that something dangerous is always present.

Mental illness is represented quite negatively and stereotypically in the trailer for *Unsane*. Specifically, at 1:57 where she has the character of Sawyer imposed on herself to make it seem like there are 2 of her at the same moment. This is a pretty common and lazy approach to show schizophrenia in a movie. It puts forward to the audience that she has 2 personalities and can't control herself. Sadly, this is something typically seen in movies/ trailers that deal with the theme of mental health and a person's sanity. In my trailer I want to steer clear of these harmful stereotypes and representations of mental health. The fact my trailer will be set in a hospital is more than enough to let the audience know that there are health issues at play. In my trailer I will not show the killer at all that way I don't unintentionally show harmful stereotypes. This will also create a bit of mystery as to who the killer is in the films.

Institutions:

One constraint that I have is the fact I have £0 budget. This has impacted me negatively as I cannot afford to pay for more well-known actors which would have made my trailer

appeal to an already established audience. This also impacts me in that I cannot buy props or costumes and will instead have to rely on what I already have, what the school can provide and what I can make. My school has a pretty large theatre club and they have retained their costumes and props through the years so I should be able to look through what they have and find stuff suitable for my trailer.

Another constraint that I have to face is the technology that is available to me in my school's media + English department. We only have first generation iPad and the computers that they had installed does not have a software that I am familiar with. This means I cannot produce a trailer to a high standard as I won't know how to get the best out of the software and the iPads don't have the best camera quality so it will look grainy and low budget. To overcome this, I have my own professional camera at home that takes pictures and records so I will use this for filming that way I know it will be of good quality and the picture resolution will be high end. As for editing software to put everything together I will download iMovie as this is a programme, I am familiar with and can get the best out of.

A final institution I have to overcome is the use of copyrighted music. I originally planned to have a famous well-known song in my trailer but I realised I would have to pay royalties and fees in order to use it regardless of how short the clip was. Since I have no budget, I cannot do this. To overcome this, I don't plan on having any music besides a single piano key which will only be used in specific parts to add more fear. This means I don't need to worry about paying royalties and the music department has a piano I can use so I am staying within my budget.

Section 2

Evaluation:

Example 1: Shot 1

In this section of my trailer, you can see a heart monitor and an IV drip and a hospital bed with the heart monitor failing. You can hear the sound of the heart monitor failing slowly showing the patient has passed away. I did this because I wanted to let the viewer know what the main plot is and how the trailer starts. Along with this I also did the lights are dim almost with darkness around the room allowing the viewer to know the darkness shows death. This will also help the viewer to know and feel the death around the room. A further thing I did in this part of my trailer was the sound of the heart monitor failing this also gives the viewer an insight on the death feeling more present in the room and letting the viewer know the trailer has death around. The intention of this was to let people know the movie is dark and to keep the viewer gripped into watching.

I think the close up shot worked well this is because the viewer is focused on one main feature in shot one and lets the viewer realise what the main part on the scene is. Another section that I think worked not so well was the lighting. This is because not many people will think it will be good as it is so dark for people to see and realise what I could do differently would be make the main focal point brighter and easier to see for the viewer.

Example 2: Shot 5

I this section of my trailer you can see nurses and doctors rushing to see a patient while an alarm is going off. You can hear the sound of a loud siren and heavy running footsteps. I did this because it shows the viewer a bad/important part has happened and is a big emergency which keeps the viewer wondering what is happening. Along with this there is a dark red light in the hallway showing that there is danger happening while the red is showing. This will help the viewer to know something bad has occurred and the viewer would question what is happening or is about to happen. A further thing I have done in this trailer was character dialog where the nurse is shouting "not again" showing it the siren is a bad sound in the hospital. My intention was to make the viewer confused and wonder what will happen during this scene.

I think the sound in this scene worked not that well due to the viewer will not know what the siren is or what happens while it goes off what I would do to fix this issue would be to address what happens when the siren goes off sooner to let the viewer know why it is going off. Another part of my trailer I think worked well was the camera angle was a Birds Eye shot which shows the whole scene from a high angle to show how much the doctors/nurses where in a rush for the patient.

Example 3: Shot 7

In this section of my trailer, you can see a police and nurse talking in the hallway about the death problem they are having in the hospital and how it is very uncommon. You can hear breathing heavily in the background and character dialog. I did this because I wanted to let the viewer hear the conversation and how it will be solved. I also done a long shot which shows the viewer the whole hallway and the lights flickering on the ceiling knowing something bad will happen again. This will help the viewer to

understand what the situation has got to and how serious it has become. My intention was to show what the problem has come to now and how it can maybe get help.

I think the sound effects in the background didn't work well for the character dialog didn't combine for the breathing and I would fix this for switching the sound for something not by a human so it doesn't confuse the viewer. Another part of the section I think worked well was the Camera shot as it is a long shot and you can see all the different angles of the hospital from one shot.

Example 4: Shot 9

In this section of my trailer, you can see someone holding a visitors list from this past week and a name of one visitor that has visited five times during this week with the background sound of piano keys going fast. I did this to create tension in this scene for the viewer to know this person will be a very important part of this trailer. I also done an extreme close up in this scene for the viewer to focus all their attention on this name to remember all about it. This helps the viewer to understand that this might be a suspect on the scary things that have happened in this trailer.

I think the sound worked well in the in this shot due to the suspense on who this person may be and how they could be related to the situation. Another part of the shot I think worked well was the lighting in this scene due to the darkness behind the paper but a dim light on the paper with the name of the suspect shows a big part of this scene and makes the viewer focus more on the name.

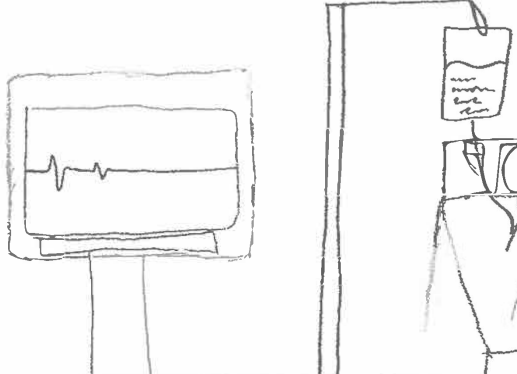
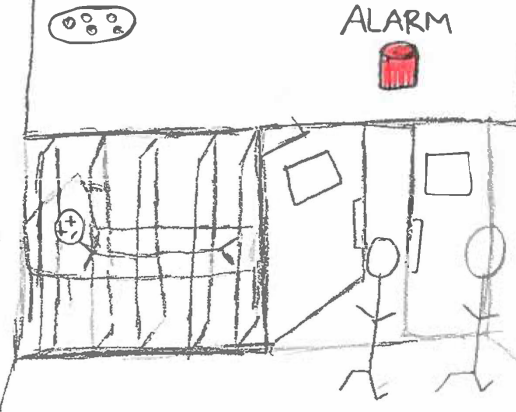

Example 5: Shot 11

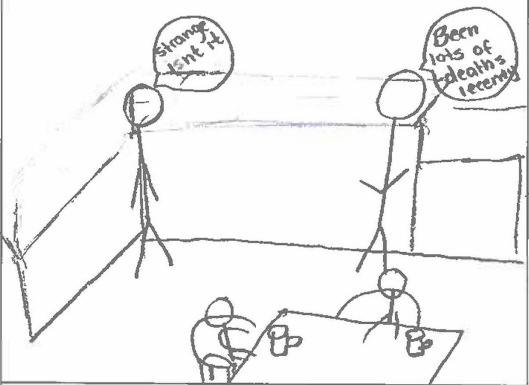
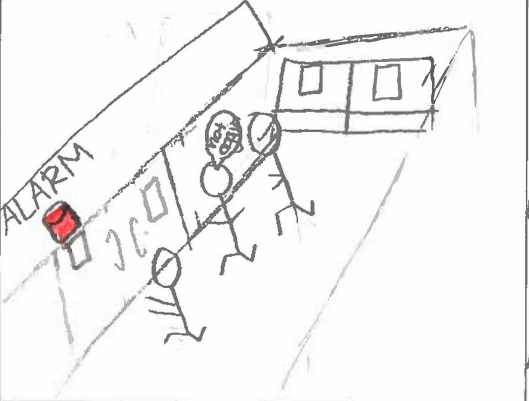

In this section of my trailer, you can see the police and the nurse running to help a patient while an alarm goes off and character dialog is being said. I done this to create tension for my viewer to know that the problem still isn't solved yet but should be. I also had another long shot due to the scene with the characters saying about the alarm "what alarm is this?"- police officer.


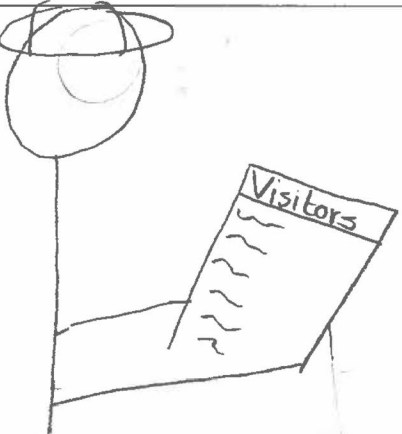

"It's the death alarm"- nurse.



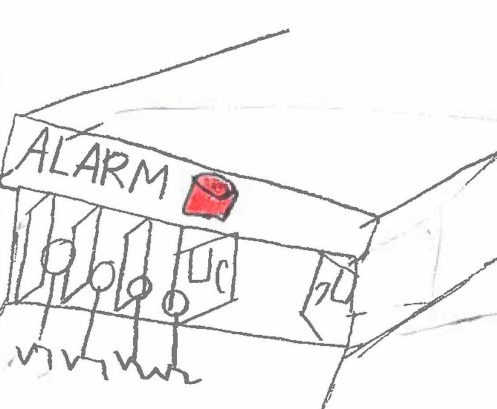
This is where the sound is revealed. This helps the viewer to understand what the alarm is all day and is a big plot in the story to the viewer.

I think the shot didn't do that well for this due to using the shot in a before scene but I can fix this with using another shot that hasn't been used yet in my trailer. But what did work well in my trailer was the character dialog with the characters explaining what the alarm sound actually is, the viewer is able to know what has been happening all day for the hospital.

Shot 1:	Shot 2:	Shot 3:
		
<p>Sound Heart monitor beating then stopping.</p>	<p>Sound alarm going off nurses/ doctors running</p>	<p>Sound one piano key playing suspense music</p>
<p>Lighting dim light almost dark.</p>	<p>Lighting Bright red light and with white tigs lights</p>	<p>Lighting Sun shining</p>
<p>Mise-en-scene You can see heart monitor and tv drip close up to heart monitor.</p>	<p>Mise-en-scene long shot to see the patient is dead.</p>	<p>Mise-en-scene the hospital the events are happening</p>

Shot 4:	Shot 5:	Shot 6:
		
<p><u>Sound</u> Character dialog.</p>	<p><u>Sound</u> Alarm goes off running footsteps</p>	<p><u>Sound</u> doors slamming</p>
<p><u>Lighting</u> light, Bright sun</p>	<p><u>Lighting</u> dark with red light lighting up the hall</p>	<p><u>Lighting</u> Sun shining</p>
<p><u>Mise-en-scene</u> characters talking about whats suspicious</p>	<p><u>Mise-en-scene</u> nurses/ doctors going to check on the patient.</p>	<p><u>Mise-en-scene</u> Police arrive to & solve the issue.</p>

Shot 7:	Shot 8:	Shot 9:
		
<p>Sound Breathing heavily</p>	<p>Sound Piano key plays</p>	<p>Sound get piano key goes faster</p>
<p>Lighting dark light flickering lights slowly</p>	<p>Lighting flickering lights get faster</p>	<p>Lighting dark behind piece of paper light on paper</p>
<p>Mise-en-scene Police and nurse talking about the problem</p>	<p>Mise-en-scene Police reading visitor list</p>	<p>Mise-en-scene Police noticing someone who had visited many times</p>

Shot 10:	Shot 11:	Shot 12:
		
<p>Sound Piano key and character dialog</p>	<p>Sound death alarm going off</p>	<p>Sound Alarm off / doctor run to find the killer</p>
<p>Lighting dark broken flickering lights</p>	<p>Lighting dark red light</p>	<p>Lighting dark red</p>
<p>Mise-en-scene police and nurse talking</p>	<p>Mise-en-scene Police and nurse run to find death patient</p>	<p>Mise-en-scene doctor / nurse running to find killer</p>

Candidate 3 evidence

Assignment Brief

Dear creators,

We are looking to expand our range of print-based publications and want you to design the front cover for a brand new gossip genre magazine.

We pride ourselves on the diversity of our publications and would like you to submit your idea for consideration.

Non-Negotiable

Your finished work will be submitted to the SQA.

Level of Finish

The finished product should be a completed front cover published as a pdf file.

Institutional Constraints

Internal

- Budget £0
- Equipment – limited within the school – Serif Page Plus publishing programme must be used. (We have no access to Photoshop)

External

- All front covers must adhere to UK press regulations

Negotiating the Brief

- **Target Audience:** The audience must be consistent. However, the select group within that is up to you – interests, lifestyle, aspirations, nationality etc.
- **Purpose:** Do you want to educate, entertain, generate profit, inform?, encourage debate, challenge views (etc.)?
- **Form & Genre:** Depending on your option, you can choose the genre of the magazine.
- **Tone:** You decide on the tone that is most appropriate for your magazine.
- **Style:** You decide on the style that is most appropriate for your topic, purpose, genre and target audience.

Target Audience	Middle class women / girls Aged 13-50
Purpose	To create a magazine that looks good enough to gain a profit. To entertain the reader.

Form and Genre	Gossip / Interviews / Tips for women / celebrity drama
Tone	Pleasant / friendly / girly / feminine / passive aggressive / informal
Style	Girly / feminine

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

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

I have decided that I would like to create a gossip magazine. The research that I have done has shown me that gossip magazines are usually catered for the female audience aged 13-50. The reason gossip magazines are made for the female audience is because of the stereotypical thought that women love to gossip about things and that they are nosy and want to be in everyone's business.

This will influence my planning because when I was younger, I would often find my mums gossip magazines and I would be fascinated for ages as I felt like I was finding out other people's secrets and what happened behind the scenes in their lives, just like most gossip magazine viewers.

Gossip Magazines are usually created for a female audience as they are usually more interested in reading about drama in other people's life's usually celebrities as they enjoy drama in other normal day-to-day people's lives.

This will influence my magazine as I enjoy writing about real things that have happened rather than fictional things. Celebrities' drama will also intrigue the public to pick up a gossip magazine so that they can keep up with the media and what is happening right now in the world.

Gossip Magazines are targeted towards older females nowadays rather than younger girls because of social media where a younger audience finds out about what celebrities are up to, however older women like 30-50 will read gossip magazines because they have grown up reading them and have adapted to that instead.

This will influence my magazine as I will target it towards an older audience, so they understand what the magazine is talking about while also influencing me to talk proper in the headlines and not use trending slang.

B. Institutional Research

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

Internal factors: Teacher – as the cost of printing so I would not be able to print loads of images in colour. This means I will not be able to show focus groups different variations of my cover and get their opinions. However, I could use online forms to gain research from my target audience.

External factors: IPSO (Code of Conduct) - Newspapers in the UK are not controlled by the government.

: Press must not publish misleading/inaccurate pictures – this would break the following clauses that feature in most gossip magazines like, Clause 2) Privacy, Clause 3) Harassment.

The magazines I've researched such as "Best" magazine have stuck to the external factors of IPSO this means they can talk about the royal family where the eye-catching image of Kate Middleton is the largest image on the cover. As long as they respect clause 1 –accuracy when they print stories they will not be punished by the IPSO. This will affect my planning as I will have to ensure any 'gossip' I aim to print has good, reliable sources.

Best magazine has also stuck to the several clauses like clause 2) Privacy, this is shown when it has pictures of celebrity talk show hosts like Phil Schofield and Holly Willoughby however this clause has not been broken because the pictures are them doing their job of TV for everyone to see and not them out living their day-to-day life at home. Again, this will affect my planning as I aim to use photos that are either in the public already (sourced from public search engines like Google) or those would be in the public interest as this is an exception to the privacy clause from the IPSO.

4/6

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.

Representation: In gossip magazines women and men are usually portrayed as sneaky or disloyal. This is because gossip magazines need eye-catching headlines or photos to get people interested and want people to buy their magazine so the publishers want the “juiciest” details in what people have done to get a bigger wow factor, as this will make them more money. For example, Kate Middleton is portrayed as if she has done something unbelievable in the royal family by using an unflattering picture of her.

This influenced me as it means I would have to comment on up to date “drama” that is going on between mostly celebrities, this means I would need to do a lot of research that includes information not a lot of people know about so my magazine stands out amongst other gossip magazines to make me the most money.

Representation: In gossip magazines they usually document on upcoming things that are happening in the media like new TV shows being released to let a wide audience know so the viewers will tune, and the show gains more viewers and money. So, the representation of new being good and important is central to these publications. For example, the magazine stated that the BBC would be doing a Christmas special of hit TV show Gavin and Stacey, which would then make their fans grab the magazine to find out more details about it.

This influenced me as this means I will have to research ongoing trending TV shows that will cater to my audience so that it makes me and the show more money because they would often pay the company that published the magazine as I am advertising them.

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 buyers of gossip magazines are usually women or young girls aged from 13-50. This is a wide range of audience, so it means the profits of the magazine are larger making them more money. The topics covered in gossip magazines are conventionally about people in the public eye that the viewer may love or hate so it means they want to know what is going on in their lives. Other things that are documented in gossip magazines are usually tips on how to be "a better women" and how to improve their lifestyle.

This influenced me as it means I would need to find out how to appeal to the reader and how they can "better themselves", whether this is "makeup tips" or "hygiene tips." This requires researching on practical and safe girly DIY's and tips.

In gossip magazines another convention is the use of negative language in order to grab the viewers' attention. Words like "nightmare" in a larger and bolder font are used a lot. Gossip magazines often use question marks in their titles to make the viewer question things and find out more about the topic which will then lead to them buying the magazine. This is an enigma code that makes the reader have to but the magazine.

This Influenced me as it means I will need to read upon the celebrities and what they're going through in their lives. It also means I will have to contradict myself and ask questions I might know the answer to just to grab the buyer's attention.

Gossip magazines conventionally use unflattering pictures of celebrities to show the viewer that they're real people with problems like them which makes the buyer feel better about themselves which will then make them want to read upon their less glamorous problems in their lives.

This influenced me as it means I will need to research unflattering never seen before pictures of celebrities for my magazine to stand out and gain more buyers, so my product seems more exclusive than theirs, which will gain me more money in profits.

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Publication name: Magazine Cover Template, Page: 1



KIMYE IS OVER?

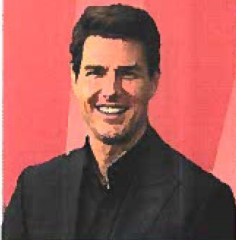
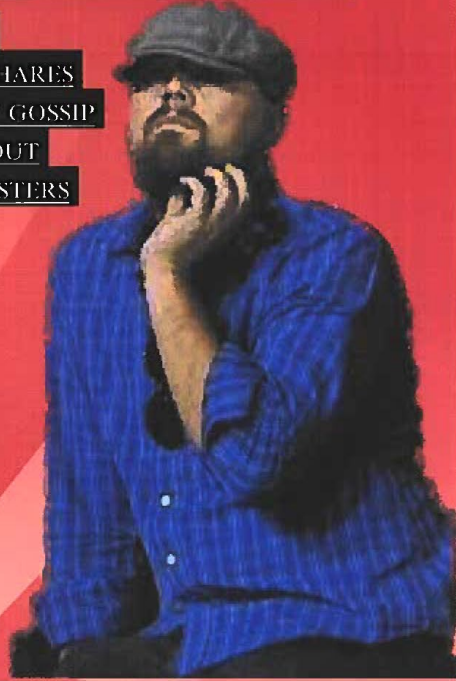
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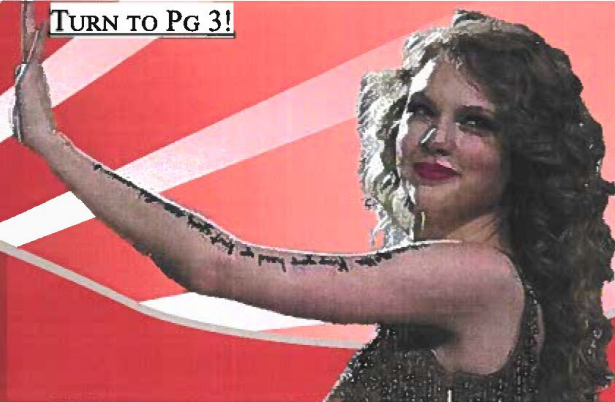
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Section 2: Development**Evaluation 1**

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 – GOSSIP101

I researched other gossip magazines and I feel as if their titles weren't as straight-forward as mine, which helped me with the title as I thought it would stand out in a shop because the title is what the genre of the magazine is. Also, the phrase '101' has the connotation of a straightforward, simple class or lesson. My audience should see this as a clear way to cut through the "fake news" stories or "click bait" of the gossip world and see my magazine as trustworthy.

The font I used was quite bold and large because my target audience will most likely be middle-aged women who might have problems with their eyesight, this will help attract them to my magazine because they will clearly see the different pieces of text on the magazine and understand what genre it is just based on the title.

The colour I used for the title is just plain black font with a white background. I did this because the tones contrast with each other and makes the letters stand out more, making the title stand out more.

I underlined the heading to show that it is important, however it also acts like a border framing the magazine name which helps make the magazine look more professional.

The use of the exclamation mark helps intrigue the viewer as well as it gives off shock value which gossip readers are looking for. I used this in most of my sentences to make the stories more exciting which makes the consumer want to read upon the thrilling details of celebrities' lives.

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 chose this title because it stands out as it's interesting because it tells the reader all the things you need to know about gossip and the term "101" is a teaching phrase to help the viewer understand all the drama going on in the celebrity world.

The title stands out because it's not complicated, the viewer knows exactly what the magazine will be about due to the name which will help increase sales.

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)

Images

I used a bad picture of famous A-list celebrity Leonardo DiCaprio to show him in a bad angle to tell my viewers that he is just a normal person like everyone else and isn't a Hollywood heartthrob anymore. He aged badly which would make normal day-to-day people feel better about themselves. Also, DiCaprio is currently in the news for dating a significantly younger woman and is getting a lot of criticism so I wanted to be clear that although my magazine will feature him, it does not necessarily agree with his choices.

I used better pictures for celebrities like Tom Cruise as he is a very powerful man in Hollywood and could then make my magazine seem as if its fabricated and not fully accurate for ruining his image.

Another reason why I used a better picture for other celebrities Pedro Pascal is because he is a lovable actor right now with a huge fanbase of people idolising him and they could get angry at the magazine for saying bad things about their favourite celebrity. It is important to keep the target audience happy by not being seen to attack their current favourites.

For my magazine I had to use bad images to grab people's attention, like my Kim Kardashian crying picture to seem as if her and Kanye are finished which makes the story more believable, I also picked a bad picture of her because people either love or hate the Kardashians, most are jealous of them so they will enjoy to see them fail and read bad things that's happening to them in their lives.

I used a good picture of pop star Taylor Swift because she has a huge fanbase with popular songs so this might intrigue people to read more about her and find out what's she's like as a person. While also not upsetting a large fanbase of people that could decrease future profit.

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)

When I use bad pictures of celebrities like Leonardo DiCaprio it might offend his fans, which will then damage my magazines profits which loses me money. However, my genre of magazine encourages me to use unflattering images of celebrities because it gives me publicity which makes more people talk about my magazine which gains my magazine more readers, this will then rise my profits.

Other bad images I used was an unflattering picture of Kim Kardashian which will then create publicity, whether it's bad or good it doesn't matter because it gets people talking about the magazine which could then possibly create a fanbase for my magazine, this means I could possibly get weekly readers that are interested in my stories.

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)

Text

The language I used in my magazine isn't very sophisticated, it is more catered to a young audience. I have used slang to attract younger readers which helps boost a wider audience, However I have also made it make sense so that an older audience can understand the story as well.

In the different pieces of text, I have used the most popular celebrities' names so that it attracts viewers more because they know who the person is, and they could possibly be a fan of them. And want to find more about their lives and hobbies. An example of this would be Taylor Swift and how I stated that there are facts about her inside the magazine. This could then make young girls who idolise her, ask their parents to buy my magazine which then makes me more money and a larger audience.

Another way I grabbed viewers' attention is by using dramatic statements like a large celebrity couple have split up, an example of this would be Kim Kardashian and Kanye West. I used a question mark as well so it seems as if I'm speaking to the viewer, by grabbing their attention means I will increase profits as the public will want to read more on why the couple may have split up.

I put the price in a larger size and bolder font so that it sticks out as if it is an "exclusive price" which will think the reader is getting a good deal for what they are reading, which could then potentially sell other magazines under the same publishing company as people will think their price is low.

I put the different page numbers of each story on the front cover so that the viewer can easily skip to that page and find out what they need to know, Gossip magazines usually do this as it helps the viewer while making the magazine look more professional.

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)

Putting my text in a larger and bolder font makes it easier for an older viewer to clearly see what the magazine is about; this is a strength as well as each text box is related to the specified image, so it doesn't look confusing. Gossip magazines also make their text larger as their headlines normally cause controversy, it also makes their magazine look as if it's exclusive. As this is a strength, because it increases their sales, I decided to do this in my magazine front cover to make it look more professional.

An improvement I could have made was to spend more time at home doing my own research into celebrity stories so I could put the top stories into my front cover while also putting details that makes my magazine stand out amongst others, which will make my cover look the best out of other gossip magazines because the readers will also want to make sure that what they're reading is legit and not fabricated. However most gossip magazines do usually fabricate their stories to get more attention and buzz, however then sales will then drop because nobody will believe their stories are true, and will then think it would be a waste of time reading them.

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)

Images

I used a picture of a barcode because you would find that on most magazines, so this helps my purpose of making my magazine cover look more realistic and professional.

Background

I decided to make my background a bright red colour as I noticed in other gossip magazines that they do this to make the text and pictures stand out as they contrast with the vibrant background.

The background is also a sunshine like design, I picked this because it takes away from the topics that I talk about in the magazine, so it doesn't look too negative.

Text

I decided to use the font that underlines the headlines to make them look more shocking and eye-catching.

I changed the colours of the font to be either black or white to make them stand out and pop to the viewer. I also had to make them change as they would blend in with the background and the viewer wouldn't be able to see them.

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)

The struggles I had when I had to change the different font colours to make sure that the text stood out and caught the viewers eye. I also underlined them because it acted like a border for that story that I would be talking about. Gossip magazines do this because it helps separate the different stories, so the viewer isn't confused and knows what the magazine is about.

The background in other gossip magazines are usually bright neon colours to help make their magazine stand out from others. This is also the case because the magazine is usually catered to a female audience, which is why I used a sunshine design to make my audience feel joyful or happy when they look at it. It is also a strength because most people usually buy magazines in airports so this will increase sales as people will usually buy it before they go on holiday.

Magazine Covers

Monday, April 18, 2022 12:29 PM



Cover- "Best" in all caps suggests that this magazine is better than all the others

Word "WIN" to grab people in with hope to get fortune and money

Main picture is a famous person (Kate Middleton) to grab people attention and for wow factor

Magazine has a lot going on which makes it look busy with gossip and "secrets" to intrigue people to buy it

Audience: The Feminine font suggests that the magazine is designed for a female audience

Audience: The bright colours such as pink give off a girly mood to suggest that gossip magazines are for women

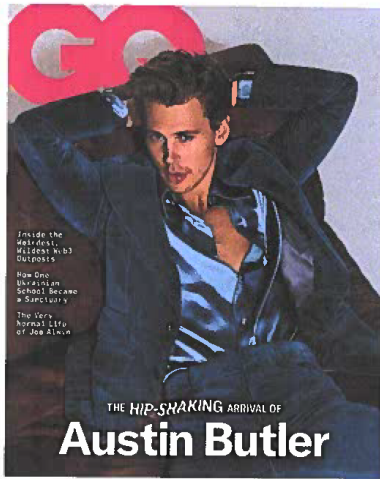
The use of question marks are almost asking the reader what they think about the lives and gossip of celebrities



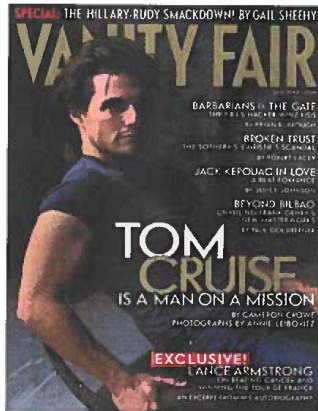
Audience: The largest word "GLAMOUR" is in all caps and a girly colour/font to cater for a feminine audience

The bright colours make the magazine stand out and catching eyes which makes people want to buy the magazine

The centre image is a picture of a pretty woman, this is the case because it will make women buy the magazine to think they can achieve this looks with the magazines "hidden secrets"



Audience: The biggest picture in the centre is of a heartthrob celebrity (Austin Butler), this is the case as it will make his fan (mostly young girls) buy this magazine because it has his face on it



Audience: The dark colours and "manly" font suggests this magazine is for a male audience

Audience: The front centre picture is on Tom Cruise with his unnatural fit body which makes the men that buy this magazine to make it seem like they can achieve this aswell

The bright red colour used is the only bright colour in the magazine as it contrasts with the greys and blacks in the background

The word "EXCLUSIVE" is in all caps to it catches the eye of the viewer so that they can get the "secrets" of a better and healthier lifestyle