

Candidate 2 evidence

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

Your instruction/stimulus

Create promotional material for an upcoming film release.

Your target audience

Females aged twelve to eighteen years old.

The level of finish expected

A completed theatrical release film poster.

The Brief

The brief has asked to make a promotional material for a short film we made earlier in the year. I will achieve this by creating a film poster and do this by meeting stated purposes. I will take into consideration a type of genre, setting and character type I will be using. My film will be based on a physiological drama where a young girl in high school is going through grief of the death of her sister. The target audience of my audience will be younger people aged 13 years old and above, I will also focus on attracting a female audience then male as I feel they will relate more. The purpose of my poster will be to connect with teenagers going through the pain of losing a loved one and the difficulties of it and making them understand they are not alone, that this is the natural ways of life. I will also be attempting to attract my target audience to watch my short film.

My finished form of poster will be containing the upper half of my female main character not facing the audience as I believe this will give off the effect that she is ashamed and is weak, I am hoping this will create sympathy for my main character and make people want to see the film. I will be using a lot of tone to hide the face with her crying yet smiling to show that she was grieving but is coming to her stage of acceptance, this contrast will make the poster attractive yet confusing again making people want to know the story line of my film. The background I have chosen to be all white to make the focus on my main character using only one tag line. I have chosen this form over the teaser poster as this only involved writing and a pill falling which I felt did not indicate my story line as much as I wanted it to because it showed no emotions in it, I believed it to be too boring for my audience type as teenagers.

The genre of my film will be a physiological drama. This is a hard genre to come about but I will make it work using mood and atmosphere with my poster, it will have to be big with a great actress that looked the part to make it dramatic to fit the genre, yet strange in a way that seems unusual to the target audience. Through this genre I am hoping to make my audience feel what the character is feeling and to do

this successfully I will have to look at other physiological drama posters and how they created this vivid genre type, this will give me more ideas. By looking online at other genres that match mine I will also be able to see the common colours being used and layout. If I am able to do this well and make it work then people will take an interest in my poster and want to see my film.

The target audience for my poster will be the teenagers aged 13 and over as at this age people begin to understand death and are hurt by losing someone, my poster will get across this image that I believe teenagers and adults will relate to more. As my character will be in the poster wearing her shirt and tie I will also be targeting high school children as school can be pressuring yet grief can push people over the edge. I am focusing on girls more than boys, I feel that girls are more open with their emotions whereas boys like to bottle it up until they have to let it out and as my main character is a female the girls will feel they can relate to her. I believe that there will be high expectations for my poster as my genre is unusual, they will be expecting a lot of information through little writing and I will attempt to do this by researching online catchy posters that have had a lot of viewers even posters for big famous movies such as *Silence of the lambs*.

I know for definite that the purpose of my poster is to attract all audience types to watch my short film and enjoy it through my use of picture on poster. I will use a good tag line which will leave my audience sitting on the edge of their seats. I intend not to give away too much information through my poster so they have the story line to look forward to. I hope to get across my genre through my poster as well by using contrast and emotion, leaving the audience to decide what the film is about, this may make them want to go see it as they are involved. I want to make my audience understand that all people feel grief through my poster this also convincing them to go watch my short film.

Creative Intentions

From research found on physiological dramas poster helped me to build on the final draft of my poster.

In my poster I intend to use my main character in her school uniform and as a female to attract my target audience. By using the main character Mal in the poster can make people relate to the emotion in the poster, as I will be making sure that the characters expression is bold and easy to make out to get across the genre. My character will also have hand on her face to really show how much pain she is feeling and for the audience to want to know why and sympathise.

In terms of lighting in my poster I hope to use not many colours or perhaps none at all or shades of blue, the reason for this is because I want the expression to be depressing and use of light colours will add to the sad horrible look. I intend to use grey, black and white and using light and dark tones of these to create the perfect dramatic and depressing picture which shows the genre clearly and the basic story line of grieving.

My poster will hold valuable information of the release date and famous actress and or actor in the film. By doing this will encourage a young audience or fans of these actors or actresses to come see the film through information given on the poster. I will show the release which will be for Halloween and even though 'Mal' is not a horror film it has the suspense of one. At that time of the year people will be more likely to watch an unusual film like Mal from the atmosphere at that time of the year.

To attract audience to watch my film and get the genre of my film across I will use certain objects. I will be using the use of a teardrop and making it transparent no show how empty our main character is feeling and by using her reflection inside the teardrop to suggest that she is trapped in her own pain and emotion, clearly showing the plot of the film.

The font I plan to use for my poster is serif writing to make it look dramatic and like a never ending mystery. The font will be bold and darker than the full poster, I will place the film title around the middle of the poster so that it is the first thing that the audience see and is attracted to. The writing will be plain like the rest of the poster to indicate how emotionless Mal is and help target audience to relate.

Audience Research

My target audience is to persuade young females particularly under the age of eighteen years old. From researching posters of my genre I noticed that girls that age are the best viewers. For example Silence of the lambs is a psychological drama as well as Girl Interrupted and from the rating on IMDB showing a 70% for females under the age of eighteen voted best viewing making it more popular for that category. Therefore I will include objects, colour and font slightly similar to other psychological drama posters. When the audience see the poster for Mal they will think it is a good film as it looks similar to other high standard films.

The genre of my film is psychological drama therefore in my film I will include a lot of darkness and an old fashion look to get across the idea of a dramatic film as well as suspicion to make my audience know the genre and want to know much more about what is going to happen in the film 'Mal'.

To symbolise the genre of my film I will use objects that show pain and grief perhaps a teardrop or an image of the main characters emotionless face and to make it stand out I will use an effective tag line which will leave the audience wondering therefore watch the film to find out, as well as getting this depressing message across I will use upsetting colours such as blues and whites and grey to really achieve the genre of my film to be sad.

I will also include the character in her school uniform and make this noticeable by doing this it will show that the character is young and more relatable to a younger audience which is my target audience. The audience will feel the need to watch Mal to relate to a younger female like themselves.

Content Research

Three posters that have the same genre as Mal is 'Silence of the lambs', 'Girl Interrupted' and 'Black Swan' . From these poster I was able to identify that the audience of my posters type had a great interest in these movies due to the high standard look created through their posters.

I know for my poster I will use the beauty of my main character of 'Mal' in order to attract the audience due to the character being attractive and well known. All three posters from my research used the main characters of the film to show how popular it is and through this main characters there is a great deal of expression used to show the genre. For example in the Black Swan poster Natalie Portman is looking directly at the audience to make the audience feel her pain, in my final draft I hope to do this to create the same effect. Winona Ryder as well is the main character in Girl Interrupted and you can only see half of her face which gives an idea that she is hiding from something almost as if she is ashamed and based on my genes I hope to create a secretive effect to attract my target audience to want to know. Jodie Foster in Silence of the Lambs poster has a butterfly over her mouth showing she can not speak, she is trapped. I intend to place my main character inside something to make it look like a prison to her, showing she is trapped in herself. Jodie Foster in this poster shows no facial expression just like the other film posters. This makes the film look mysterious and serious which I hope I can create when making my film poster, I will do this by using very little expression or none at all.

The colours used in these posters are bland and natural almost therefore I may use light and soothing colours to show the genre as a drama and a plain colour to show it to be physiological. The colours make use of light and shade for example grey, white and black attracting a lot of young females which I target as my audience and my poster may be a reminder of this, making the audience want to see my short film.

All three inspiring film posters include the date it is due to be released to get the audience thrive to see it. I will also include a date release for a time that best suits

my genre mood. This keeps the audience involved and gives a good reputation of the film.

Famous characters are used to emphasis how much of a big seller it is going to be as from the reputation of the actor or actress will be expected in the following films. By using a well know actress to suit the role of Mal will bring in a lot of audience to watch the film as well as fans of the actress. Hoping to make the film popular.

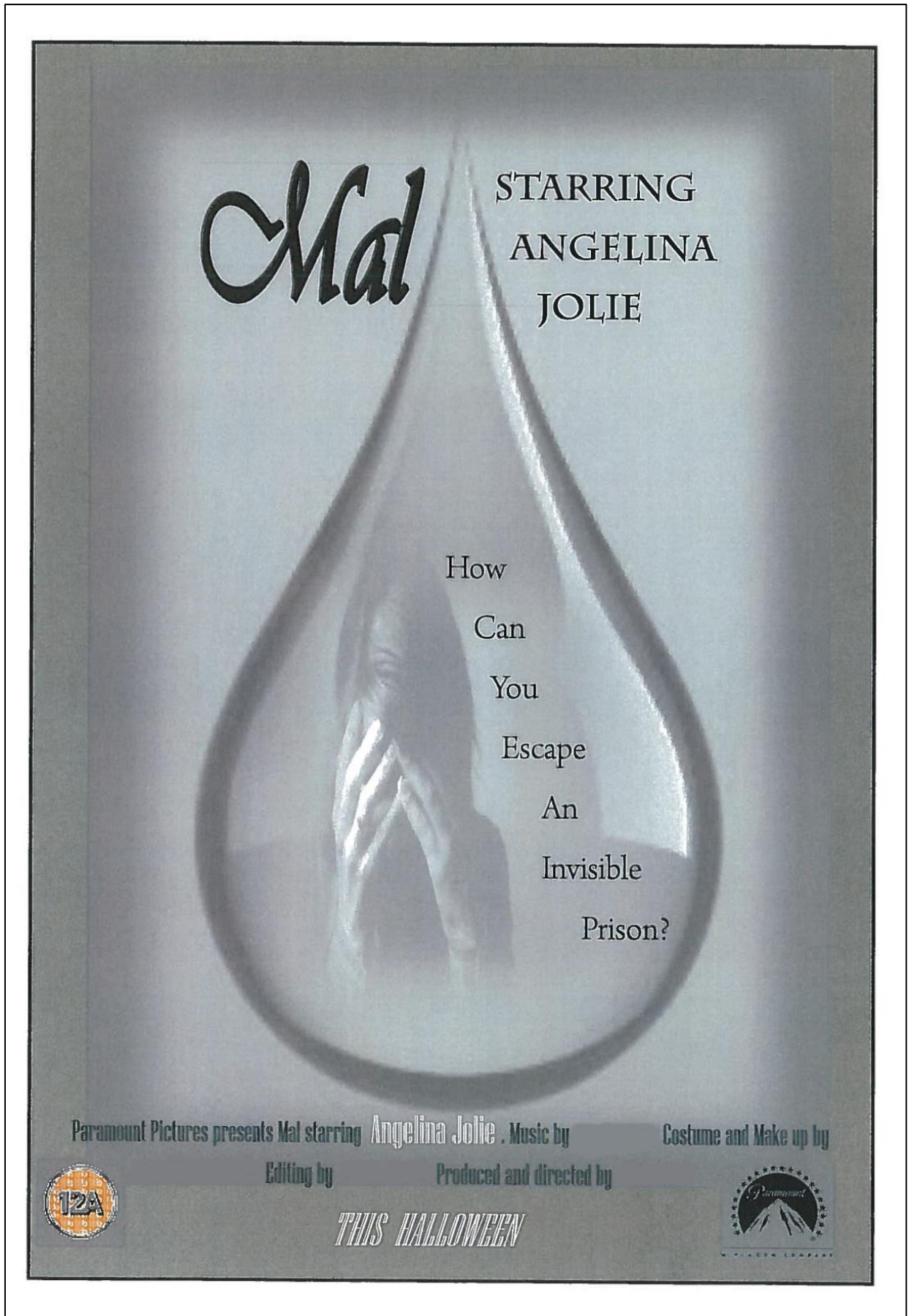
Institutional Context

An institutional factor that may have an impact on my poster may be technology. I will have to be experienced and used to handling photoshop and publisher in a high standard way. To overcome this issue I will have to attempt many drafts in order to practice my skills and the best way of making my poster attractive.

Rules and regulations will have a further impact on my poster making as all audience groups for example ages, gender and race can see my poster, therefore the poster will have to be suitable for all people to see and not offensive in any way. I will make sure of this many not including any offensive language or violent graphics as this could upset younger audience groups.

The budget I have to make this poster is limited. Due to the limited amount of money to make my poster will affect the technology, editing and equipment we have to use and using our own skills to design and make it. By practicing skills often so the best work is done will resolve that fault and by handling the equipment available to make my poster I will use to the best ability to create a well designed poster.

As well as a limited budget I also have a limited amount of time to finish my poster due to computers being used so I will have to keep up to date with my work and plan on what I am doing next. I will have to stay focused and take the time to make sure the work is attractive for my target audience. I can spend extra time in school planning and preparing for when I do have access to computers.



Institutional Context Evaluation

Throughout my planning process of my poster I faced many difficulties which affected the final look I wanted of my poster.

My lack of experience in technology affected the way my poster looks now. To begin I was hoping to see my main characters face but editing that into the teardrop looked to bold which was not the look I was hoping for. I wanted it to look more realistic and old fashioned as my film genre is a drama.

The use of writing I used was also too big too fit to the scale of my poster the way I wanted it due to size regulations. I was hoping for a smaller font to make Mal my main character look weak and innocent compared to the background. I was also hoping to use more blue than grey in my poster but working with the online colour scheme was hard to find the exact colour I wanted therefore settled for light and dark shades of grey. Light blue colour looked to happy and bright for the mood I was trying to create.

Rules and regulations had an impact on my final draft. I had to take into consideration that all ages, genders and races can see my poster therefore I had to make sure that it did not contain any bad graphics or language. It was quite difficult to do this as my story line is all about depression and how to cope and for a young audience it would be hard to understand or could even upset them so I had to go with a basic image of my main character and a very general background to show emotions but not too much.

The budget I had to spend also limited the amount I could do to make my poster look at a high standard. The camera I had to use for my poster was not in HD and from this I was unable to show in my poster expression of the main character therefore I had to make slight editing adjustments. If I was able to use a more high standard camera it would have allowed my poster to look more effective and professional as it would have been of better quality.

As I had a set budget to work around I had to make most of the atmosphere and lighting. Which explains why I used a grey background instead of an area of such. Using grey has created a dull effect I wanted but would have preferred a picture of the school in dark lighting to make it more relatable to my target audience and to my film story line itself. However because of the lighting is not as bright as I wanted it did not look the way I hoped. From the lighting issue I had to make sure that the weather was sunny so that it was as bright as possible in the room to get a high standard picture of my main character as the classroom lighting was not bright enough to look almost HD.

The time I had to finish my poster was specific and I had to make sure I had a plan to stick to. I had to spend extra time that was not planned going over my poster to make sure there was no mistakes. Due to have a time limit when using computers I had to be a lot faster with my editing hence the reason my writing is kept in the colour white and black as I did not have enough time to find a good colour or shade of colour that would be bold enough to make my poster look more like a psychological drama. I see my poster as basic and this is because of the time I had to complete my poster. I would have had more blue involved but just could not find the correct shade and as well as the font I wanted to be more formal to make it look professional and rich.

Content Evaluation

Within my poster I wanted to create a dramatic look to make the poster a good teaser for my film coming. I represented this through the font I used. I used a bold black for the title to make it the focal point and I positioned it just left of the centre of the page as this is where the eye will first attract to, as well as this I placed the teardrop in the centre exactly as the lines running to the top of the page draw the eyes straight to the title. This makes it the main focus. I used an almost technical look for the poster credits, the reason for this was to make the films as well as poster look professional and worth a lot of money which creates a good reputation. I have used an either white or black for font for things I want to be seen most for example my main character or tag line to make it contrast from the plain background, making it noticeable.

The tag line I have used a question 'How can you escape an invisible prison?' This is to involve my target audience and make them wonder, wonder that much they will be excited to see the outcome of my film. I used a very basic font here to show the characters emotion and placed it inside the teardrop with her as if it is trapped like her emotions and is trying to escape, hence the reason for the diagonal position.

A third valuable point I tried to make was through the title I have used. 'Mal' translated from French in English means sick or I'll and I used this to make it clear the theme of my film. I also used this to express how our main character is feeling. From this I hope to attract more than just my target audience as it can relate to more people in the world.

The date to be released I decided it to be Halloween. Halloween is a scary time of the year and even though 'Mal' is not in the horror category I still hope to create a strange effect. Bring out my film at this time of the year will put the audience in the mood to watch the film from the genre.

From many drafts I was considering using shades of blue throughout my poster

however I felt that this was too bright and 'happy' looking which is unusual as blue is a representation of sadness yet the teardrop really looked like water which did create a natural look. I believed that this did not suit. By changing it to greys it really showed the psychological and dramatic look I wanted. Even though grey is boring and bland it did show the expression I was hoping to show through my poster which was basic as well, this showed how Mal my main character is feeling and for others (target audience) to relate to emotionally. The use of grey really satisfied me as I began to notice that it looked heavenly, like clouds and whiteness which represents a death and relating back to my film Mal's sister has passed away and Mal is trying to cope with this, the darker grey border leads into a lighter shade of grey to show Mal the centre of the poster is getting better. This shows the final stage of grief, acceptance.

I have included in my poster my main character of the film. I see this as the main focus and attraction. Due to my character being beautiful I believe it will bring the audience to want to see the film. I have positioned the character inside the tear drop to represent her being trapped in her own fear and emotion. The reason for her hands being placed over her face was to show exactly for scared she is feeling to be alone, in a way I am telling the story line through the use of objects and this for my audience is a teaser which I have created also through the tag line by using words such as 'escape' and 'prison' which all relate to being trapped and in this case Mal my main character is trapped in her own fear and emotions.