Candidate 1 evidence

Name:

The Brief – Higher Media Assignment

Task:
Earlier in the course you worked individually to plan a short film, then pitched the film to your group and worked as a team to make one of the planned films. Now you are going to individually create a trailer for the film created by your group.

INSTRUCTIONS (non-negotiable)
Your finished piece of media content will be submitted to SQA. You will be working with the following constraints:

Medium/form:
The medium of your text will be moving image. The form will be trailer.

Level of finish:
You will be making a moving image trailer. It should be 60-120 seconds long.

Institutional Constraints:
- Certificate PG – the trailer should be suitable to be shown at an assembly for S1-6.
- Budget - £0
- Equipment – any additional footage will be shot using your iPad and the trailer will be edited on the iMovie app.
- Health and safety – health and safety guidelines should be taken into account if any additional footage is required.
- Time – the deadline for completion of a full first draft is **Friday 26th February**. By this date you should have a completed trailer, and a first draft of your responses for sections 1 and 2.

NEGOTIATING THE BRIEF
In the planning of your trailer you will need to make decisions about the following:

Target Audience:
Who is your trailer, aimed at? Think about things like the content, the lead characters, the setting, and the genre to help you decide who you should target. Consider audience segments, needs and expectations.

Purpose:
The trailer should persuade your target audience to want to watch the full film. You will need to decide how you will achieve this. You might think about things like **informing** (stars, reviews), **entertaining** (by scaring (if it is a horror), making them laugh (if it is a comedy) etc), **intriguing** (by creating enigmas) etc...

Genre:
Think carefully about the genre of the finished film your trailer is for. You will need to make it clear in your trailer what the genre is so you can attract fans of that genre. You might want to research genre markers and/or conventions to help you with this.

RECORD YOUR DECISIONS HERE:

Target Audience: 12-18+ M+F (male + female)

Purpose: To Persuade by Entertaining

Genre: Crime thriller

form: Teaser Trailer

Higher Media assignment: assessment task   1

Higher Media Assignment: Section 1

The Brief

The brief asked us to create a trailer for our earlier made short film

Upon reading the task I came to the conclusion that I wanted to make a teaser trailer for my short film. This is because I want it to be more fast paced and snappy with a few enigmas and a teaser trailer allows me to do that better than a theatrical trailer due to its shorter length. This gives me no option but to make the trailer as meaningful as possible in a short time making use of each shot by making sure the shot used is relevant and help tell the story well, also making sure the snappy cuts fit well together and have a smooth flow so that the shots blend together to make a more professional looking trailer. I want my trailer full of enigmas to make the audience start asking questions about certain parts of the trailer to make them want to come see the move, using short clips to create big enigmas is my main goal here which will be achieved by making sure all my clips are clips that reveal slight details but not all of them such as shots showing the kingpin being chased hinting that he could get caught.
The target audience for the film initially was very broad around 15-30 but I have made the choice to narrow it down to 12-18+ for my trailer as I feel it will be more relatable to people in that age group and that it links a lot more to things that happened around people that age in todays society. The reason it is more relatable is that the trailer and movie are set in a school which highlights drug problems that actually occur. To attract attention from this group I will include shots that help show that its based in a school like shots of the front of the school building with the name to make sure they know that it is a school they are looking at and also shots that show the drugs in the movie so they know that it's the main theme.

The purpose of my teaser is to entertain but also to inform people of the release date and title of the movie. The main reason that the main purpose is to entertain is because if people like my trailer it makes them a lot more likely to come see the movie as the trailer reflects a lot of what its going to be like. Another one of the main reasons for the purpose to be entertaining as I want my trailer to be one that people would recommend to their family and friends to go see for themselves to get the film spread about. I will achieve this by including things like the chase scenes so the audience will be intrigued by the fact someone is being chased by the police, I will also include other small parts of key moments to make sure the content in the trailer is worth watching and isn't just random compiled shots that have no purpose.

One institutional factor I feel might have an impact is set length of a teaser trailer. This is because for our trailer the brief is looking to be around 60 seconds long but I feel something like 1 minute 45 to 2 minutes would be more appropriate for my trailer. I feel like I would struggle to contain everything that I want to show into 60 seconds so depending on how I plan my shots and where to cut them I may have to resort to doing a theatrical trailer after all. Things that won't be included in a teaser trailer are things like the full chase scene and shots that help establish the setting further so not being able to include these mean that it is around 15-25 seconds cut off my trailer meaning it would be very short

To convey the genre of my trailer I will use conventions such as chase scenes and fighting to show that it is an action movie. Including things like the chase scene between the Kingpin and PC McGreggor will help the audience determine that it is an action movie as they will associate the chase scene with the action genre. Also including the fight nearer the end between the Police and the kingpin helps cement that its an action move as you wouldn't get a fight in something like a comedy or rom-com and people normally associate fighting with action in terms of movies because fighting is normally something not to take light hearted and is often very dramatic and adrenaline filled and this is the things my TA will enjoy and find entertaining.

Creative Intentions

For my creative intentions I want to create a short sequence of shots showing the drug being handed over in a drug deal from different angles looking from different vantage similar to the position of a security camera this will make it look like the drug deal and people involved are being watched or investigated by someone. I also want the sequence to contain the digital zooming noise from a security camera to make it look a lot more real like it was from a security camera, the reason for the shots of the drug deal is I want it to be clear to the audience with what is happening and what kind of drugs the movie is about the CCTV will give this effect as I want the camera to pan around a bit then zoom in on the hand making it evident it is a small bag with white powder in it meaning it's cocaine. This will give enough evidence to the audience as the drug cocaine is easily distinguishable even from the shot of it in a bag as this is stereotypically how cocaine is represented. The reason I want multiple shots is to create emphasis on the point that it is actually a drug deal going on inside the school to establish a more serious nature to the trailer from the very start.

Another creative intention that I picked is that I want to show the audience some foreshadowing of the size of the deal before the police man actually sees, this is so the audience gets an idea of the size of the deal before the policeman does to keep them interested by letting them know that this is a big deal that is happening creating a more serious tone to the trailer and want to see how it works out and how they deal with it in the movie. I will do this by showing the shot of the phone getting the text before I show a shot of the phone being picked up by the police so in context the audience know before The policeman does. This gives the audience a chance to react to this which is most likely going to be surprised or shocked cause this reveals most of the story to come up to the police man and the audience. This will help the audience piece the story together bit by bit.

The third creative intention I have is to show part of the chase scene in the trailer but not to show the fate of the kingpin. This will start to create enigmas and make the audience wonder if he got caught by the police officer or if he managed to get away, I want the audience to wonder about this as it makes them more likely to go see the film to see if he did get caught or not, it will also let them start to see some action without showing the entire movie which is good for luring them in and making them interested. I will do this by showing only certain snippets of shots In the trailer and leaving the full shots of the chase scene for the movie.

My fourth creative intention is to try and have the music match the tone of the trailer. So if the point in the trailer has very fast paced running scenes and fast editing the music will help keep this atmosphere. I want to do this because I feel that it will have a good impact on the audience in terms of the way the music draws them into the text. Because if I had a slow jazz beat the shots showing would seem very out of place as the music should reflecting a very fast paced and energetic mood. This will make sure that the audience get immersed in the feel of the trailer and hopefully get them interested in the trailer. This will also help solidify the genre of crime/action as you often get this songs like this such as Crossfire by Stephen with a fast/hard beat in action movies to help fit the pace of the editing or just to help get across the point and work with the shots.

My fifth creative intention is to use on screen text to my advantage to convey to the audience key details without having to include any dialog or speaking from my characters. Things like small quotes such as "Run by the school pupils" or "In schools across the UK" as these help with the explaining of who is involved and where it is help the audience gain a better understanding of the movie from just watching the trailer while not learning any massive spoilers or giving any dialog from the movie itself. This will allow me to keep as much of the key turning point or revealing shots with dialog for the movie when I get the audiences attention for it.

Audience

To do my audience research I created specific questions for my Target Audience age group that would effect the trailer in certain circumstance. While doing my audience research I had some major findings that will affect my trailer uncertain way. These will slightly all slightly play a small part in how i will make my trailer.

The first question helped me get grip with Finding 1, which is was if the TA though the tempo of the music should be fast or slow. From the feedback I got which was 80% said it should be fast I have chosen to make my music an upbeat fast paced to fit the genre and and to actually entertain the target audience, rather than going with what I think would suit the trailer I've chosen to adapt it to suit the needs of my audience. In turn this will influence the speed of the editing for my trailer this means that my trailer will be include shorter shots due to the fact the music is but shouldn't have a huge impact on it.

When asking the second question for Finding 2 which asked weather I should narrate it or have on screen text the result was expected and is in relation to the fact of a narrator or onscreen text, I originally planned to have onscreen text and from the feedback I got I think that it would be the correct choice because when asked 4/5 people said they would prefer onscreen text to a narrator so I will keep this decision the exact same as they feel the text would be more fitting rather than a narrator to the genre of movie. This will make the audience actually have to concentrate on the trailer to read the on screen text rather than ignoring it and just listening to then narrator speaking or even ignoring it.

To help secure my result for finding 3 I wanted to see what my TA would think about me showing the character or setting first. The result was exactly what I was hoping for which was to show the setting first and I am confident that showing my setting first would be a lot more effective than showing my character as the establishing shot would help get the TA interested as the trailer is promoting my drug movie but the establishing shot is showing a school which will help draw them in. This will help draw the target audience of teens in because it is somewhere they can relate and where they are familiar with. I want the setting to be an important point as the whole point of it being is a school is an important concept as it reflects the secrecy of the deal and how hidden it is because its hidden from the teachers.

My fourth question was to help me between music or dialog. Even though dialog came out on top with 3/5 votes after consideration of the feedback I decided to use music only. This is because I feel that having music and on screen text is already enough info at one time and having a voice over to would cause to much conflict on what to concentrate on for the audience. I also want more emphasis put on the music rather than any dialog and I feel including dialog would take away from the Impact of my music as it would break up the song too much.

Content research

I watched the trailer for "Oceans 11" which is a heist genre movie. I used it to get ideas for an editing style to use for my trailer. The fast jumpy editing synced with the the fast jazz song influenced the style of editing I'd like to use heavily as I would like to use a similar style synced with a more serious action-esque song with hard drum beats and guitar chords. In the oceans 11 trailer this controls the time the movie cuts with e beats of the music and I want to implement the same function in my trailer.

From the trailer for "Phonebooth" which is a thriller movie, I'd like to use the my findings to convey the techniques they used to establish genre through the trailer. As it uses a lot of shots showing the distress on the characters face to establish that this isn't a cheery movie, this reveals the genre as it lets the audience see that the person isn't happy and is more serious then anything the stress on the characters face helps show how the movie is putting the character in a lot of emotional turmoil which help solidify its an action movie. I'd like to use shots from my movie of the police officer looking concerned and anxious to establish the fact that the movie isn't meant to be taken lightly and is more serious, something like anxious face shots or shots of James (policeman) being frantic or aggressive whilst dealing with the kingpin in my movie to show its more of an action/espionage/thriller movie. This helps relate to my target audience of action/thriller fans.

Another thing from the "phonebooth" trailer that I'd like to use is the way that they use on screen text and a voice over that say something related to but not actually in the shot for example "the crime rate in UK schools is growing whilst just showing on screen text rather than just showing a school, I want to do it that way as I feel that it's a lot more effective and has a greater impact that way rather than just a normal text slide. This gives the lets the audience get a better understanding and present them with a lot more information than just reading on screen text.

From the trailer of "Narcos" a Netflix original series. One finding I'd like to implement is the solid voice over that fades to music half way through. This is because I found the solid chunk of voice over that is narrating to be more effective than just little snippets to draw the audience in and actually make them listen as it isn't a lot to take in at one time so they will actually listen to it. This creates the feel or build up of a story whilst watching by letting the audience start to piece the story together as they are watching it.

Another thing from the "Narcos" trailer at I'd like to bring over to my movie is the amazing choice of music. In narcos the music playing is completely relevant to the setting at the current time of shots taken. I want to incorporate this as I feel it is important and having a good music choice will really tie my whole trailer together and make it seem more professional and be taken seriously, because if I have a really stupid song choice that doesn't fit the trailer won't seem as Good or as planned as I'd like it to.

Institutions.

One key institutional impact was that even though iMovie is useful and somewhat easy to use I feel that it doesn't deliver enough precision when editing the movie. A lot of the time he movie can come out looking slightly scrappy and like it was a half hearted attempt just because it was iMovie that was used and it might not have given the person the exact cut at the exact frame they wanted, this affected me as I wanted to sync my shots to beats of music but found it slightly difficult as some of the shots didn't feel right after watching and I found that it was either a few frames too long or a few frames too short. Before I made the decision on what software I used I made sure that I knew what botnmnmbccCb.!bxCx

Another institutional impact is the song choice I had, I intend to use Crossfire - Stephen but the song is copyrighted so using it and posting it online may gain some unwanted attention from the rights holder. This affected me as I was dead set on using that song as I feel it was the perfect song to use for my trailer and that it fits in very well but if It causes problems I may have to do more research into mmy song choice.

The third institutional impact was that there was a small health and safety risk to my move/trailer as it included a fight scene and I needed to make sure that no one actually got hurt, especially because it was outside it would have been easy to get hurt, this had a big impact as if one of the cast got injured it would have stunted filming for a while resulting in out movie maybe not being completely finished and having a big lack of clips to use for my trailer, this then has an even bigger effect as I have to waste even more time re filming things.

My fourth institutional impact was the fact that it was a drug movie and there was a fight scene but I wanted to keep the initial certificate at around a 12 to try and keep as broad a target audience as possible to fit with my choices, this was complicated as With my shots I chose I had to structure it well enough to keep the certificate low by not showing any full blows in the fight or any taking of drugs in my trailer to try and keep it as close to 12 as possible.mm

Section 2a)

An institutional factor that I came into conflict was that the song I wanted to use was under copyright so using meant that if I wanted to make my movie available to the public to watch I'd have to acquire the right to to the song first to stop any problems and make sure i was using it legally. Things like submitting the trailer to a film or trailer competition then they would have to acquire the rights to use that song as well, The reason I chose this song and still used it under copyright as I felt the song was the perfect fit for the trailer as the beat and harsh nature of its bass suited the style of editing and also fit well with the shots from the chase scene such as Mikeys vault over the fence. One factor that may have also played a roll in my song choice was the hindsight knowledge that my trailer wasn't going to be released publicly or create any sort of revenue so copyright didn't matter as it was used on an educational basis and if I needed the rights for a competition or to post it online I'd just have to try and acquire them at the time.

Another factor that impacted my trailer is the fact that I felt iMovie on the iPad wasn't a suitable editing software as it was very clunky and due to having to use the touch screen there was a lack of precision in the software whilst scrolling through the clips, so I chose to edit my trailer on the computer version on iMovie as with a mouse and keyboard there was a lot more on the computer I could do that just wasn't available on the iPad such as scrolling back single frames rather than wherever your finger lands, the reason have to use the computer rather than staying on the iPad was a set back but a benefit was that transferring all the footage from the iPad to the computer was a long and tedious process that took up a lot of time that I could have used for editing. Even though the iMovie in the computer was the better editing software I feel I would have saved a lot more time just using the iPad to edit my trailer but it might not have turned out as good as I wanted it to. One the that is evidently better because I used the computer version is how all the cuts and transitions were framed up perfectly using the arrow keys to skip frames rather than a guess because of the touch screen on the iPad.

One thing I did during the editing was change the on screen text I used as the original on I planned to use was very boring and looked more suited for a home move. This meant I had to create the on screen text on the iPad version and transfer it over to the computer after I had exported it from iMovie on the iPad. Even though it took a while to save the clip then transfer it to the computer from the iPads camera roll the iPad made on screen text was much more effective and eye catching because it had an actually design for the background and the text was in a much more creative font with a great deal of formatting. It was small details like formatting and backgrounds that made the iPad text a huge deal better than the other on screen text I initially planned to use from the computer version of iMovie.

One other thing that severely affected my trailer is the fact that while filming our group forgot to fix the white balance before every shot so we had a lot of over exposed or over saturated shots that we just didn't have the time to re film. So I still had to use them in my trailer, even trying to play with the colour settings on shots of the front of the school to make the grass less vibrant worked a little but nothing would come to an exact match but the footage still had to be used anyway. Another shot that we didn't correct the white balance on was the shot of the note on PC McGreggors desk which was sitting on a bright orange piece of paper to make the white note and black ink stand out, but because we didn't correct the white balance there is 2 shots of the desk and the orange looks like completely a different shade in the shots even though it's actually the same piece of paper. To correct this I tried to turn the saturation down so that the orange wasn't as bright but it didn't exactly fix the problem. This made the trailer look a bit lower quality but the shots where it is more evident are very short shots so it's isn't as noticeable as the longest shot the orange paper is in is around 2-3 seconds long nearer the middle so it's over in a blink which meant is wasn't to huge a problem but still could have been avoided.

For my trailer I had to go film some additional footage for certain parts of my trailer as some extra shots were needed, things like shots of Mikey handling the drugs to establish his character and

shots of the front of the school to establish the setting, even though I took the time to do all this additional filming I chose to scrap 70% or my additional footage that I filmed due to the fact I felt like it played with the story too much. Shots like Mikey and Darren walking towards the locker following them down the corridor was scrapped as we don't actually see this happen in the movie so it didn't really make sense to put it in as if someone watched the trailer then seen that shots that were in the trailer weren't in the movie it doesn't look very good on my part. After filming the footage I needed I got it to the computer to watch over and realised only certain shots I filmed actually worked. Things like shots of the table with the notes on it or the PC opening the door to his office were were kept but major shots such as Darren and Mikey in the chase scene or doing things that weren't in the story line were scrapped. The reason shot of James opening the door to walk into his office was kept is that it might not have been in the full film but it helped the continuation on the story as we couldn't just show the note being placed then James magically being in his office so the shot of him opening the door filled a gap in the footage and helped the story line keep flowing.

Section 2b)

In my trailer I used continuity editing on a sequence of 3 shots of the kingpin walking with his accomplice. I have 3 back to back to back shots that are from different angles but show the same scene. so I used the editing to make the whole chunk link together and flow. Shots I specifically used in it was a shot of the kingpin and his side kick clearing out their locker when the policeman catches them in the process and they scramble. This then changes shot and I use continuity here by making sure that when the kingpin turns and runs away from the police officer it matches the frame in the next shot from the different angle I made sure by checking that the frames matched up and trimming or undoing any cuts to make the shots link up. This was very effective as it looks very clean in the final product to the point where the whole sequence was in one fluid motion and no cuts were off frame and cut too early or too late. I made sure that the shot of Mikey turning and starting to run. matched perfectly with the next shot of Mikey mid turn and starting to run, I cut the first at the frame where we see Mikey just starting to turn then cut the second one where we see Mikey making the rest of the turn and running off. This makes sure that the edit isn't choppy and the cut its not hugely obvious. As a whole this was very effective as it all the shots flowed into one another creating a very smooth final product showing Mikey turning and running away. The impact on the audience is that there are a lot of adrenaline filled chase scene and this editing style helps build that as there is no pauses between Mikey running so it looks a lot faster and like it is a fast paced chase.z

In my trailer I chose to change my mind on my creative intentions and actually show the kingpin being caught. This was because I felt that not showing part of the ending left the trailer on too abrupt of a cliff hanger. I felt the cliff hanger was too abrupt as the whole climax and a lot of the interesting parts of the movie happen after the chase scene is most of the way through so there wasn't enough entertainment factor for the audience if i just left it at a cliff hanger. This was so I started making the audience ask questions about what lead up to him getting caught and how it happened. I feel like this made my trailer more effective because it let the audience into the story a bit more than the teaser trailer would have and actually created enigmas such as whats going to happen to the kingpin now that he has been captured? Another reason i ended up choosing to show the kingpin.

I chose to also go back on my creative intention of showing the drugs being handed over from different angles, I chose to change it to one shot that just slightly zooms when the drugs are handed over which i added in when editing it. The reason i chose this shot as this is the main topic of the move/trailer so it helps bring the theme into the trailer. I use the small zoom rather than the different angle shots as I feel that would create more emphasis on the drugs rather than multiple angles, because I feel this would make it hard to keep track of what it was actually happening so

the single shot works a lot better. I didn't want the audience to be questions whether they just saw a drug deal happening or if it was nothing important so only using one shot let's them get a good grasp to what's happening and get them Intrigued. This a lot more effective than the montage of shots as it keeps the focus on the action rather than having to judge what it is. The shot where PC McGreggor walks past the 2 suspects during the start of the trailer is the main focus here. This is important as it draws emphasis on the theme of drugs from he start and help to hint to the audience what the story or the movie is about. The only change made was a slight crop of the shot to tighten the framing and I feel this was a lot more effective than multiple different angled shots would have been. In the end the shots of the drugs being handed over with a slight zoom was a lot more effective than the different angles as it was a lot easier to perceive and to actually realise what is happening.

In my trailer I used all normal cuts. The reason I did that is because different kind of transitions have different effects on the audience and I feel like a normal cut was more fitting and it made the trailer look the way I wanted it to, the problem with using something like a fade to black or a dissolve is they show time passing or change of location and this was not the desired effect I wanted as I wanted my trailer to be more montage style rather than a story inside the trailer which I feel normal cuts achieved very well as the trailer had a good flow and nothing was choppy. This is also good as well as not looking choppy the trailer looks very consistent and doesn't look stupid with a huge variation of transitions in it. For example the shots from the chase scene all occur in a relatively small time frame in the movie so having a cut to the next shot let the trailer display most of if not all the chase scene in a shortened amount of time and it didn't feel like it dragged on.

In my text my song choice was important as I wanted to use the song Crossfire by Stephen because the beat of the song and the bass it has went well with the action side of the trailer. I used the bass booms of the song to sync up with the cuts during the ending near where Mikey was being chased by James, when there was a big boom in the soon I synced a cut of the next shot which was effective with shots of Mikey vaulting the fence and the bang when he landed which helped build up tension and stress during this chase scene. This was the desired effect of a tension filled fast chase scene and the song helped emphasise this.