

Candidate evidence

National 4 Media

Added Value Unit

Stage 1 – Planning and Research

First agree a brief with your assessor: what kind of media content are you going to make? What will it be about?

Include

- What you are going to make (e.g. a film poster, film, website, magazine article etc...)
- Your purpose (e.g. to inform, entertain, shock, persuade)
- Your target audience

What is your brief?

- create a film poster
- to inform + entertain
- TA: horror fans.

What will you do to make the content in the brief?

Use the space below to sketch and/or describe the ideas you have about:

- What you might include in your content (e.g. props, camera shots, images etc...)
- How you can achieve your purpose
- How you can appeal to your audience

• showing props of Knives, masks, cloaks
 • film title: "The Masked Slasher"
 • layout: mask = centre
 • worn out,
 • blood covered
 • skull
 • dark background

→ the knife in the title suggests someone will die targeted towards horror fans.

Moon light shine on skull
 Actor's names
 Knife shape in the "T"
 Hooded figure (LS)
 close up

Idea 1: What will go in the content?

-skull mask in centre of poster
-details : The blooded skull mask shows that this isn't the first time they have been on a mask killing streak.
The cracks shown on the mask tell you that victims have tried to fight back at the masked killer but haven't succeeded at it as they were the mask with even more danger to kill.

How will this help achieve your purpose? (to entertain)

This will entertain my audience as that the detail will get them thinking about all the ways that have happened and that what is to come for them which will help them want to go see it more.

How would this appeal to your audience? (horror fans)

This will appeal to my horror fans as it isn't just a mask but it tells a story of the previous victims of the masked killer going kills to come and that they will expect flesh backs to why and how these have happened.

Idea 2: What will go in the content?

- title: "The Masked Slasher" with dagger in font
- details (colour, etc) as it will be in bold in white with dark features to make it show more with splatters of blood over the title and blood dripping from the dagger that goes into the T of the title of the movie poster.

How will this help achieve your purpose? (to entertain)

as it will be one of the first things they will notice of the white font with the blood splatters. This will entertain the audience/viewers of the poster that there will be certain deaths and mass murders to come from the name The Masked Slasher with the details making it even more visible of what they will see.

How would this appeal to your audience? (horror fans)

This will appeal to my horror fans as this type of stuff is what they love to see as they now know there will be gruesome murders and viscous attacks which is what they thrill on that different type which will then appeal to them.

Idea 3: What will go in the content?

- picture of hooded figure (LS)
- bottom left poster
- details. The hooded figure in the bottom corner of the poster is the masked slasher. I put this here as it looked more out of the way so it isn't the main thing but it is key as it is the main villain in this horror poster.

How will this help achieve your purpose? (to entice)

This will achieve my purpose as they will want to find out more on this mysterious hooded figure.

How would this appeal to your audience? (horror fans)

I think this will appeal to my horror fans as this will excite them as fud's + yes into the theme of dark mysteriousness as they will enjoy.

Stage 2 – Analyse Content Relevant to the Brief

Look at other examples of media content that have similar content, audience and purpose.

Choose at least one example of media content relevant to your brief – your assessor can help you do this. Then, to help you develop ideas for your own content, analyse the content as follows:

- Identify at least four technical or cultural codes that have been used and describe the effect they have
- Identify a purpose, and describe at least two things that have been done to achieve this purpose. (You could think about the use of content, narrative and representations here.)
- Identify the target audience and describe at least two things which have been included to appeal to this audience. (You could think about the use of content, narrative and representations here.)

Make notes below:

Name of film poster: "Scream"

Technical Codes (images, title, font, tagline, colour etc...) or Cultural Codes (props/images related to religion etc...):

cultural code: hand across the face showed that she is potentially witnessing something; that she is very worried.

blue eyes: shows her wide eyes / shocked expression

tagline: "scary movies a step too far" "murder" — choice of words suggests murder, threat and peril.

Title font: "M" has jagged bit to suggest a knife:

this will feature in the film

Black background: directs focus on middle; shows it's a thriller / horror.

Identify purpose: to inform / to entertain

How did you work that out? - contains cast names

- clearly will contain scary scenes because the woman looks terrified.

Identify target audience: horror fans / thriller fans.

How did you work that out? - sub headings + title; mention of "thriller"

- also appeals to teens: teen on poster.

Stage 3 – Plan Your Media Content

You are going to finalise your plans before you start to make your content.

You need to think about any institutional factors that might affect your plans. Institutional factors can give you opportunities to take ideas forward or can make it difficult to do things you wanted to do, meaning you have to change your plans. Institutional factors can include:

Equipment	Resources ✓	People	Time
Your skills	Budget	General laws ✓	Copyright ✓
School or college rules	Codes of practice	Industry regulations	Other relevant factors

a) Choose two of the institutional factors above and for each:

- Describe how it might affect your plans
- Describe what you will do as a result of this

b) Now complete your plans. Remember to bear in mind that you are to achieve a purpose and have a particular target audience.

Your plans could be written, or might be in the form of notes, sketches or diagrams, for example, or a mixture of all of these. The important thing is that you have a clear plan of what you are going to do, and that your assessor can understand it. Include all of the following information:

- You content
- The technical/cultural codes you will use
- The equipment and resources you need

Copyright: title → there is a film called "Slasher", "The Masked Slasher", "Masked Mutilator" but no "The Masked Slasher".

— therefore I can use this title without confusing audiences or breaching copyright.

Props: knife discussed (on iPad) — attached.

Stage 4 – Make your Media Content

- As with the other stages of the assessment, you are expected to work on your own to do this. However, if there is a part of your content that needs more than one person, you can get help from others. You need to get permission from your assessor first.
- If you do need help from others, make sure you give them clear instructions about what you want them to do, and remember this is **your** work, so you must make the decisions about what to do yourself.
- Before you make your content, get organised. Make sure you know how to get the resources and equipment you need. Plan your time carefully and make a production schedule to help.

Stage 5 – Reviewing your Media Content

Once you have made your media content, complete the following.

- a) During this media assignment you have
- Generated ideas
 - Analysed content relevant to your brief
 - Planned and made media content
 - i) Pick one of the above that you were good at. Describe one way in which you were good at this.
 - ii) Pick one of the above that you could be better at. Describe one way in which you could be better at this.

I was good at coming up with ideas for my poster design - the Knife was a good idea because it really shows there will be a lot of killing.

For analysing content, I think I could have found another poster that was better. This meant I had to do more from scratch and come up with more of my own ideas.

b) Your final media content:

- Uses media codes
- Tries to achieve a particular purpose
- Targets a particular audience
 - i) Pick one of the above that you think your media content does well. Describe one way that it does this.
 - ii) Pick one of the above that you think your media content could do better. Describe one way that it could do this.

One of the codes that was really successful was the skull because it suggests death which is appropriate for a horror film. It is in the background to suggest it is always there, and will affect every character.

One code that could be improved would be the moon. It is too simple. Using clouds or a shadow, or having it cast light below would make it better to give more atmosphere.

i.2.

Horror poster choice to use to describe is scream as it shows a woman full face on the poster I think they have done this to show us viewers the facial expressions that the woman is showing on the poster I think this because. As this would keep viewers on edge to find out what is to come. The facial expression being shown from the woman's is a worried look from the eyes as you can see the trembling fear shown from them which adds to the overall feeling of the poster. Her eyes are shown in a bright blue colour which is the only light colour shown as the rest of the poster is in black and white which indicates that they are wanting us to see that this can mean something for the film to come. Another example is subheading which is placed top centre of the poster just above the women's eyes. Another t

Image removed for
copyright reasons.
(Image of Scream film poster).

Stage 3 plan media

1.3.

One thing that will affect my poster is copyright reasons because there are posters similar such as ones I have for inspiration and ideas for a poster of my own. This effects me as it can prevent me from releasing this to the public or to close people which also means all the work put in would be for nothing if that was to happen.

As a result to this I will have to change my design decisions in another way which is not copying the real thing but just to take some parts that are key for my poster but change the layout of it by either adding in more people to the poster or even changing the name title to a different font and even positioning it some place else on my poster.

1.3.

The equipment for my movie poster and movie is that I wouldn't have something close to high quality knives that look really realistic and that I wouldn't use a real one as this can cause serious issues and consequences such as injuries to the set members or actions against us as it can be an offence to the law. Other ways for equipment is I may not own it or do not have the budget for them. Costumes can effect this as my cast won't have the ideal outfits for this but shouldn't be as hard as the knife and other accessories.

As a result of this I will do my best to try to get as close to the real thing by making it from materials that I own of my own to craft a make shift knife or weapon like type. For the costumes since my cast are playing teens in my movie they can use more casual clothes that they may own of there own another way is that the time period which is so it gives of a 80s or 90s look.

1.3.

Resources for my movie can be an issue for me as I won't have high tech cameras for a better quality of film. I won't have high picture quality on a big screen. I will have to use my iPad instead. I will avoid using the zoom feature as this might show up the poor quality.

