

Question 1a: Explain how your research and planning skills developed over time and contributed to your media production outcomes. Refer to a range of examples in your answer.

Within AS, the project I chose was to create an opening sequence. This media was new to me so the importance of research into it was essential. Understanding about what the use and reason for the function of it relies on the genre of the piece.

My primary analysis on films openings such as Dirty Harry were a great help in understanding how they include different signifiers. Paradigms are similar to signifiers and the paradigms used in Dirty Harry helped the audience quickly recognise the characterisation – who was the protagonist / antagonist, and the ideology behind it – the police badge representing a cop / cowboy idea.

These paradigms are used with camera, props and other features to influence the genre – we took this technique into our own work. Another film which showed it's own sub-genre of a cultural rom-com was Eat, Pray Love, which used well lit scenes – purity emphasising ideologies.

The beginning of our project came from Juno – the 'Coming of Age' protagonist over coming their problems plot. Being careful and thinking about sub culture we took concepts from the film regarding mise en scene and characters but developed them with the British TV show Skins and British coming of age film Submarine, directed by Richard Ayode in mind. Developing ideas into flash backs of the party the night before our storyboard filled up with low angles and establishing shots to later use the techniques of montage editing.

Before we started our film work we created a preliminary task displaying thoughts of the 180 degree rule and match on action. The two ideas show how a shot / camera can move around with the cast and the focus and make sense without confusing the audience. The audience themselves were great research, filling out questionnaires but more importantly giving us quantitative data in focus groups.

Interest was set and the idea behind pregnancy was set. Looking into other features with pregnancy we understood how in our feature we didn't need to speak the words but signify with the prop of a pregnancy test. The idea followed with the use of music, effects on top in layers to appeal to the audience. Creating a slick and coming of age beginning we appeal to the signifiers of comedy in the 'coming of age' genre by ending

with 'oh shit'. The reaction leaves innocence and the mystery of her subculture and life is within the audiences minds what was important about our AS was that we copied conventions ensuring they would work.

The opposite was done at A2. Developing ideas was important in developing ourselves. By doing our own analysis of music videos we learned very early on there are categories and merging ideas to use. Genres flip into the use of performance, narrative and concept. These three are favoured by artists themselves or are stereotyped together. Ok Go helped us understand the concept and idea of 'as long as it looks good' it will appeal. Watching the series mirrorball the auteur theory of directors importance over artists – we gauged the idea of how we wouldn't be writing the song so therefore our creativity and 'concept' take would contrast.

Looking further into this we watched several pop up videos on YouTube which took ideas and broke them into layers showing behind the scenes. Looking into the song Life in Technicolour (by Coldplay) we found other documentaries on their production styles and techniques. This research helped an understanding behind the brand we'd chosen and the contrast between their production and ours.

Beginning our pre-production storyboards, location ideas and casting we visited the Media Magazine conference in London and spoke with Corin Hardy about the creation of a music video and learning about how he'd pursued his creativity within Prodigy's Warrior Dance. Taking these varying mediums we began ideas into moving film and light painting (with the use of long exposure). By creating our own sub-brand of Coldplay we developed our own themes. Still using 'colour' and then confetti butterflies. Following this onto our two other ancillary products we used symbolic marketing of similar themes within our Digipak and Poster. The connection we'd learned from real media texts helped in making a stronger brand to market and be recognised by the audience.

The commodification of our actor to be more like Chris Martin started with watching features with him singing and understanding his charismatic charm. Feedback shows this was successful and our 'star image' succeeded.

Strong use of terminology throughout, with focussed and specific examples. A good account of the planning process and the uses of different types of research. Good at both AS and A2 with some sense of progression. Overall level 4. **21 marks**