

# Candidate 1 evidence

## Media Assignment 1 – Audiences

For my film, I asked the question of if there should be tense music leading up to the reveal of the sword in my film, and 100% of the audience said yes. Therefore, for my film I will have tense, suspenseful music to highlight the importance of my sword in my film, such as the example of Captain America summoning the Mjölnir in Endgame whilst high pitched violins were played in the background of the scene to add an exciting touch.

Another question I asked was if I should stick to one certain camera angle or if I should use a mix of angles. Again, 100% of the audience I asked decided that having a mix of camera angles would be a good idea. An example of this in a film would be the scene of Shaun and Ed in 'Shaun of the dead' after Shaun is broken up with and he and Ed are in the pub. The director uses a multitude of camera angles and pans in the scene. I would use this when showing my character finding out about the invasion of earth having the camera cut to the characters reaction then the laptops screen. A mix of different camera angles will add new perspectives and an introspective look into my film.

Another question I asked was what colour schemes I should use in scenes to achieving, exciting tone, wither I should use warm tones, cold tones or a mix of both. Though 40% of the people said to use warm tones in a colour scheme, 60% of people thought a mix of cold and warm tones would achieve an anticipant and exciting atmosphere. An example of how i would use this would be to use cold tones when showing a scene where something is not right, and warm tones for a scene as such of the revealing of the sword. This will help add symbolism through the tones of my film.

Another question I asked was what lighting would suit my film best, whether overhead lighting such as ceiling lighting, or soft lighting like a lamp would suit my film better. 40% of the audience I asked thought overhead lighting would be best, but 60% think soft lighting was a better choice. Therefore, I will use in scenes such as the main character waking up in the morning - soft lighting, and will use overhead lighting in scenes like when the character is looking for her parents. This will help add dynamic to my film.

Lastly, a question I asked my audience was if I should use symbolism through the colours of my characters' clothes. An example of this would be Aziraphale from the show Good Omens, who wears white or beige as a sign of innocence, peace and God. 100% of my audience thought that colour symbolism would be a clever idea for my character, as it would also help foreshadow what lies ahead for that character. Therefore, I will have my character wear the colour red to symbolize the danger ahead of her, in her everyday outfit.

#### Assignment 2 – Institutional Factors

An institutional factor I will come across in my filming process would be budget. For most of my film I have all my props that I intend on using such as my phone, a sword, etc.

However, there will be no budget for my film which means I cannot go out to buy items such as clothing for my characters' looks, which if totaled up would cost me £20. To combat this, I will use my own clothing for the characters so that I do not have to overgo my budget, which is £0.

Another thing I will have to be mindful of is the neighborhood I will be filming in. For my film, I have chosen to film it at my dad's house, which is located in a small quiet cul-de-

sac. I will most likely have scenes shot outside of the house, which means I will have to be respectful of the Neighbours and make sure that I do not have any of them in my shot, as in the UK it is not illegal to film somebody without consent, it would be very uncomfortable as I wouldn't have their permission. For this, will make sure that every scene I film there will be nobody apart from actors in the shot – this will mean filming on quiet days.

Another task I will have to carry out pre-filming is the written consent of actors in my film. The Data Protection Act of 1998 applies to any person or company 'processing' anything within the definition of 'personal data'. The Court has confirmed that storing, developing, and printing photographs amounts to 'processing', so by extension recording and exploiting video footage is also likely to fall within the same definition of personal data. This means that the shots of my actors can be seen as withholding personal data without consent, therefore I will have my actors handwritten consent to act in my film, though it is unlikely of this situation happening. Most of my film will not contain other actors however, as filming myself as a main character means I can get the work done quicker and I have my schedule I can work around.

For my films rating, I would choose PG, as the BBFC official website states on the violence rating of PG; "Violence will be mild, with more impactful moments permitted if justified by context. Injury detail, including sight of blood, should be brief." There will be a scene in my film which depicts violence when a hooded figure knocks out another character at the front door of their home. Though the act will not be brutal or gory, it will not be depicted as comical act or unrealistic, therefore making it a PG rating instead of U

For a filming schedule, I plan to take a week to film and edit for my film. For the first three days of that, I will be filming scenes – I will do the scenes in broad daylight first as it will get very dark very early. I will then fix up audio of my film and do the editing of shots for the last two days and add in any bits I may need to reshoot or text that I may require. I will also have to speak to my actors about what day would suit them best to film on, then will try to work around that.

### Assignment 3 – Genre\Content

My film will most likely come under the adventure/fantasy genre, which has many conventions but the ones I will be focusing on and taking an inspiration from are; a young main character on a mission or sent on a quest, a magical or significant item and a request to help save the world alongside a larger company.

For the first convention, I will be taking inspiration from BBC's 2008 Merlin, where we see the character of Merlin starting off on the way to Camelot as a voiceover tells us the story of how merlin, unknowingly, is on his way to a great adventure and how he cannot change his fate. For my film, I will have a phone call take place between the main character and her friend talks to her about what this sword could mean, and how it could be something like a good omen or a sign. The camera at midshot will show my character pacing around, contemplating her choices.

Another convention that I will use is a magical or significant item being given to the main character that will in some way enhance their survival or abilities. An example of this would be Luke Skywalker being given his father's lightsaber in Star Wars: A New Hope. In my film,

my character will be given a sword to help her save the world, but not in the way that Luke is given his lightsaber. I will have my character discover the sword in an under-stair's cupboard. I will use close up shots to reveal the sword and use a spotlight to make it seem like the sword is glowing, so the audience knows its importance. I will also show a point of view shot of the characters shocked reaction to the sword, to highlight her confusion.

Lastly, a convention I will use for my film will be the main character being asked to save the world alongside a larger company. An example of this would be peter parker in Captain America: Civil War, being recruited by Tony Stark, not necessarily to save the world but to help him towards a bigger cause and join his team to help him fight, along with other heroes. For my film, I will have a knock at the character's door and have her open it but not show who is there. In will have a different actor ask the character to come with them, that she has something particularly important. I will not show the character that is at the door, but instead have the camera focuses on the main character's reaction. It will be shot at the door frame and have the daylight illuminating the character.

#### Assignment 4 - Language Assignment

In the short film Au Revoir Mon Monde, the creator uses a lot of sound effects such as gasping for air, running effects and such. This helps show the difficulty the character is facing while trying to get to his true love, all whilst facing complex challenges. For my film, I will have sound effects such as the character having a shocked gasp when she finds out there is a sword hidden in the cupboard, or a rising violin playing in the background as she finds out that there is an alien invasion. I will also use sound effects such as swords

clinking and whooshing to help enhance the viewer's intake of the vision the main character gets of her fighting, which shows the true potential she has with the sword.

In Doctor Who, when the tenth doctor comes back and recognises the toymaker, creators on the show have used editing to flashback to previous doctors that looks almost like a smooth glitch in the show as the scenes play. This adds not only a plot twist to the story, but also gives the audience an insight into the character and highlights the importance of the toymaker and what he means to the doctor, and for the situation at hand. In my film, I will use editing such as a glitch, or a blackout to grab the attention of viewers whilst showing future events in the film such as fighting.

In The Dark Knight, a scene of two name badges are shown: Harvey and Dent, which are two men that have been murdered by the Joker, in attempt to give Batman a warning to who would be his next victim. Nolan uses an extreme close-up to show the badge names, giving the audience a hint of what was happening without directly having a character say it. In my film, an alien invasion will take place during a scene the main character will find out about. Instead of having my character say it, I will use a close-up on a computer screen of two news articles that have the headline of alien invasion. This adds a sense of perspective to my film and will also let me play around with camera angles.

#### Assignment 5 – Evaluation

In my short film, I used a variety of editing tools to help establish a dream sequence during 1:28 – 1:36. To help add a dreamy, ethereal tone to this shot I used a close up & mid shot. I decided to use this shot as I felt it introduced the character into the dream as the character

from the first section of the film, and it also as it added a feeling of trouble or anxiety to the scene as the character can be seen looking stressed/anxious. I also chose to film in a woodland near my house, on which I decided on as it feels more natural for the scene as well as it would have been difficult to green screen in during my editing process. When editing I put a cold coloured filter to make the scene feel out of place and because it made it feel like it was in another dimension, that it was discoloured and not connected to the previous shots. I also used a blur filter to give it an illusionist effect, and to add that feeling of the character not being quite there – like it's almost a fever dream that they aren't sure they can remember. I also used sound effects such a heavy breathing & woodland ambience. I decided on this decision as I thought it would make it feel more atmospheric. I also used make-up such as eye shadow and face paint to give the character cuts and bruises on their face, which I decided on as I felt it made the scene look more real and made the character look like they had been fighting for a while, possibly a future vision.

One thing I would change about this scene would be the lighting. Instead of using broad daylight in the scene I would've used a more focused spotlight on the character, and would have had the background behind the character to be more faded to really centre in on them. I would have also used a suspenseful music in the background, leading into the cut of the scene to add more tension as I feel it is fitting for the scene.

For a scene lasting from 02:12 – 2:40, I wanted the audience to get a glimpse into the characters normal life. I wanted to build up a feeling that something quite impactful was

about to happen but that this was the calm before the storm. For this scene I used a variety of camera angles to add dynamic view. I set up the camera to film from inside of the cupboard and have the character open the cupboard, show what they were doing and close it again. I chose to do this as I felt it was a creative choice and that it also added introspection into my film. I also added a song to this section of my scene, for that I used 'Don't Bring Me Down' by Electric Light Orchestra. I used this song as I felt it was upbeat and motivational, which was the character's mood at the start of the scene, and although the song is about heartbreak, I feel it also holds a sense of heroism as if the song is based around a hero who is trying to make it through therefore using this song felt like foreshadowing in my film. For this scene I also had my character wear a red jumper. I decided on this as I felt it adds symbolism – red is a colour associated with danger, courage and action. Though this is subtle, I feel it aligns with the character very well.

A change I would make for this scene would be the filter. I would use a warmer filter that has more saturation to it, as I feel it would contrast nicely against the scene that comes after it, as if the character is living inside a sort of bubble that pops in the next scene, in which I would use a colder filter that could be more greyscale. I would also change how the scene portrays the sword; I would have a clearer shot of the sword and a better set up for it as I feel that would portray the importance of the sword.

All throughout my film I use a voiceover with captions on the screen. I decided to do this as I felt it helped move the narrative along better and held more creative value to my film. I also feel it helps add a sense of suspension to film such as at 00:31 – 00:46, where the narration talks about how sci-fi films were their favourite, but they never believed in them. The voiceover is played over the shot of the character opening her laptop and putting on the film 'Alien' - which I chose as a bit of foreshadowing in my film. The voiceover cuts just as the sound of the laptop rises higher, to which the scene cuts at its crescendo to a silent shot facing the door. I decided to do this as I felt it created tension in my film but also sets up the narrative of the film. I filmed this in my own bedroom as well, as I feel it adds a sense of realism to the shot. In the shot following it, lasting from 00:47 – 1:17, it shows the character investigating a loud noise that could be heard beforehand, and eventually forgetting about it and going to bed. For this I used sound effects to convey the loud noise such as banging on a glass door and crashing ornaments. I decided to use this as it helped make the loud noise sound dangerous and violent.

A change I would make to this scene would be the close up of the character hearing the noise. I would use instead a mid-shot and would have the character look more frightened to portray the eeriness of the scene more. I would also use more effective lighting in the shot, as I feel it looks too dark and that audiences can miss the characters actions sometimes.

From 2:49 – 4:07, I have the character find out that she has been given the sword to save the world and that an alien invasion has happened on earth. For this section I used a non-diegetic instrumental version of the song 'Achilles Come Down' by Gang of Youths. I decided on this as I felt that it was a serious and momentous piece of music that went well with the scene, and I felt it described the situation without having to use words or actions, that it tells the audience something bad is happening without words. In this scene I also use a wide variety of camera angles. In one shot, I have the camera angle slightly slanted. I decided on this as I felt the shot represented the instability that the character felt at that moment. I also have the camera as an extreme close up of the words 'Alien', 'Invasion', 'Catastrophe' and 'UFO' all picked from different real life news articles. I decided on this as I felt it was a creative way to reveal to the audience what was happening in the world, and that I could tailor how I wanted to reveal them. I also make use of props during this scene, having the character open a letter written from her mother and father which essentially tells her that she has to go save the world. I decided on this choice as earlier in my film, the character is seen opening a letter telling her to tidy the house, and I felt having another letter telling her to save the world adds a contrast to the film.

A thing I would change about this scene would be when to cut the music. I would have the music cut right as the character slams her laptop shut, as I feel it's a perfect time for the music to cut, and that it would be a creative way to cut the music. It would also mean that the other sound effect that plays during the music would be louder, clearer and have more significance.

## Candidate 2 evidence

### For centre completion

Please tick to confirm the following materials have been included:

- Planning section
- Development section
- Media product eg film, storyboard, poster

Please tick to confirm whether you have uploaded the media product to the portal or included a hard copy in this pack:

- Uploaded to portal
- Hard copy in pack

In ticking this box it is confirmed that any potential child welfare concerns arising from the content of the materials enclosed are being or have been addressed.

### For Candidate Use

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

Your instruction/stimulus

assignment brief  
Dear filmmaker,  
We are actively recruiting new ideas for our next run of NETFLIX ORIGINALS. As the streaming world becomes more competitive in the wake of lockdown, we are allocating £500 million to the production of British made content. We pride on the creativity of vision on our set, and would like you to pitch your idea for consideration.

Your target audience

The target audience for my film is people who enjoy horror films.

The level of finish expected

The finished product should be a storyboard of a trailer or a sequence of scenes from a much larger film.

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

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

I asked people what they like about found footage horror movies and a main response I got was that "they make things more realistic" this led me to change my film to be more lowkey in its supernatural elements to make the film more grounded this will lend itself well to the mockumentary style of the film and overall add to the horror making the film scarier as it will hopefully come across as more believable.

I also asked what people disliked about found footage horror movies and most people said "a slow pace" this led me to change my film to make a short film instead of a feature length film to help with pacing meaning that more things can happen quickly. This will also help with the budget of the film as making a short film would be cheaper than making a feature length film, this would overall improve my film.

I finally asked what found footage films do people like with most people saying "Rec", "V/H/S" and "Creep" which are all short films with "Rec" and "Creep" only being around 70 minutes long and "V/H/S" being an anthology of short films. All showed me that I needed a short runtime. The films also all (apart from Creep) have supernatural aspects but remain realistic which I also wanted to emulate in my film. The most recent V/H/S film, V/H/S/Beyond, is most based on stories about Aliens which will be a good place to draw inspiration from.

**B. Institutional Research**

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

One internal constraint for my film is budget, I literally have no money for my film meaning I must make changes. One change I made is through the camera I used, I planned to use a super 8 camera (which was used for home video from the 1980s) as this and the film would be expensive to make I have decided to change my film to be recorded on my phone camera as this is something I already have access to. This will be useful to cut costs and make filming easier as I know how to use my phone camera meaning that the footage will be of a higher quality and the film will look much better.

Another constraint on budget would be through the actors in my films- as I would not be able to hire any professionals due to not being able to afford to pay them. To fix this I will cast my friends in my film as I won't have to pay them. This would benefit my film as having people who aren't very well known will help my film feel more realistic adding to the horror like how the actors in The Blair Witch Project were completely unknown which made the film much more scary as people believed that everything that was happening to them was real, I hope to make a similar impact on my audience and use this restraint to improve my film .

A final constraint on budget would be music, as I wouldn't be able to afford any songs to play in my film as I had originally wanted to play the song "Life on Mars" by David Bowie during the end credits due to the film being about an alien invasion. As I could not afford this song, I decided to change the credits to only have static noises that my electric guitar makes when you plug it in as it adds to the creepiness of the film, adding to the creepy, suspenseful mood and atmosphere. Overall making an improvement as I don't have money to spend on my film.

### 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.*

From my research I've found that usually in found footage horror movies the "Equilibrium" will usually show the 'Normal' for the characters- for example a film might start like a normal news broadcast like in "Rec". For my film I will start it like a usual video that shows the interior of a school, the film should feel ordinary and normal as it would contrast with the ending of the film with how extreme and intense it is- the normality of the beginning will make the ending seem even scarier- my film will follow a group of high school students in the abandoned school, we start as we explain the backstory to the rumours of why the school closed including the alien invasion which is what the students are investigating.

My research also shows that the “disruption” in found footage horror movies is usually when there’s something ‘wrong’ with the normal video in the ‘Equilibrium’. Like when the group starts finding lots of cryptic symbols in the “Blair Witch Project”. In my film this will happen when one of the group of kids goes missing which leads to the rest trying to look for them while still trying to keep the video of the investigation going this would be effective in increasing tensions and keeping the viewers' attention with the mystery of where the missing kid is- this would also include the group debating on what to do and on if they should leave to get help or not, however they make the final decision to stay and look for their friend themselves out of fear of getting into trouble for trespassing.

The “recognition of the disruption” is seen when the characters finally realise the problem. An example would be at the end of “The Blair Witch Project” where the character of Heather sees something off screen and is killed (showing how a lot of found footage horror movies don’t follow Todorov fully). This happens in my film when the group of friends find the missing friend but realise that they’re acting strangely and are very quiet, this is furthered when they find the dead body of the missing friend- recognising the imposter which would be the ‘reveal’ of the danger, this would also be a jumpscare which is a horror genre trope. This would be a significant change in tone and the film would start to be much darker and scarier,

The “resolution” is when the characters in a film try to fix the problem- in this case trying to escape the danger when they realise their friend has been murdered. Throughout the whole film I will let on that the film is supernatural with the treat being Aliens, while never outright stating it leaving much up to interpretation. There will be an attempt to repair the equilibrium but there will be a subversion of expectations as the film ends with all the group of friends being killed by the aliens which would subvert the Todorov narrative.

However, in my film there is no “new equilibrium” due to the film ending when the kid who’s carrying the camera being killed by someone who looks exactly like them. This is common in Found footage horror movies as many end with the evil winning and the protagonist dying which can be seen in the film ‘Creep’ where the film ends with.

**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.*

For my film I wanted it to be filmed in one shot. This is because the film is supposed to be found footage meaning it wouldn't make sense if there was extensive editing. This is like the films "Birdman" and "1917" which aren't found footage films, but they are both filmed like one continuous shot. A found footage aspect of this would be the "Live and Let Dive" segment in "VHS Beyond" which shows a group of skydivers being attacked by aliens, in that the camera doesn't cut showing the carnage happening in real time.

I also wanted to shoot my film handheld. This would give it an amateur look as if it was filmed by high schoolers. The slight shake of the camera would make the film look more realistic, adding to the horror as one of the reasons why the footage found is so scary is due to its realism. This would be like the homemade feel of films like The Blair Witch Project or the super 8 segments in "Sinister". Especially "Lawn Work '86".

Because the film is supposed to look homemade and amateur as well as its minimal editing there wouldn't be many different angles only different zoom ins to make my film more realistic and scarier. This would also add to the emotion of the scene seeing its characters so scared as they're being picked off one by one, like in Succession Season 4 Episode 3 where, Kendall, Roman, and Shiv find out about their father's death. This is done in one shot which adds to the performances of the actors being realistic and emotional.

As having realistic alien props would be impossible on a non-existent budget, I need to be creative in how I show the horror of the aliens. As the aliens disguise themselves as members of the group of friends I would escalate this by the end using bright lights and loud unnatural noises to create the horror like the horror created in "Slumber Party Alien Abduction" a segment in V/H/S/2 which also uses bright lights and loud unnatural noises to add to its horror.

On top of this I would never show the "true form" alien, like how you never see the witch in "The Blair Witch Project" (if there even was a witch in the first place). This would add to my films horror as something you can only imagine is far scarier than something you can just see. I want to make my

film realistic and having a big stupid looking prop would take audiences out of the film, meaning having the hidden horror would make my film scarier.

**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)*

One shot (shot A) in my film that effectively creates meaning is the first shot of the film that shows the abandoned school and the group of friends. I have used a low angle shot to make the school look ominous and foreshadow the danger of the aliens inside, I have also used low key lighting to further make the school look dangerous and threatening. Seeing the group of friends is also effective as it establishes the characters so there is a more emotional response from the audience when they eventually get killed off one by one. The shot being off the friends is a direct reference to the 2005 film "The Decent". I feel that the low-key lighting effectively makes the abandoned school look scarier and does well to foreshadow the horror later in the film.

*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)*

Despite this, I would have the camera move for when it is off the group of friends, I would cut and make it a mid-shot so that the group are centred and it is clearer that they are the focus of the shot, this would effectively convey how close these friends are as well as establish them as characters so the audience feel connected to them before they're killed off.

**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)*

Another effective shot (Shot C) which shows the main character introducing the 'documentary' that the film is based around, my goal for this is to make it look amateur and realistic (that will add to the horror later). It will be a mid-shot of the main character, and they will be in the centre of the frame. The camera will have a slight shake to it to effectively demonstrate that this is being filmed by a high school student on an iPhone. I think that the shake of the iPhone is effective to make the film seem realistic which establishes my film as happening in "real life" which adds to the horror later in the film. The

shot is also effective in showing the backstory to the film as it gave an opportunity to give lots of important information for the plot of the story, this went well as the documentary style allowed for this to make logical sense in the world of my film.

*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)*

Despite this I would change this mid shot to make it a wide shot so that we can see the setting of the school more clearly which would benefit the film as it would add to the horror by establishing the size of the school. As well as better show the impact the aliens have done to the school, it would effectively make the film scarier as the school would seem more imposing especially by making the friends seem very small compared To the school.

### **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)*

Another shot which is effective is the midshot of the group which pans to each person when they argue about the documentary they are making. It is effective as it creates a break in the tension that is created when there is the previous shots in the documentary style where the audience is given a backstory to why the "documentary" is being made. This break in tension is necessary as it will highlight the later tensions when we see the later jump scare. The quick pans from person to person are reminiscent of Wes Anderson films and are supposed to be comedic. There is also diegetic sound of dialogue which is effective in showing how close the group of friends are. In the same shot we later pan to empty space which is used to show that one of the friends has gone missing, this is supposed to seem out of place and sudden with the quick pan making the space of the friend who as gone missing even larger making the audience feel that loss even more as well as raising the stakes of the film while slowly introducing more horror conventions to the story, marking a significant tonal shift.

*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)*

However, I would change this camera show to be a close up as this would also help establish the characters better as well as highlight that one of the characters are missing when we pan to an empty frame this closeness will make the emptiness feel more significant meaning the characters absence with the empty frame and the silence will feel more significant making the films impact more effective

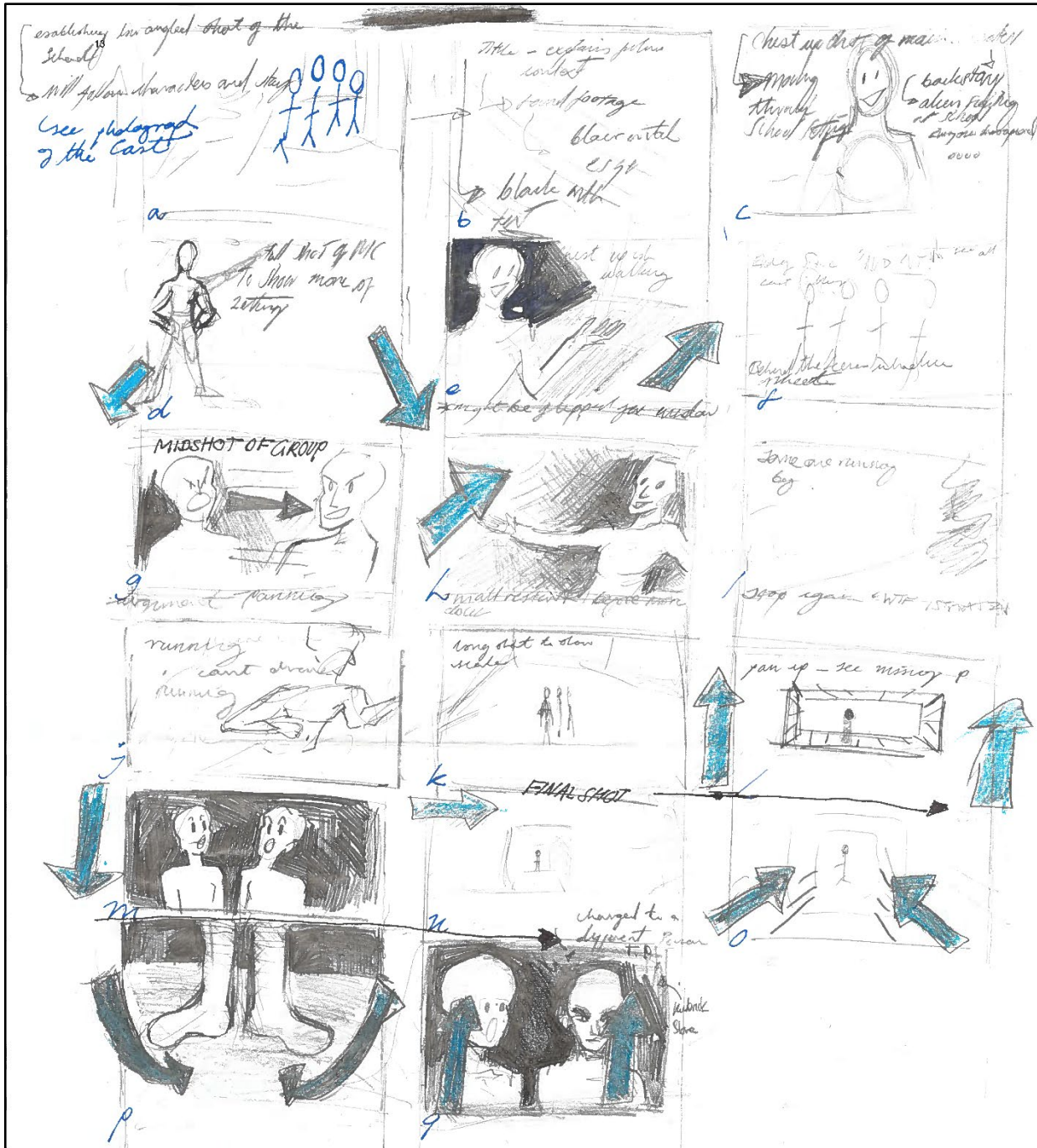
#### **Evaluation 4**

*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)*

The last shot in the story board we follow from running down the hall- camera close up of shoes as they talk to friend they found who was previously lost- then pan up- hidden cut- the person who was missing (who has been replaced by an alien) has changed and now look looks like another member of the group- jump scare. This with the loud diegetic sound will make the jump scare more sudden meaning it will be more effective in scaring the audience. This is effective as it's the turning point in the story where we can now see the true horror, it is also the first we see anything truly supernatural and the cut when the camera moves is effective as it hides the change in actor. This alongside a loud sound cue of the other friends yelling in surprise makes the jumpscare more effective as the sudden loud noise would shock the audience who would at this point not expect the sudden moment.

*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 would make changes by taking away dialogue when the characters are running as the silence would add more suspense and make the jump scare more effective. This would mean that leading up to the jump scare we would only hear the heavy breathing of the group of friends as this would increase the tension leading up to the jump scare- overall making the sequence more effective.



## Candidate 3 evidence

### The Brief

You are going to storyboard the trailer for a new feature length film. You will need to negotiate your PURPOSE, TONE, STYLE, and your TARGET AUDIENCE.

#### **Purpose:**

Your purpose should be to hook the audience so they will want to watch the film, and also to entertain as appropriate to the genre you choose.

#### **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 story board of 6-12 shots. You are not required to produce a finished film, but you should have very clear ideas about how you will use camera, sound, 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.

#### **Institutional Constraints:**

Your budget £65 million and your equipment is limited within that budget.

#### **Non-Negotiable:**

Your finished work will be submitted to the SQA.

#### **Section 1: planning**

### **Audience research**

My target audience for the horror movie I am making is teenagers aged 14-15 so to figure out what things they'd like to see, I conducted a survey on SurveyMonkey to get a rough idea of what they'd be interested in seeing. In the survey results, it showed that 80% of the teenage voters wanted the casts ages to be elders aged 60-70 compared to the 20% who voted for young children.

These being the most popular options among teens show they'd like to see a different cast compared to horror movies such as scream or Friday the 13th with their mostly teenage cast. To reflect this, I will cast elders to play the central cast of my movie and in the trailer, I'll have closeups on their wrinkled faces to show and emphasise their age.

Also in the survey, 37% of my target audience of teenagers would like to see a cult featured as the central villains instead of a masked man who received 10% of the votes or aliens which received 5% of the votes. I will cast multiple extras and dress them in dark robes like stereotypical cult members. Since this is a horror movie, the cult will be violent and attempt to attack the main cast by using daggers and hunting them down or making sacrifices for their beliefs but as the target audience is teens, there won't be a lot of gore seen. As cults are often religious or satanic, the trailer will also feature religious imagery such as crosses to get the idea of cults across from the trailer and to attract the target audience who wanted to see something that's not overdone in the horror genre.

Another result from the survey was 37% of the votes by my target audience of teenagers went to the location being a summer camp. This was in comparison to the 12% of votes going to a small town being the central location of the film. This will be reflected by showing typical summer camp activities in the trailer like swimming in the lake or sleeping in outdoor cabins similar to horror movies like Friday the 13th. I will feature close ups to the lakes, forest and cabins to emphasise the stereotypical summer camp setting. I will feature the sounds of leaves crunching to give the idea of someone running through the woods, implying they're being chased in the location that my target audience asked for. This location was picked as it is familiar and iconic to fans of the horror genre.

Another result of the survey was 37% of my target audience of teens wanted moderate amounts of gore in the horror movie. Only 10% voted for a lot of gore while 0% voted for no gore. To show this in my trailer, I will show some scenes of violence like stabbings but keep the blood splatter to a minimum and use certain camera angles to hide certain attacks from view if they're too gory.

### **Internal controls**

My movie had a budget of £65 million. I wanted to be more creative with my budget since this is considered low budget by making my movie a found footage film. To create an authentic experience, I will purchase a camcorder from Argos called agfaphoto Realimove CC4000W which costs £174.99. This will make the movie seem like an authentic recording from the characters within the movie which is done in movies like REC or The Blair Witch Project.

Since my audience survey showed that most of my target audience wanted elder main characters, I decided to look into elderly actors. This was difficult as a lot of them were retired due to age however June Squibb is still acting and costs \$800,000 to hire for my movie. I will feature her heavily in the trailer to show that she is in a starring role.

My movie is also featuring cult members as its main villains. A cult stereotypically has matching robes and in order to make these, I will need a good costume designer. I looked into how much a good costume designer would cost and my findings show that they're roughly only £26.07. I will pay them to create a couple of robes for my cult villains to wear.

### **External controls**

I had to look into what age rating my movie was going to receive. According to the BBFC, my movies moderate gore and potential mild swearing usage will land my movie a 15 rating which is an ideal rating as 15-year-olds and above are my target audience and they're getting to watch what they requested. Since my target audience requested a summer camp as my movie's main location, I had to investigate what restrictions I would have to face to film in a summer camp.

From my findings I found that American summer camps allow filming out of season meaning I will have to record during the Autumn/Winter months and to avoid extreme weather conditions like snow I'll film in a state that doesn't face extreme weather like Colorado. When investigating music copyright laws, I figured it was too difficult to deal with, so I decided to simply record some spooky tunes on my own home keyboard using minor chords as horror movie soundtracks are typically in a minor key and have it sound distorted to create discomfort throughout the movie.

### **Content research: Categories**

Since my movie is a horror, I wanted to follow typical horror movie genre markers. I watched other slasher horror movie trailers to be as accurate as possible. The trailer for Friday the 13th, a similar vibe to my movie, I saw they used a mid-shot containing a shadow of an axe being raised above a woman who is in the centre of the screen.

Murders are typically seen in horror so to incorporate this into my trailer, I will feature a mid-shot with a main character in the centre with a robed cult member creeping behind them wielding a knife. This will let people know they're watching a horror movie.

Throughout most of these horror trailers I watched like Friday the 13th and Scream; chase scenes were a reoccurring occurrence. To incorporate this into my trailer I will feature a person being chased by a mystery attacker to signal to the audience that this is a horror movie.

In the horror trailers, blood was used fairly often. To use this in my trailer and mark my movie as a horror, I will show a scene of blood splattering on a wall coming from

a mysterious source. This is to hide the gore as well since my audience only asked for moderate amounts of gore.

### **Content research: Representations**

After watching horror trailers to search for representations. I noticed a common stereotype within them. The final girl. The final girl is typically the leading girl who's quiet, smart and kind who is able to outsmart the villain in the end and survive to tell the tale. We see this stereotype in horror movies like Halloween or a nightmare on elm street. To make this fit into my movie, my lead star will be a female who is calculated yet gentle and this will show in my trailer by showing a female character fighting back against the villains in some way. This will give my movie likeable lead that feels familiar to fans of the horror genre.

Another stereotype I noticed in these horror movies is the "mean girl". The mean girl is often portrayed by a younger attractive woman, and they'll often pick on the leads of the movie and sometimes serve as a secondary antagonist of sorts by creating conflict within their group. This character type is seen in horror stories such as the 2014 video game "Until Dawn" or the 1974 movie "Black Christmas". The mean girl is typically a younger woman however since my audience has asked for elderly cast, I will have to make an older woman still act in similar, catty ways as this stereotype as if she hasn't quite let go of her teenage self yet. This still gives my movie a secondary antagonist who still has similar energy to the infamous mean girls across the horror genre who people love to hate.

The horror movies I have watched also often contained a stereotypical goth character amongst their cast. "The goth" is often a teen who wears darker clothing and makeup, speaks very monotonous and rarely shows much emotion and they'll normally show interest in the darker side of life which compliments the darker tone of the horror movies they appear in. "The Goth" is seen in horrors such as "Final Destination 3" and "Beetlejuice". The goth role is usually filled by someone younger but seeing as my target audience wanted the cast to be elders, they'll have to be

played by someone older who still wears their darker clothing and makeup as if they never grew out of their “phase” back in their youth. This kind of character will also make my horror movie feel a lot darker as their infatuation with all things dark and spooky will add to the frightening tone of my horror movies.

## **SECTION 2: Development**

My story board shows the trailer for my horror movie and I wanted to create a scary or unsettling tone throughout.

### **Panel 2**

Panel 2 shows a close-up shot of a blood splatter from an unknown source but the diegetic sound prior to the splatter is a feminine, bloodcurdling scream. The diegetic sound continues as you can hear the blood dripping from the wall with no other sound accompanying it. The scream suggests someone is being attacked while scared which is common in horror. The close-up emphasises the blood splatter, suggesting someone was killed. Death is another genre marker in horror so this emphasises that this movie is horror. This also makes the audience feel unsettled as it's left up to their imagination what happened to the screaming woman and where the blood splatter came from. The lighting is low-key to have the area dark and mysterious but it's just lit up enough so that the blood is visible, emphasising the terrible and frightening sight.

A strength of panel two is the use of camera angles. It effectively shows the blood splattering on the wall to suggest there was a gruesome murder happening off screen. It helps the audience understand the movie is a horror due to emphasising the genre marker of murder and blood in horror movies. A weakness of panel two is the lack of cultural codes. To fix this, I would've included the reflection of the attacker in a mirror to show them wearing a red robe. Red often signifies danger so this would have helped the genre convention of danger in horror movies.

**Panel 5**

Panel 5 features a woman being chased through the woods in a wide shot by a man in a black robe. The diegetic sound lets us hear the leaves crunching below their feet which emphasises the forest setting and forest is a common setting in horrors. The chase will be surrounded with trees in order to show us the forest location and the trees make forests shaded areas which creates a dark setting which makes the scene more frightening as we can't see as well in the darkness and it's often associated with horrors. The wide shot lets us witness the entire scene which lets us know that it's a chase scene as the man is in pursuit of the woman and the woman is fleeing. This adds tension and a scary tone to my movie since a chase is often high speed and you're left in anticipation on whether or not the woman manages to outrun her attacker. Chase scenes are also a genre marker in horror so this suggests the movie will also be horror. During the chase, the man is wielding an axe, this adds to the scary tone since an axe is a violent and dangerous weapon used typically in horror movies so it'll make the audience concerned for the safety of the woman in the scene.

A strength of panel five is setting. The use of camera angles and diegetic sound blend together to let the audience understand that the setting is a forest. A forest is typically a horror movie genre marker so this also helps the audience understand the movie is horror. A weakness of panel five is lighting. To fix this I would've given the scene low-key lighting using the shading from the trees in order to add a sense of mystery and fear to the scene and adding to the genre marker of a horror movie being dark and scary.

**Panel 4**

Panel 4 shows a man standing in the middle of a forest in a mid shot with a man creeping up behind him. There is a single torchlight aiming at the man with the second man creeping out of the darkness using lighting. This creates a scary tone as the light is supposed to be safe but an unknown stranger is entering that space

from the dark, unsafe space and would alarm the audience as the man is now seen in the light. The camera angle used is a mid shot which lets us see just enough so that the man and the attacker are in view and the audience can be unsettled at the strange man coming behind an innocent, unaware man. This was also inspired by shots from successful horror movies like Friday the 13th so that lets the audience know that this will have a similar energy to these movies. The non diegetic music will turn silent in this scene, building the suspense and the scary tone as the silence is ominous and suggests to the audience that something bad will happen.


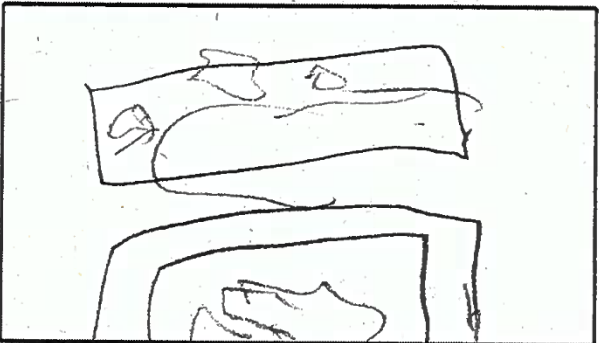

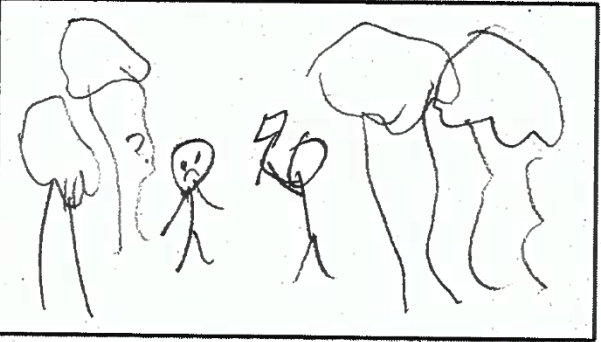
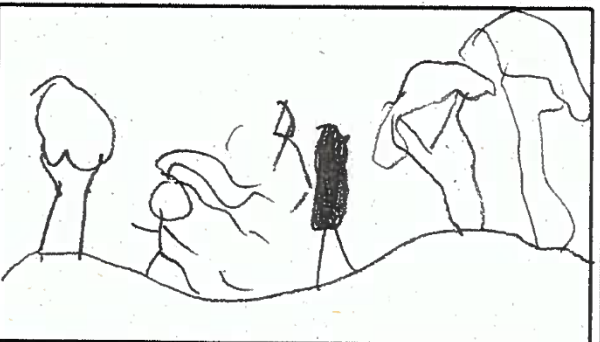
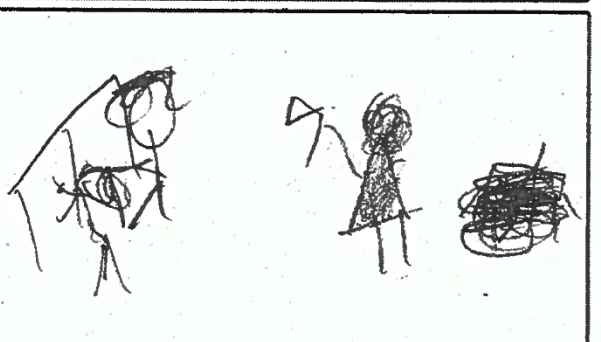
A strength of panel four is lighting. A single spotlight over the innocent man shows his safety in the light while the darkness surrounding him has a man creeping up suggesting he's dangerous. The lighting also conceals the dangerous man from view so when he inevitably attacks it'll be a shock which is another genre marker of horror movies. A weakness of panel four is colour. To fix this, I would've had the innocent man dressed in white to imply purity and the light shining on him would be red in order to signify the danger he's about to be in. This would've emphasised the horror aspect since attacks and murders are horror movie genre markers.

### **Panel 6**

Panel 6 features two women trying to escape through a door that won't open and a man is walking towards them swiftly and aggressively. There is diegetic sound of the door rattling paired with the diegetic sound of the man's footsteps as they are getting louder with each step forward. I did this to create an unsettling tone as the door rattling shows the hopelessness of the characters escape as the sound of footsteps implies that the man is getting closer which keeps the audience feel as helpless as those characters in that situation. The man approaching the poor girls will be wearing a dark, black robe. This use of costume lets the audience know that this man is dangerous as he's concealing his identity with the robe over his head and the dark colour of the robe makes him hard to spot so he's generally more mysterious as well. This will unsettle my audience because someone so seemingly dangerous is going towards these two women who don't deserve what potential fate they might have. A

mystery attacker is also a genre marker of the horror genre so audiences will also be able to tell that this movie will be scary like a horror movie.

A strength of panel six is sound. The foreboding sound of the heavy footsteps getting louder and louder behind the two innocent girls suggests he is getting closer to them which creates tension to the scene. This paired with the creaky floorboards makes the whole thing uncomfortable and adds the horror genre marker of fear. A weakness of panel six is music. To fix this I would've had scratchy violin music to go with the man's footsteps getting louder to add more impact and a better sense of danger to the man getting closer. The violin music is typical in horror movies so this will help the audience get that this movie is horror.

Scene: 1	Scene: 2	Scene: 3
		
A group arrives at a woodland cabin	Close-up of blood splatter - SL from <del>scene</del>	Close up of a scared old woman.
Scene: 4	Scene: 5	Scene: 6
		
An axe wedding man sneaks up on another man	A woman is being chased through woods	Two women try to reach through a door, being forced