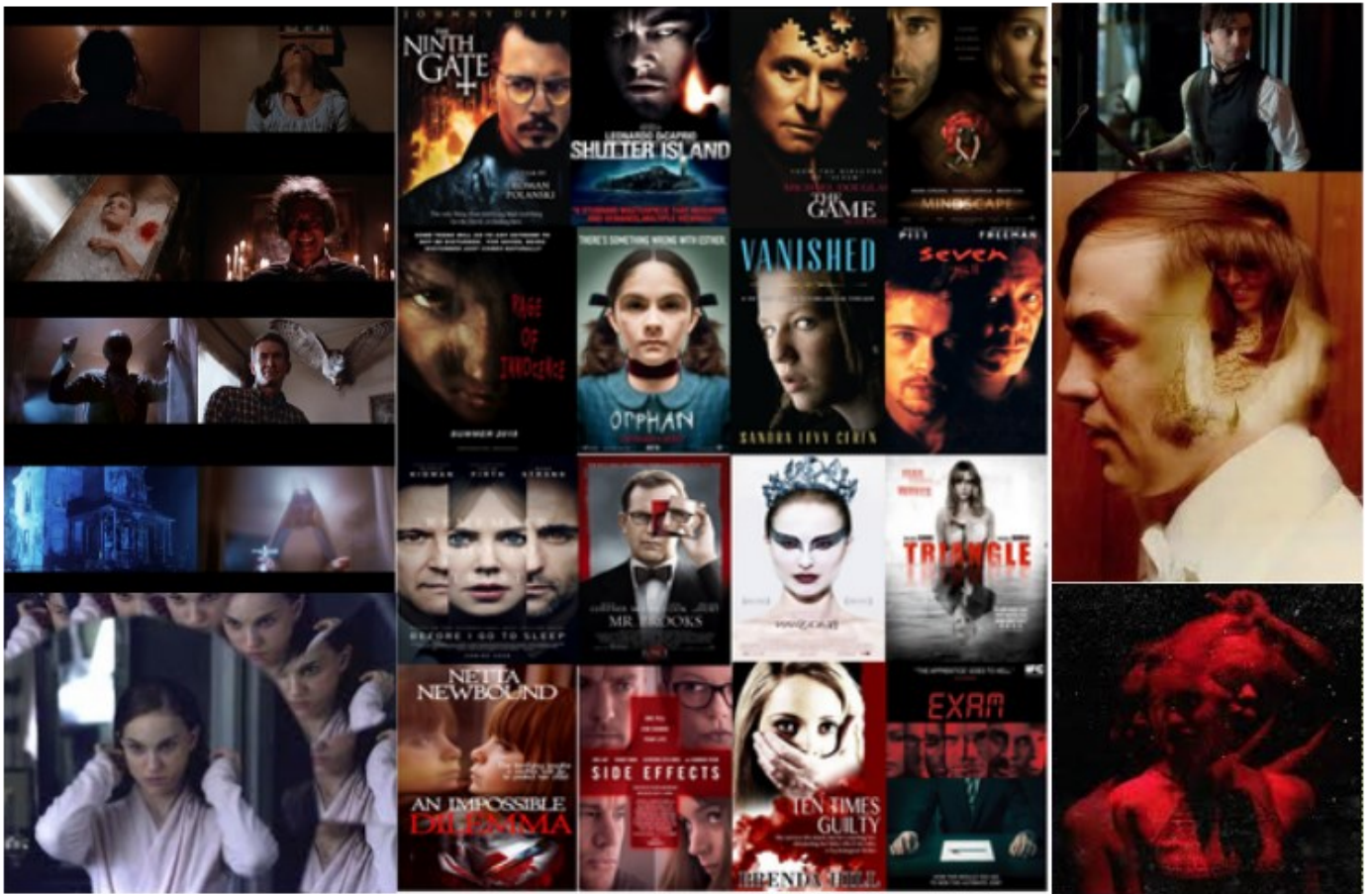


GCSE Media Studies

YEAR 9

Coursework Practice Project



Film Marketing:

Thrillers

The task

Media Brief:

Your client wishes you to create a print based set of products to help them market a new thriller film. They have given you this brief and a list of requirements:

Plan and create a DVD front cover and back cover (including a spine) and a cinema release poster for a new film in the thriller genre.

You may, if you wish, produce film marketing material in a sub-genre of your choice, for example 'crime' or 'psychological'.

Your production must target an audience of 14-20 year olds with an interest in the genre.

The film must be a 12A certificate or below.

Your home-based project will be to carry out research and planning, ready to make the DVD cover and Film Poster when you return to school.

The final production will be a DVD cover and Film poster with the following requirements:

Length: 3 pages (front and back of DVD cover count as 2 pages in total).

You are permitted to use generic images such as production company and age certificate logos and barcodes.

All other images must be original.

Requirements

Your work must meet these requirements:

My work has:

- At least 8 original images in total across the three pages
- At least 2 different locations
- At least 3 different characters appropriate to the genre (including a protagonist/hero)
- A narrative (story) appropriate to the genre/sub-genre

My DVD cover has:

- At least one main image
- An original title
- Names of actors and director
- A production company and age certification logos

The Spine has:

- Film title
- A production company
- Age certification logos

My DVD back cover has:

- At least one main image which must be original and different from those used on the front cover and the poster
- Four thumbnail images depicting different scenes from the film, characters and aspects of the narrative
- Promotional blurb for the film (approximately 150 words) including reference to the narrative and establishing the genre
- Billing block
- Production company and age certification logo and technical information

My Cinema film poster has:

- Original film title (matching the DVD cover)
- Tagline
- At least one main image which must be original and different from those used on the front and back DVD cover
- Release date
- Billing block and production company logo (matching the DVD cover)

Tasks to complete

RESEARCH TASKS

1. Conventions of Thriller genre

2. Conventions of DVD covers and film posters

3. Media language analysis

4. Representations of characters

5. Audience profile

6. Regulation research

PLANNING TASKS

1. Idea generation

2. DVD cover blurb

3. Statement of Aims

4. Sketches/mock ups

10. Photography planning

**Task 1:
Conventions of a Thriller film**



As your task asks you to create marketing material for a new thriller film, you will need to decide on the storyline of that film.

So what is a thriller? Thrillers are dark, engrossing, and suspenseful plot-driven stories. Thrillers should include:

1. the element of surprise
2. The hero
3. A sidekick
4. A villain
5. Plot twists
6. Red herrings
7. Cliffhangers
8. An exciting climax

Looking at these 8 elements, which **two** theorists are at play here?

Something else to consider with thrillers is its anatomy—the three C’s:

- A) the contract: an implied promise you make about what will be delivered by the end of the movie
- B) The clock: the fact that adding time pressure to any character’s struggle with create higher stakes and more interest for your audience. Add pressure which can prompt conflicts and intense responses.
- C) The crucible: a box which constrains your characters, offers them no escape, and forces them to act. Your film should present an increasingly difficult series of tasks and situations for the hero that will funnel them into the most severe trial of all. You must make sure that each successive task is harder than the previous one and that, for the hero, there is no escape.

Task

Find 3 examples of Thriller films: Eduqas has suggested: *Spectre*, *Kingsman*, *Bourne Identity*, *Inception*, *Girl on a Train* but you should choose your own.

Write down:

Title:

Basic plot:

Main character/s:

Title:

Basic plot:

Main character/s:

Title:

Basic plot:

Main character/s:

Find the DVD covers and the Cinema film poster for each of these thrillers. Annotate and analyse them for elements of genre. There are example ones in this pack for you to use also.

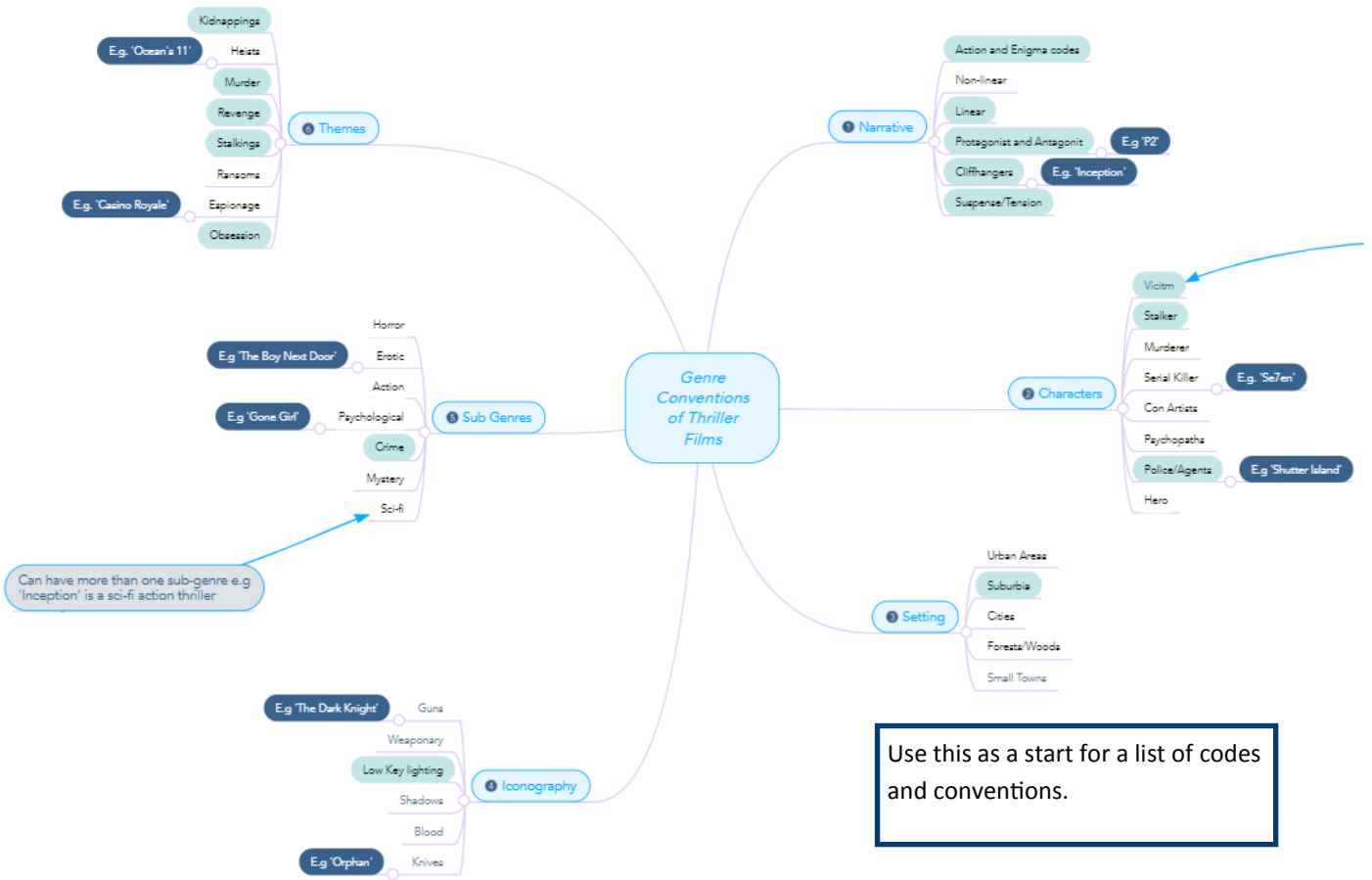
**Task 1:
Conventions of a Thriller film**



It is important to consider the codes and conventions of the thriller genre in order to accurately portray it.

Codes = system of signs that create meaning—technical or symbolic eg camera shots/angles/colour connotations..

Conventions = accepted way of doing something—often genre specific eg use of low key lighting, jump cuts, eyes in horror



Using the series of DVD covers on the next few pages, create a list of conventions used to demonstrate a product belongs to the thriller genre. You can also add to the mindmap above.

Convention	Reason

Task 1:
Conventions of a Thriller film

DVD Analysis

LEONARDO DICAPRIO
WATANABE GORDON-LEVITT COTILLARD PAGE HARDY MURPHY BERENGER CAYNE

INCEPTION

THE DREAM IS REAL.

INCEPTION

WOLFGANG PETERSON PICTURES PRESENTS
AN ENTERTAINMENT WEEKLY PRODUCTION A FILM BY CHRISTOPHER NOLAN
LEONARDO DICAPRIO "INCEPTION" JONAS KHANOUSSI
WATANABE GORDON-LEVITT COTILLARD PAGE HARDY MURPHY BERENGER CAYNE
MUSIC BY JONAS KHANOUSSI
EDITED BY WALLY PFISTER A.C.E. PRODUCTION DESIGNER CHRISTOPHER YOUNG
DIRECTOR OF PHOTOGRAPHY WALLY PFISTER A.C.E. EXECUTIVE PRODUCERS JONAS KHANOUSSI
PRODUCED BY JONAS KHANOUSSI
WRITTEN BY JONAS KHANOUSSI
DIRECTED BY CHRISTOPHER NOLAN

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PG-13 PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
WITH PARENTAL GUIDANCE SUGGESTED
DUAL-LAYER DVD™

PROOF OF PURCHASE 1000042735B
15BN 3-1118-7311-7
0 13522 03627 5

'MIND BLOWING...'
JAMES BOND MEETS 'THE MATRIX'™
- PETER TRAVERS, ROLLING STONE

Dom Cobb (Leonardo DiCaprio) is a skilled thief, the absolute best in the dangerous art of extraction, stealing valuable secrets from deep within the subconscious during the dream state, when the mind is at its most vulnerable. Cobb's rare ability has made him a coveted player in this treacherous new world of corporate espionage, but it has also made him an international fugitive and cost him everything he has ever loved. Now Cobb is being offered a chance at redemption. One last job could give him his life back but only if he can accomplish the impossible—inception. Instead of the perfect heist, Cobb and his team of specialists have to pull off the reverse: their task is not to steal an idea but to plant one. If they succeed, it could be the perfect crime. But no amount of careful planning or expertise can prepare the team for the dangerous enemy that seems to predict their every move. An enemy that only Cobb could have seen coming.

WARNER BROS. PICTURES PRESENTS
AN ENTERTAINMENT WEEKLY PRODUCTION A FILM BY CHRISTOPHER NOLAN
LEONARDO DICAPRIO "INCEPTION" JONAS KHANOUSSI
WATANABE GORDON-LEVITT COTILLARD PAGE HARDY MURPHY BERENGER CAYNE
MUSIC BY JONAS KHANOUSSI
EDITED BY WALLY PFISTER A.C.E. PRODUCTION DESIGNER CHRISTOPHER YOUNG
DIRECTOR OF PHOTOGRAPHY WALLY PFISTER A.C.E. EXECUTIVE PRODUCERS JONAS KHANOUSSI
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PG-13 PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
WITH PARENTAL GUIDANCE SUGGESTED
DUAL-LAYER DVD™

DVD Analysis

WHAT DID SHE SEE?

Emily Blunt, Rebecca Ferguson, Haley Bennett, Justin Theroux, Luke Evans, Edgar Ramirez, Lisa Kudrow and Laura Prepon star in a gripping thriller. The Girl on the Train is based on the best-selling novel by Lucy Farrow. The film is directed by Oliver Assayas. The film is a psychological thriller that follows the story of Rachel Watson, a woman with a drinking problem who is accused of murdering her husband. The film is a gripping and intense thriller that will keep you on the edge of your seat.

THE GIRL ON THE TRAIN

UNIVERSAL PICTURES PRESENTS A FILM BY OLIVER ASSAYAS "THE GIRL ON THE TRAIN" WITH EMILY BLUNT, REBECCA FERGUSON, HALEY BENNETT, JUSTIN THEROUX, LUKE EVANS, EDGAR RAMIREZ, LISA KUDROW, LAURA PREPON. CASTING BY JANEY GIBSON. COSTUME DESIGNER: JANEY GIBSON. HAIR BY JANEY GIBSON. MAKEUP BY JANEY GIBSON. PRODUCTION DESIGNER: JANEY GIBSON. EXECUTIVE PRODUCERS: JANEY GIBSON, JANEY GIBSON. PRODUCED BY JANEY GIBSON. WRITTEN BY JANEY GIBSON. DIRECTED BY OLIVER ASSAYAS.

LANGUAGE	ENGLISH (AUDIO)	SPANISH	FRENCH	CAPTIONS	WIDESCREEN
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓

MPAA RATED R FOR LANGUAGE, DRUG USE, AND SOME SMOKING

EMILY BLUNT
REBECCA FERGUSON
HALEY BENNETT
JUSTIN THEROUX
LUKE EVANS
ALLISON JANNEY
EDGAR RAMIREZ
LISA KUDROW
LAURA PREPON

THE GIRL ON THE TRAIN

BASED ON THE THRILLER THAT SHOCKED THE WORLD

2. Conventions of DVD covers and film posters

DVD cover conventions

Find 3 examples of DVD covers from the Thriller genre: Eduqas has suggested: Spectre, Kingsman, Bourne Identity, Inception, Girl on a Train but you should choose your own.

For each, annotate the them and consider the conventions used.

Use the list below as well as the example I have provided

Front covers

- Main image
- Title
- Names of actors and director
- Production company logo
- Age certification logos

Spines

- Film title
- A production company
- Age certification logos
- Images

DVD back covers:

- Images – main and smaller (thumbnail) images
- Promotional blurb for the film which references the narrative, establishes the genre and creates enigma (intrigue)
- Billing block (credits)
- Production company and industry logos
- Age certification logo
- Technical information



A widescreen image is a film, computer, or television image with a width-to-height aspect ratio greater than the standard 1.37:1

2. Conventions of DVD covers and film posters

Include your 1st DVD cover and annotate it using the key

2. Conventions of DVD covers and film posters

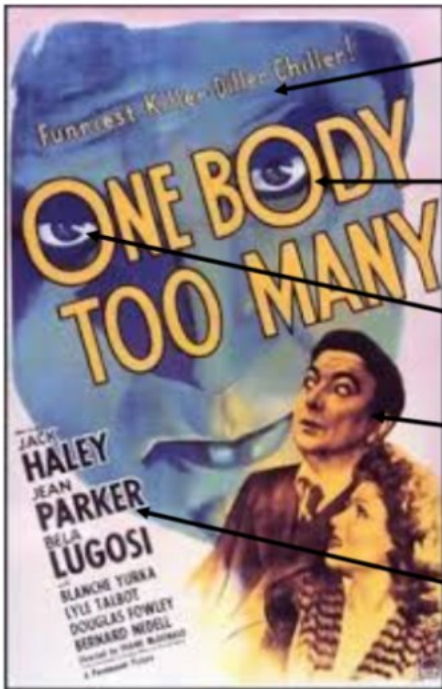
Include your 2st DVD cover and annotate it using the key

2. Conventions of DVD covers and film posters

Include your 3rd DVD cover and annotate it using the key

Poster Analysis

To help you produce your own thriller poster, it is important to examine 'style models' - how film posters tend to look and the general consensus of approach that currently exists. Annotation of some existing posters has been done for you. Find your own (or use the ones provided) and label with the conventions of thriller and how it draws in an audience.



The colour of the mans face who is presumed to be the villain, is blue which could suggest he has a cold personality whereas the other people in the poster who are assumed to be the victims are in a warm yellowy colour

The title is placed so that the O's in 'One' and 'Body' are surrounding the eyes of the mysterious man. This draws attention to him and his eyes in particular because he is glaring to the audience.

The eyes portray the man glaring as if it is to us the people who see the poster. He has an evil expression which leads us to believe he is the villain. The use of his eyes glaring at the audience draws attention to the film poster.

Shows the scared faces of man and women who are looking towards the large face in the background. They are also at an angle opposite to the man in the background which could suggest that they are a potential victim of his. This gives the audience an idea of the film plot which helps them to decide if they want to see it.

All writing is horizontal to match the angle of the face. The names of the actors and actresses in the film are listed on the poster to show off the cast and attract viewers.

Half of the protagonists face (Leonardo DiCaprio) is hidden in the dark which could suggest that he is hiding something possibly about his personality. It could be showing that he is not a straight forward, typical character.

As half of his face is hidden, it fits in with the idea of mystery about the poster and fits with the text 'Someone is missing'. This plays on the audiences minds.

The stormy weather and rocky seas suggests disturbance to the protagonist in the movie just as it is in the poster. The use of bad weather can also suggest that the character has difficult times installed for him. The storm also makes the island more daunting and adds to the atmosphere of it.

The name of the actor, Leonardo DiCaprio is in big bold and white font which stands out against the dark poster to bring attention to him and to promote him which could attract more of an audience.



A dramatic tag-line is used to add mystery to the film.

A mysterious glow is used around the island which adds to mystery and catches the audiences eyes, drawing attention to the island.

The island is made up of montage images which have been patched together. Yours can see this clearly as the island and the waves does not have a continual outline. This could suggest that the film is about piecing things together and possibly piecing information together about the island itself.

The film title is also in big and bold font and is bright red to draw attention to the title. The colour red is commonly used for film posters in the thriller/horror genre.

3. Media language analysis

Main image dominates the poster leaving space only for the actresses face. She is making direct eye-contact with the camera which attracts attention for audience members as they feel they are making eye-contact also. Image has been edited to make skin look 'porcelain-like' and a crack has been added that shatters down the left hand side of her face.

Even though the image dominates the background there is still a divide between the actresses face and the text. The important parts of the image are at the top and the writing at the bottom.

Usual film credits are underneath the title in gold text. It is in the typical font used and it gives the information on the directors, producers, websites and so on.

BLACK SWAN



A black background has been used that causes the actress' face to stand out. And also links to the fact the film is a thriller. This relates with the other black found on the poster which doesn't include any bright colouring.

Quote from 'Empire' magazine commenting on the film. Text stands out from it's background as it is a contrasting colour to the black.

Actors and actresses names included in a line above the film title. Their second names are written in bigger font. This is the same font as the title used.

Bold title in black font that contrasts against the pale skin - stands out. Colouring links with the title

Tag line 'Your mind is the scene of the crime'. This is the slogan for the film and features on all posters. It is catchy and memorable useful for audiences as it is something to remember when thinking of the film. The slogan uses direct address to the audience as it includes the personal pronoun of 'your'. This therefore involves the audience more.

The image is dark involving blues and blacks. This follows the conventions of thrillers as low-key lighting is commonly used within the film so this continues this idea.

Film credits are conventionally used at the bottom of the poster under the title. It is in the traditional text and coloured white. It is also slightly translucent in comparison to the white text above and below it. This is because it isn't as important and needs to not stand out as much.

INCEPTION



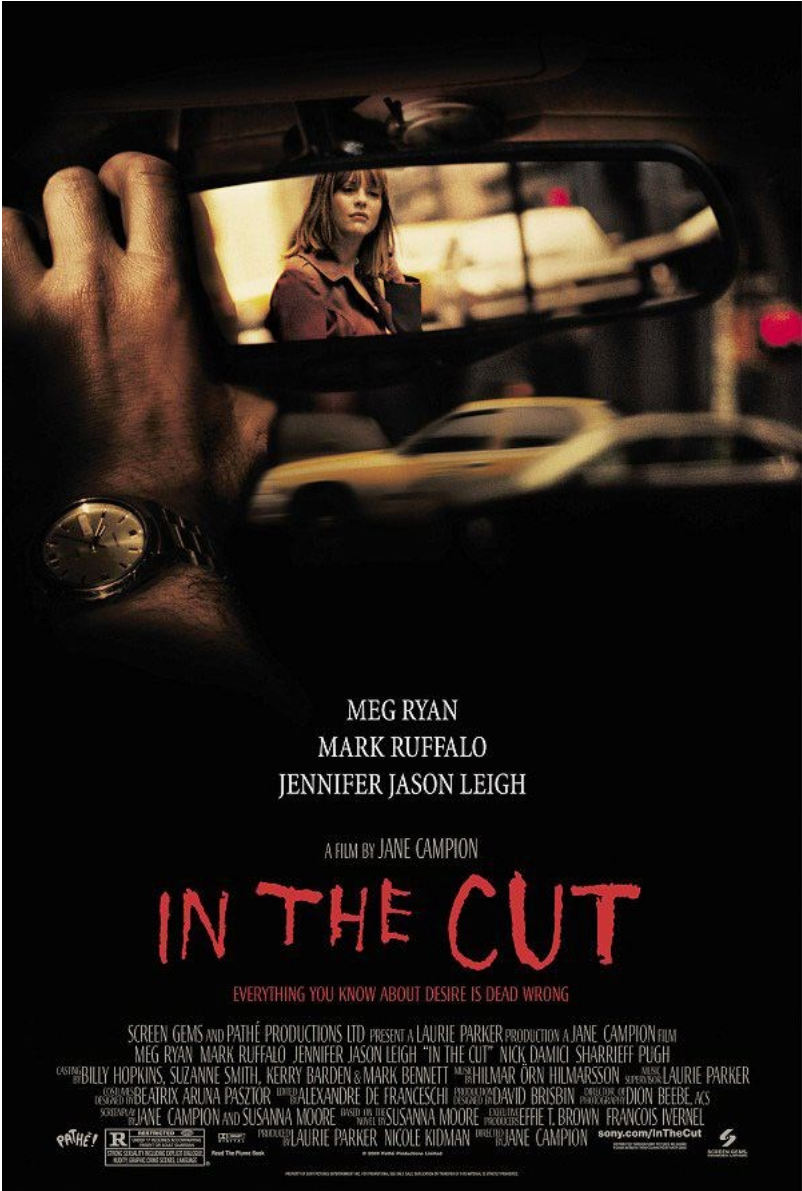
Name of famous actor at the top of the poster- draws attention of viewer as they will be intrigued as to what their role is. The text being in what makes it stand out from the dark blue/black of the background image.

Main image is a photograph taken from the back of the actor with his head slightly turned. This makes his character mysterious intriguing audiences. He is also holding a gun in his right hand. This gives a hint that there will be violence involved in the film, which will excite fans of the thriller/action genre.

The film title is in Red text which means it completely contrasts and stands out from the background image. Synergy has been used, as the font type is the same as that used for the title in the trailer.

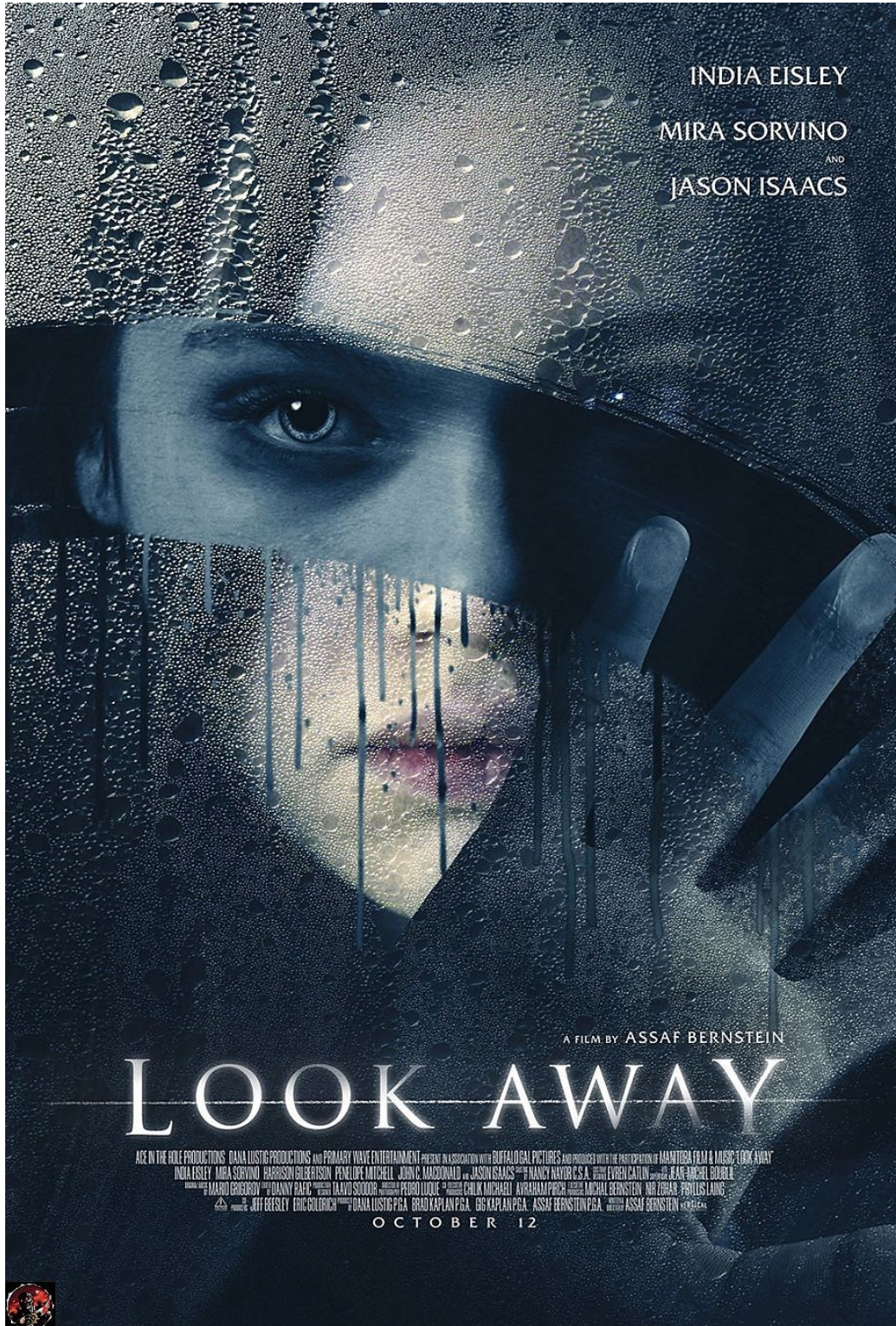
Includes an indefinite release date saying 'Summer 2010'. However it says 'experience' instead of the usual 'watch' or 'released'. This gives the audience a sense of involvement that they won't just simply watch the film. This creates excitement.

3.
Media language analy-



3.

Media language analy-



3.
Media language analy-



3.


Media language analy-


3.


Media language analy-


Typical Characters


Propp stated that the plot for most narratives will include the same 7 stock characters (below)


The Hero

The hero must overcome barriers to achieve resolution at the end. Having done so, he will be rewarded with the Princess and the villain will be defeated


The Princess

The reward for the hero at the resolution. Usually has a **Father** figure who the hero must convince of his valour.

The Villain

A character who tries to prevent the hero from restoring the equilibrium. He may have been the cause for the disruption in the first place, and must be defeated by the hero

The Donor

A character who will give the hero something, an object or knowledge, that will enable him to overcome the most difficult of barriers.

The Side Kick

The hero's companion and ally who will accompany the hero on his journey

The Dispatcher

The character who sends the hero off on their journey/mission

The False Hero

The character who claims to be a hero, but is not what they first seem.

TASK: Research into at least two different Thriller films and study their narratives and characters. Complete the table on the next page.

4. Representations of characters

Thriller film One

Propp character type	Name of character in the film	What is the character's gender, age group and nationality?
The Hero		
The Princess		

Thriller film Two

Propp character type	Name of character in the film	What is the character's gender, age group and nationality?
The Hero		
The Princess		

Summary—write a paragraph to explain

What are the similarities in the Propp character types and the character's age group, gender and nationality? E.g. are all the Heroes male?

4. Representations of characters

STEREOTYPES

Stereotypes are “a widely held but fixed and oversimplified image or idea of a particular type of person or thing”.

For example, men are stereotyped to be masculine and more powerful than women. Teenagers are often stereotyped as unruly, risk-taking and moody!

Obviously stereotyping is not particularly kind or accurate but the function of a stereotype on the media is to allow the audience to make quick judgements, particularly about characters and the roles they play in films.

Look at the images below and note that Wonder Woman **CHALLENGES** the stereotype of women, whereas Legally Blonde, based on the image, **REINFORCES** stereotypes of women



TASK: Research into at least two different Thriller films and study how they use or reinforce stereotypes of gender.

Challenge: extend your research into other stereotypes such as age and nationality.

FILM ONE	FILM TWO
Reinforced stereotypes and examples:	Reinforced stereotypes and examples:
Challenged stereotypes and examples:	Challenged stereotypes and examples:

Targeting Audience

We know our target audience is 14-20 year old but we also need to think about **what** those audience members may require from the media they consume. Think about **why** audience members want to watch thrillers—what do they get out of it? Identify the **need** as well as the **type** of audience thrillers are aimed and create a mind-map of our audience.

THEORY

Uses and Gratifications Theory

This theory suggests that the audience actively choose the media they consume in order to 'gratify' different needs. There are FOUR needs.



Personal Identity – lets us learn about ourselves and how we are similar to others

Information – gives us information about what is going on around us and what we are interested in.

Escapism: Entertainment/Diversion – provides the opportunity for enjoyment, relaxation and distraction.

Social Interaction – People use media to interact socially with people e.g. snapchat/social media. AND/OR people might use media products in order to be included in social interactions.

Personal Identity

- 1) reinforcing personal values
- 2) exploring models of behaviour
- 3) gaining insight into one's self
- 4) identifying with established values

Information

- 1) Seeking advice on practical matters
- 2) Satisfying curiosity and general interest
- 3) Learning and gaining self education
- 4) Gaining insight into events around in society and around the world

Uses and gratification

P I E S

Entertainment

- 1) Escape/diversion from problems
- 2) Relaxation
- 3) Filling free time
- 4) Emotional release
- 5) Sexual stimulation

Social Intergration

- 1) Gaining insight into the lives of others
- 2) Identifying with others
- 3) Finding a basis for conversation
- 4) Substitution for real life companionship
- 5) Establishes social roles and conventions

5. Audience profile

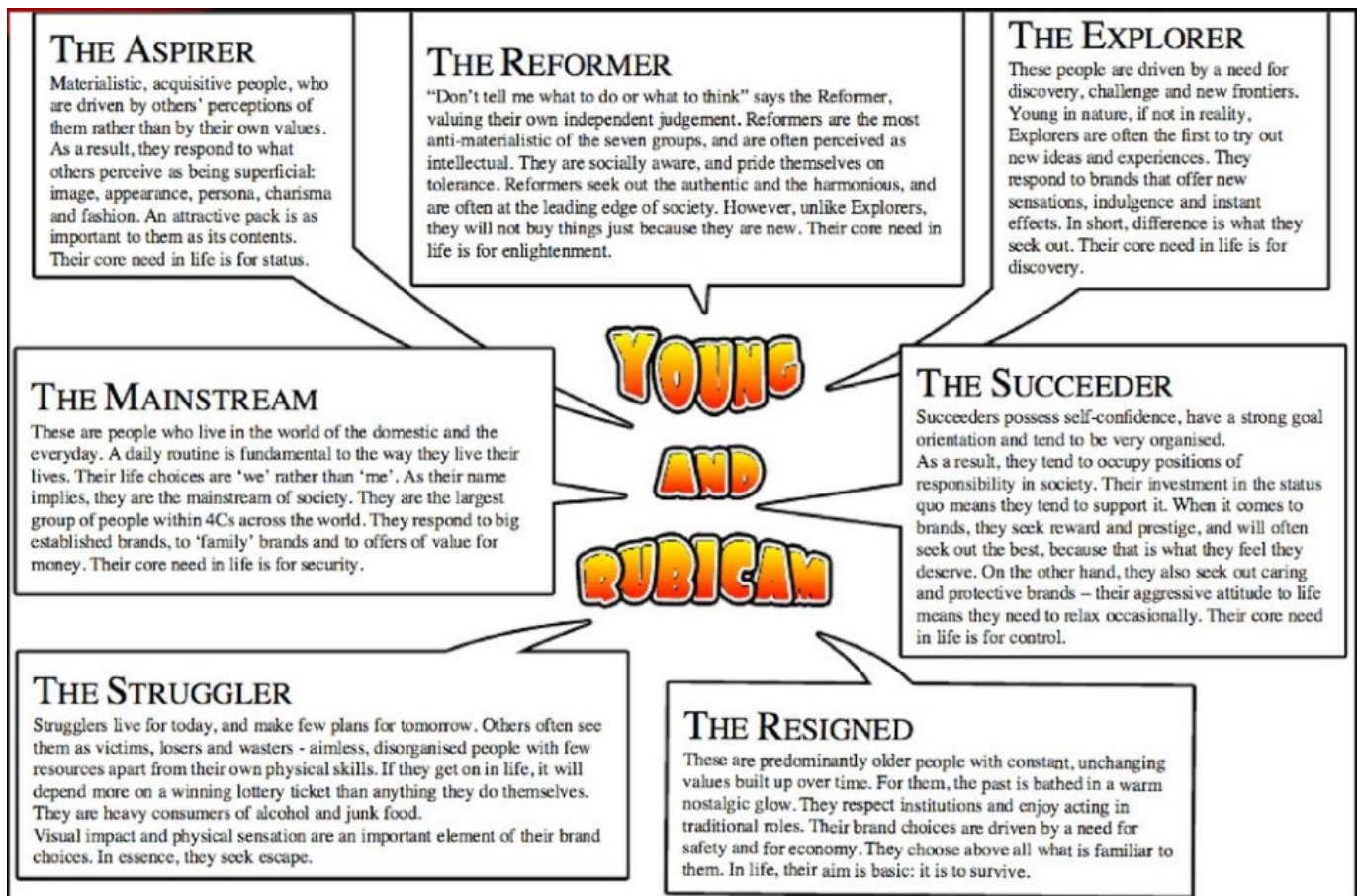
We know our target audience is 14-20 year old but we also need to think about what those audience members may require from the media they consume. Think about why audience members want to watch thrillers—what do they get out of it? Identify the need as well as the type of audience thrillers are aimed and create a mind-map of our audience on the next page.

PSYCHOGRAPHIC GROUPS

Psychographic segmentation is another way of classifying audiences.

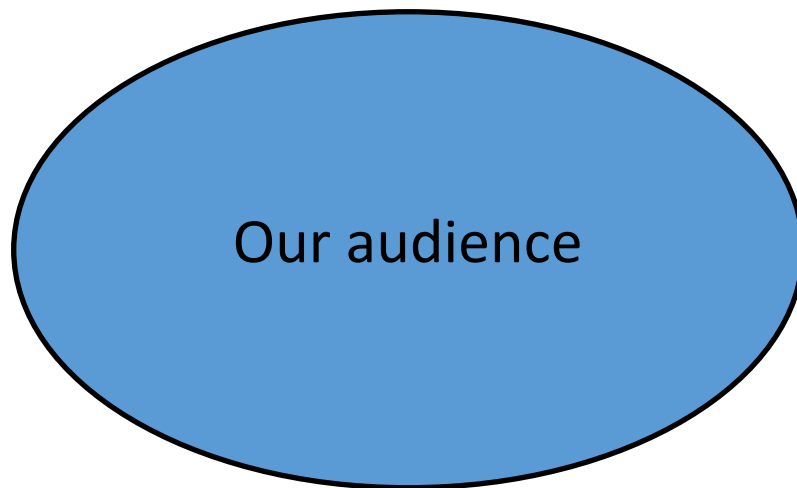
It divides the market into groups based on **social class, lifestyle** and **personality** characteristics.

It is based on the assumption that the types of media products an individual consumes will reflect that persons **characteristics** and **patterns** of living.



Targeting Audience

We know our target audience is 14-20 year old but we also need to think about **what** those audience members may require from the media they consume. Think about **why** audience members want to watch thrillers—what do they get out of it? Identify the **need** as well as the **type** of audience thrillers are aimed and create a mind-map of our audience.



FILM REGULATION RESEARCH

We know that your film needs to be a 12A or below. Therefore you need to know what you can and can't include in your narrative and this will determine the types of written codes and props.

Research the rules around a 12A certificate film and what is allowed and not allowed. Complete the table below:



<https://bbfc.co.uk/about-classification/12a-and-12>

BBFC element	Can	Cannot
DRUGS		
DANGEROUS BEHAVIOUR		
DISCRIMIINATION		
LANGUG=AGE		
NUDITY		
SEX		
THREATE AND HORROR		
VIOLENCE		

1. Idea generation

Pre-Production

There is so much to consider when creating a new product. It needs to fit in with the genre, to be recognisable, but also be different, to keep audiences intrigued. This is what Stephen Neale is talking about when he explores the **repetition** and **difference** of genre based films. We need to **represent** the characters well—considering **Propp's character types** as well as being considerate with our use of **stereotyping**. We have to think about **Todorov's narrative structures**, and be aware of **why** audiences engage with film (**Uses and Gratifications**).

Below are a series of words linked to initial planning ideas for your own products. Mind-map first thoughts around them, considering the media theory discussed above.

Main character

Thriller

Villain

Locations

Excitement

Disequilibrium

Stereotypes

1. Idea generation



In order to consider what your DVD and poster look like you really need to have a very clear idea of your plot. The DVD and poster have to *advertise* the product so it needs to hint at the story, without giving too much away—enough to hook, not to reveal!

Fill in the table below with your story idea!

Title:	Certificate and reasons:
Characters: (name, age, role, personality)	
Protagonist (the leading character of the film):	
Name:	Personality:
Age:	
Antagonist (the enemy/villain)	
Name:	Personality:
Age:	
Helper/Donor	
Name:	Personality:
Age:	
Equilibrium: what is normal life like for your main character?	
Disruption: what is the problem introduced?	

Recognition: what do they plan to do about it?

Key Scenes: e.g. fight between John and Joe, kiss between Mel and Sue, Mum shouts at Joe

Which elements of your story/representation of character do you want to portray?

2. DVD cover blurb



Your blurb is important! It needs to introduce your audience to the world of the film without giving too much away. While there's no perfect formula for writing the best blurb for your film, there are some patterns worth noting. Firstly, highlighting your success in the -making world. Secondly, introducing the protagonist in a way that creates intrigue without delving into details. And last but not least, referencing the central point of conflict—without explaining how a resolution may come about.

Look at the examples below—how do they fit the suggestions above?

Example: Kingsman-The Golden Circle

Kingsman the secret service introduced the world to Kingsman. In *Kingsman-The Golden Circle* our heroes face a new challenge when their headquarters are destroyed and the world is held hostage. Their journey leads them to the discovery of an allied spy organisation in the US called Statesman, and in the new adventure these two elite, secret organisations band together to defeat a ruthless, common enemy, in order to save the world, something that's becoming a bit of a habit for Eggsy. Starring Colin Firth, Julianne Moore, Tarun Egerian, Mark Strong, Halle Berry with Elton John and Channing Tatum and Jeff Bridges.

Example: Spectre

A cryptic message from the past sends James Bond (Daniel Craig) on a rogue mission to Mexico city and eventually Rome where he meets Lucia Sciarra (Monica Belluci), the beautiful and forbidden widow of an infamous criminal. Bond initiates a secret meeting and uncovers the existence of the sinister organisation known as SPECTRE.....

Begin with the main character's name and life – give the name of the actor in brackets

Briefly explain the 'disruption' to the narrative

Include who may help the 'hero' on their journey

Create enigma – how will they solve their problems?

You could include information about the subgenre and/or director

Now it's your turn! Write the blurb for your movie! As it is thriller, try to use some of the that reflect a thriller/horror. Don't forget to check your spelling!

3. Statement of aims



Having completed research into the thriller genre, you should have a clear idea about the requirement of thrillers, dvd covers and posters, as well as how to reach your audience. You will have considered what representations of characters you are creating and why. Don't forget Representation, Audience, Industry and Language (RAIL) —you are considering the theoretical framework and how it applies.

On the next sheets you have an example and also a template on how to write one. The success criteria is below. When

Success Criteria – NEA Statement of aims	TICK
<i>Your plan is explained, which includes the title</i>	
<i>A target audience is identified including age, gender percentage, ABC1 category and adjectives to describe them and their likes</i>	
<i>Description of what your products will look like and why you have made these choices</i>	
<i>Use of subject terminology throughout e.g. Genre iconography, mise-en-scene, action and enigma codes, conventions, font, layout, low-key/high-key lighting, key signifier, foreground/background, camera shots/camera angles,</i>	
Reference to target audience throughout	
Reference to similar professional products that inspired you	

3. Statement of aims



Read this then:

- Circle all of the Media words
- Highlight the theory used
- Box where I say how I'll represent people and places
- Underline where I say I'm hitting the brief
- Bracket where I discuss if its Hollywood or independent
- Put an R (for regulation) where I say how it meets the BBFC guidelines

I intend to make a film DVD cover along with a Theatrical release poster for the same film. The film which I will create will be rated 15, and as the brief suggests will be targeted at aged 16 – 34 year olds. As I am making a rom-com my target audience will be females in the main, as in my research I discovered that this was the demographic who are more likely to find this genre appealing.

The film title will be "Rosie's holiday" with the tagline "A city girl in the country... what could possibly go wrong!" I came up with the idea through my research, as I found that rom-coms often feature a female protagonist who is removed from her stereotypical life, in this instance as a powerful urban woman, to find themselves changed by a new setting. Todorov suggested that a disruption or disequilibrium causes a change in the narrative and here it will provide comedy, with the resolution of romance being suggested by one of the thumbnail images on the back of the DVD. There will be a promotional blurb included, which my research suggests should include a rhetorical question to leave the audience guessing what the resolution will be.

My research of the genre suggested that rom-com DVD covers and posters often feature a salient image of the protagonist, with direct address used to create a feeling that we can identify with the female, in regards to the Uses and Gratifications theory; she is represented as approachable and friendly so that the audience feels that they identify with her, so often she is dressed in casual none sexualised clothing and represented as fun.

The title is usually in a bright colour, creating connotations of fun. I will therefore have a long shot of a female protagonist as my salient image, with the male protagonist standing in the background. The DVD cover will feature additional images, both close ups and long shots of the female and male together, along with characters who will be represented as young and happy through the use of mise en scene – their clothing will be bright and the lighting will be high key. The DVD cover will feature the same image on its spine as well as cover as this is a convention often used.

The BBFC guidelines for a 15 rated film state that films can have strong language and sexual activity but this will not be apparent from the cover, as it may be displayed in shops. I will however, make sure the images used show the narrative focuses on a relationship and comedy and therefore the audience will see that the paradigms of the genre will be featured.

My film will be a Hollywood film with a large budget. This means that I would should have a narrative or representations that would not be offensive to a global mainstream audience.

3. Statement of aims



1. Explain your plan, include the title of your text. (70 words)

The film/TV show I will be creating a dvd cover and poster or opening sequence for is

My target audience are...(age, gender percentage, media habits/likes and dislikes, three adjectives to describe them, fans of..., occupation, A,B,C1 social category, plus other audience terms)

2. How and why will you apply knowledge and understanding of media language to your media production? (100 words)

Describe what your dvd cover and poster or TV sequence will look like. Use Subject terminology that you have learnt in your study of media language, professional examples you have studied and theories. Use the language and audience knowledge organizers to help.

Genre iconography, mise-en-scene, action and enigma codes, conventions, font, layout, low-key/high-key lighting, key signifier, foreground/background, camera shots/camera angles, narrative stages, logos, persuasive plot points in blurb e.g. rhetorical questions, exciting adjectives/verbs, etc.

I plan to construct my product with a font style that captures...this will connote...to the audience...

The genre iconography of...will allow my target audience to easily identify and decode...

Explain why you have made the decisions you have based on specifics of your target audience e.g. *As my target audience are already fans of the spy genre, they will understand how the low-angle shot of the female dressed in black and looking severe suggests she is an antagonistic, villainous (Propp's character roles) character.*

My DVD cover will be similar to that of...because the placing of characters within a triangle shape/back to back/in front of and behind each other is very similar to the poster design.

I thought the font from...was very genre specific and unique; therefore, I decided to find a similar font to entice my target audience of...as they will decode the font to suggest...

3. Statement of aims



How and why will you construct representations of individuals, groups or issues/events? (80 words)

Use the representation and audience knowledge organizers to help.

Which groups will your products represent?

How will they be represented? Will this be stereotypical or non-stereotypical? Explain your reasons.
(how will it appeal to your intended audience)

Social groups:

Gender – (refer to feminist approaches – the gaze)

Ethnicity – White/non-white? (Mixed race couple - underrepresentation)

Sexuality? (Any LGBTQ characters? Why? Why not? Misrepresentation)

Age (teenagers? Counter-stereotypes)

Setting (school/UK?)

As my film will be set in modern times, in....I have decided to represent the social group of...

I will construct this representation as more of a positive/negative/realistic/fantastical/exciting of the social group by....(placement in frame, costume, make-up, lighting, body language, expression, etc).

I hope my target audience will decode this as....

Another social group I will be representing are...

The reasons for this representation are to

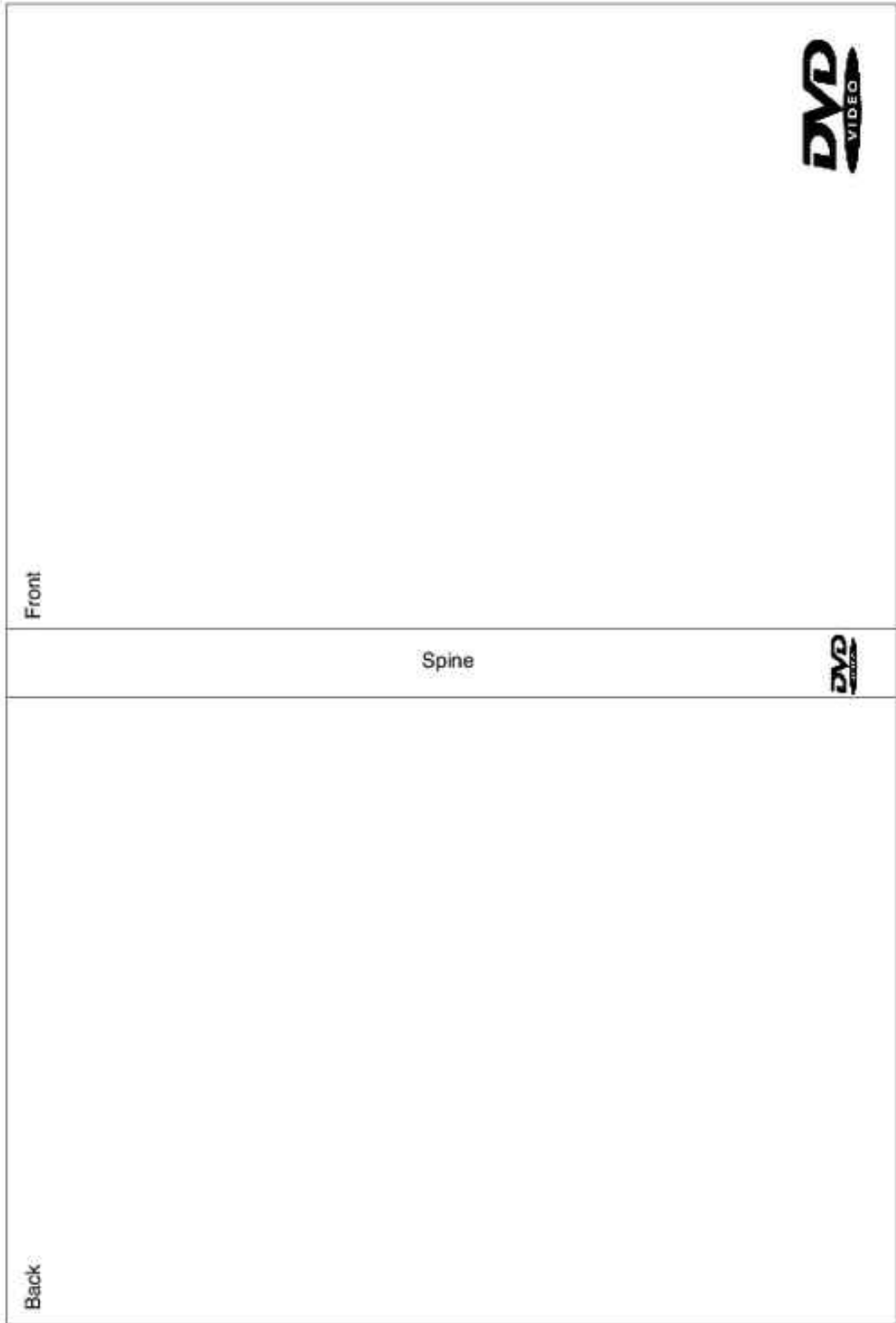
...subvert the paradigms of the genre

...to highlight previous poor representations of...

...construct an idea that the social group of....are....

4. Sketches/mock ups

MOCK UPS OWN DVD COVER



4. Sketches/mock ups



MOCK UPS



OWN POSTER

check list

CHECK YOUR WORK – you could tick off the requirements

My work has:

- At least 8 original images in total across the three pages
- At least 2 different locations
- At least 3 different characters appropriate to the genre (including a protagonist)

A narrative appropriate to the genre/sub-genre

My DVD cover has:

- At least one main image
- An original title
- Names of actors and director

A production company and age certification logos

The Spine has:

- Film title
- A production company

Age certification logos

My DVD back cover has:

- At least one main image which must be original and different from those used on the front cover and the poster
- Four thumbnail images depicting different scenes from the film, characters and aspects of the narrative
- Promotional blurb for the film (approximately 150 words) including reference to the narrative and establishing the genre
- Billing block

Production company and age certification logo and technical information

My Cinema film poster has:

- Original film title (matching the DVD cover)
- Tagline
- At least one main image which must be original and different from those used on the front and back DVD cover
- Release date
- Billing block and production company logo (matching the DVD cover)

5. Photography planning



Plan in detail—your DVD cover.

Format	Image	People/Costume	Location
e.g. Poster	MCU shot of female protagonist looking angry	Jenny Wren Ballet type outfit	In front of broken down wall by my nan's house
Film Poster			
DVD Cover			
DVD Back – main			
DVD Back – thumb 1			
DVD Back – thumb 2			
DVD Back – thumb 3			
DVD Back – thumb 4			

Production Company:

You can use an existing logo, e.g. Warner Bros OR you can create your own

Example site: www.logoservices.co.uk

5. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 1

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

5. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 2

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

5. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 3

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

5. Photography planning



Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 4

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

4. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 5

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

4. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 6

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	

4. Photography planning

Photoshoot planning

Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 7

Location:	Shot type:
Lighting:	Time:

Focus:	Composition:
Layout::	Colour Palette:

Characters needed:	Costume:
Make-up:	Lighting:

Enigma codes/Narrative shown:

4. Photography planning



Before you can begin designing your DVD cover and poster, you will need to have taken your original images.

Fill in the sheet below to show you have carefully planned each shot. The products will need 8 original images—but you will need to make more so you have a choice.

Shot 8

Location:	Shot type:
Lighting:	Time:
Focus:	Composition:
Layout::	Colour Palette:
Characters needed:	Costume:
Make-up:	Lighting:
Enigma codes/Narrative shown:	



FINAL PRODUCT TO BE CREATED WHEN BACK AT SCHOOL

Theatrical Release Film Poster

FINAL PRODUCT TO BE CREATED WHEN BACK AT SCHOOL