

# Example 1: film trailer and website brief

The prescribed brief proposed the following:

An independent British film and television production company 'Prime Times Productions' is releasing a low-budget film partly funded through the Lottery. There are also plans to produce a new television drama series. The target audience for both are 16–25-year-olds. The television series pilot episode has been sold to BBC 3 which plans to broadcast the series at nine o'clock on Friday evenings.

Candidates are required to create two of the following three productions (either for the film or television series):

- A 2-minute film or television trailer.
- Two features of two to three pages for different specified magazines.
- Three web pages (a home page and two others).

## How to approach this brief

Before undertaking a moving image production based on a film or broadcast fiction topic, you will need to research and make notes on a range of similar films or television programmes, and related print and e-media material. These will enable you to:

- identify generic conventions
- decide on the narrative structure of your piece
- identify the target audience and decide how the style and form will appeal through choice of *mise-en-scène*, lighting, camerawork, sound, layout and image etc.

Refer to the section on 'Analysing your plans using the key concepts' in the Content Guidance to help you. Because you are creating a linked production, you will also need to decide which two of the three platforms you wish to work in. It is important to research all three because you are expected to refer to the third platform in your evaluation and to indicate how you would have created additional material for this.

To produce a trailer for a film, you will need to demonstrate understanding of the generic conventions of trailers. Remember that this is intended to hook the viewer and persuade them to watch the film, so here your knowledge of advertising and marketing is important. The same principles would apply if you were producing the title sequence of a television programme.

## Research and intentions

In this A-grade response, the inspiration for the productions came from the study of a range of films including the neo-noir *The Usual Suspects*, *Brick*, *This is England* and *Casino Royale*. This has been combined with the candidate's clear personal knowledge

and love of the film noir genre. In addition, as part of the study of *Casino Royale* in class, the candidate had looked at the official websites for the films as well as promotional material and other products based on their association with the films.

## Candidate's research

### Film

#### *Report-style analysis*

*From my study of Casino Royale as part of my Unit 1 topic on film fiction I have identified that the different media platforms converge to create synergy.*

*James Bond is a franchise. It is a product which is marketed to make profit for its producers. It is also the site for a range of product placements including Omega watches, Aston Martin cars, the Ford Mondeo and a range of Sony products including phones and cameras.*

*From my analysis of the film text using the key concepts, I identified that although the film has updated the Bond genre, there are still a number of recognisable conventions. The film fits into Schatz's stage of self-conscious formalism. The trailer begins in black and white with Daniel Craig in his typical smart, stylish jacket and wearing dark glasses. As this is his first appearance as James Bond, the dark glasses create an enigma. The trailer quickly changes to colour and has all of the glossy high production values of a high-concept film. The narrative does not follow the chronology of the film but it does contain a summary of the plot. The audience is introduced to the key characters who appear in every James Bond film. There is the villain who is disfigured, a typical convention of James Bond; the love interest, Vesper; and M. We also see the Aston Martin car and some spectacular explosions, international locations and action sequences. Although the trailer does not have a voiceover, various characters are heard in conversation, especially M. These provide sound bridges between the different scenes as well as introducing the threat of terrorism and Bond's skill as a poker player. The Bond theme is performed and the studio and distributor's details are credited.*

*The Casino Royale pre-title sequence is unusual because it is in black and white and we looked at the noir-ish conventions which were used such as strong verticals and diagonals. Because the on-screen titles describe the setting as Prague, this makes reference to the Cold War, a convention associated with James Bond as part of the spy-thriller genre. The title sequence does not use the typical Bond girls but there is a shot of Vesper. The sequence instead focuses on James Bond as an action hero and there are chase sequences and shootings, a typical convention of the action genre. The style of the title sequence is very graphic and uses signs and symbols associated with playing cards. This echoes the casino setting and has connotations of gambling and high stakes; the heart symbol is also a reference to Vesper Lynd because Bond falls in love with her.*


*The opening sequence after the title sequence is action-packed and has the hyperbolic action typical of blockbuster films. The function of the pre-title sequence*

*and the convention in Bond films of the title sequence itself was important to continue the Bond franchise. I also identified the point in the film when the narrative disruption occurred and the roles that different characters performed to move the narrative along.*

*As part of our study, we looked at other platforms such as the official website and other fansites. The official Casino Royale website was interesting because it was constructed around the card game. This creates synergy with the title sequence of the film which uses card symbols such as hearts, clubs and spades. As you click on each card, it flips and gives you information about the actors, including interviews which you can listen to. Other cards reveal interactive games and links to mobile phone downloads such as games and wallpaper. One card links you to an official blog which describes the production including details of stunts and exotic locations. Throughout the site, the music makes reference to the Bond theme. There is also a music video with the theme song 'You Know My Name' which promotes the singer and the film.*

*The film uses a lot of product placement and we looked at a website which gave advice on how to look like James Bond. This website had several hyperlinks which allowed you to buy a tuxedo, Vesper's jewellery, Bond's sunglasses and even the car. Because the film was partly funded through payments from companies promoting their products through the film, we discussed the relationship between the film and other promotional material such as Daniel Craig (James Bond) making guest appearances on a number of celebrity television chat shows to promote the film's release; the news articles on James Bond (including film reviews and interviews) which appeared in newspapers and magazines; the Bond theme music and games offered as downloads for mobile phones. We looked at the way that Playstation has now created a 'Quantum of Solace' game and we analysed the adverts that appeared for Omega watches, Sony cameras and mobile phone adverts featuring Daniel Craig as James Bond. We found that the logo and image on the film posters, games and DVD cover were repeated; this appears to be important in promoting the product which is the film. Institution was important because the studio which created the film is owned by Sony so it was not surprising that Sony equipment was represented very positively in the film. Because several of the products which were promoted in the film were then advertised using Daniel Craig, these adverts also promoted the film and Daniel Craig. This film was a good example of how product placement is used to fund film production.*

*Because Sky later offered the film on 'Pay to view' and a feature promoting this appeared in Sky's in-house magazine, this was a good example of how the media converges to create synergy and intertextuality.*

-  This is excellent A-grade research which makes clear reference to the key concepts and to advertising and marketing theory learned as part of the cross-media topic study. Analysis dominates and the candidate discusses both the different platforms and the way that these converge to promote the products and the institutions. Media language is used confidently throughout.


**Grid-style analysis**

The candidate goes on to research a number of other films using a grid format. Where possible, these should include recent films but this might depend on the genre. In this case the candidate chose *This is England*, *The Usual Suspects* and *Road to Perdition*.

Below is a grid analysis of the trailer for *This is England*.

**Film: This is England**

<b>Characters</b>	Characters played largely by unknown actors.
<b>Mise-en-scène</b>	Inner-city, poor, working-class area in the 1980s.
<b>Iconography</b>	Montage at the beginning. Thatcher, British flag. Skinheads wearing big boots, tattoos etc. Film shot with an 80s picture quality. Realism. Upbeat, non-diegetic soundtrack — all laughing and having fun. Fade to black — music changes, style becomes more rock; tone of film changes, becomes darker and more violent. Shows reviews. Voiceover of quotes from the film. No diegetic sound at end.
<b>Narrative and theme</b>	80s Britain. About a group of skinheads and a boy growing up. Themes include Thatcher, Falklands War, racism, bullying, coming-of-age and grieving. Starts off with disequilibrium for Shaun whose father has been killed in the Falklands. Equilibrium is achieved when he meets a gang and they are having fun and laughing. Turns to disequilibrium as gang is split by racism. We see the 'hard man' Combo, and Shaun having to choose.
<b>Target audience</b>	Primarily male; the main characters are male. There is some violence. 18+ certificate.
<b>Representation</b>	Skinheads represented positively at the beginning. Split in gang shows that it's too easy to judge by stereotype. One of skinheads is black. Anger leads to violence and intolerance then racist attack. Conservatives, especially Thatcher, are represented negatively. War is represented negatively.
<b>Institution and ideology</b>	Low-budget, independent, British film.
<b>Influence on my production:</b>	
Low-key lighting, grey 'urban' feel (I will use docks for some of the scenes), claustrophobic mise-en-scène, documentary style, character-driven focus on two main characters.	
Narrative — partial equilibrium at beginning (characters not completely happy)/disruption/end with montage to maintain enigma. Representation of youth. Characters will be more complex representations instead of easy stereotype.	

 This candidate has produced a simple grid which provides clear evidence of careful, focused research that is dominated by analysis and makes clear reference to the key media concepts. By adding the section 'Influence on my production' the candidate demonstrates excellent evidence of how this has influenced the ideas for the final production.

This is a very effective alternative to analysing texts in report style. You are advised to add this technique to a focused study, similar to the *Casino Royale* analysis above. Annotated screenshots, print articles and websites pages are also recommended. However, you must ensure that your research is dominated by analysis using the key concepts rather than just describing what you can see or read.

This candidate produced an annotated screenshot of the pre-title opening of *Casino Royale*, which is black and white and very grainy, to reinforce the points made about the noir-ish style. The candidate also did research on *Double Indemnity*, and the neo-noir *Brick*, which is set in an American high school.

A further outcome of the candidate's film research was the decision to set the film on the coast and have characters involved in surf culture, so meeting the brief's requirement for a niche audience within the 16–25 age group. This decision was influenced by *Point Break*, a heist thriller involving surfers who rob banks.

### Websites

The candidate had already learned about the James Bond website for *Casino Royale*, so the next step was to look more generally at film websites.


#### Analysis of the Total Film website

*Total Film produces a monthly magazine full of film reviews, gossip and interviews with actors and directors etc. The website is similar but is free to anyone who clicks on the link. The site is made up of a home page with links to several other pages which have different subjects including 'movie news', 'reviews', 'coming soon', 'trailers', 'features', 'competitions', information about free screenings, 'forum', 'magazine' and 'sign in'.*

*Each page has a background of white with banner headings in red. Each page has lots of interactive links either to other pages, back to the home page, or to specific features on the page itself. The home page, for example, has headings which include 'buzz read', 'daily briefing', 'coming soon', 'box office charts' and 'downloads'. Visually, the pages are dominated by screenshots from several different films. As you scroll across, information is revealed and the lettering changes colour. Under the links for 'daily briefing' you can click on the photo of Hugh Jackman, for example, and this will take you to a page dedicated to his latest film. On each page, there is an advert for a product not related directly to the content of the page, so the Hugh Jackman page had an advert for a Lord of the Rings game which also contained plugs for Play.com. Other pages had adverts for airlines and gadget websites or for subscriptions to Lovefilm, which is a film rental service.*

*The website is easy to use and the images appear quite quickly although there is a delay between the written text appearing on the page and the images. The look of the page is clear and the Total Film logo is in the same position on each page. The website is clearly an advert for the product Total Film and for the films themselves, which are also products being promoted along with the film stars. The link page to 'magazine' describes what is in the monthly magazine and allows you to register for a subscription. One of the most interesting pages is the 'forum'. This allows subscribers to register then post up their reviews and comments. This makes the website appear to be even more interactive and makes the web user think that Total Film is providing a service as well as valuing your opinion. This is evidence of synergy between the different platforms and of convergence, which is obviously important. The adverts suggest that this is how the site is funded.*

*For my website, I will need to make my pages attractive and make sure that there is a consistency between the different pages, especially visually. I will need to create a logo and make sure that each page has links to other pages so that it can be navigated easily. I now realise how important it is to be able to scroll through different parts of each page and I will need to decide what adverts would be likely to be promoted through my website.*

 There is clear evidence throughout this research that the candidate is engaged with the texts and has applied the concepts and theories throughout. The writing is dominated by analysis and the candidate draws on the research to make decisions about the future production and how the style and form will appeal to the target audience. Media language is used confidently throughout. This is work of an A-grade standard.

This candidate also researched several other film websites including Empireonline, Sight and Sound and film-specific websites such as those for *Slumdog Millionaire*. Film magazines were also evaluated so that proposals for the third platform could be made in the final evaluation.

## Candidate's intentions

### Preliminary notes

Following the research of a range of texts, including the Unit 1 topic study films of *Casino Royale* and *This is England*, the candidate made the following decisions:

- *The production will consist of a linked campaign of a film trailer for a contemporary neo-noir film combined with three pages for the official film website.*
- *Because this is a low-budget British film, partly funded through the Lottery, it will be character driven.*
- *The third platform of print will be used to promote the film through posters and in articles in magazines and news supplements. I will use the main characters to do this through double-page spreads in magazines such as Glamour and Loaded and also in The Times film supplement.*

- *The style and plot will be influenced by film noir. There will be grainy flashbacks and the overall look of the film will be dominated by low-key lighting. I will desaturate the film slightly to achieve a gritty, realist feel. This will be unusual as surf culture would more obviously be represented with warm sunny locations.*
- *The film will be set in a coastal location and will incorporate those elements of the mise-en-scène which enable the target audience to identify with the lifestyle. It will reflect the surfer lifestyle including shots of surfers in action.*
- *The target audience is males and females aged 16–25. Because it is an independent film, it will be most likely to appeal to audiences who go to arthouse cinemas and have an interest in more character-driven narratives. However, because I am going to create a viral campaign using Youtube and Facebook, I hope to appeal to my target audience of 16–25 year olds. It would also be shown on one of the smaller screens at a multiplex cinema. Because the film uses a backdrop of surf culture and a coastal setting, it will also appeal to those who have an interest in surfing.*
- *The pace of the trailer will be fast and this will take the form of a montage of images taken from key moments in the film. The soundtrack will include music that is recognisable as being associated with the surfer lifestyle. I will be using a track by Jack Johnson.*
- *The web pages will introduce the characters but will also have a sound wash of the sea and include documentary footage of surfers. This will give the film realism and blur the distinction between the fictional film and the documented reality of the real surfers.*

While the summary information above would not be submitted to the examiner, it does provide a framework for writing up the intentions below.

### Intentions

Using the above notes, the candidate then produced the following intentions.

#### **Film trailer — Luck Runs Out**

*From my study of film and broadcast fiction, I have decided to produce a trailer for a film using the style of film noir but against a backdrop of surfing on the southwest coast of Britain. Casino Royale and This is England were my in-depth studies for the film fiction topic and these have influenced my intentions. I liked the black and white opening of the Bond film which used a number of noir-ish conventions, including strong verticals and diagonals. The opening of the film contains narrative enigmas which keep the audience guessing. It also introduces us to James Bond and uses a series of violent flashbacks to show how he achieved his 007 status. The large office block in Casino Royale looked similar to the disused warehouse used in Road to Perdition and locations used in an old black and white film called the Maltese Falcon. This has influenced my decision to include some shots of docks and I have decided to desaturate my film slightly in post production in order to create a gritty, realist style. I also looked at Point Break, The Usual Suspects and Brick as part of my independent research into the topic. The Usual Suspects and Brick are examples of a modern film noir, sometimes called 'neo-noir'. Point Break is a heist*

*thriller which is set within the surf culture. I think the prolonged enigma in Brick keeps the audience interested, and this is a convention I intend to use in my trailer. From watching this and other film noir, I have identified certain generic conventions, many of which I intend to use in my own production.*

*The hero is usually an 'anti-hero' meaning he is an attractive but flawed character. He often has a strict moral code which is usually corrupted at some point during the film, generally by the leading female character, known as the 'femme fatale'. She manages to exploit the anti-hero through this flaw.*

*Film noir has a strict iconography, including cigarettes, cigarette lighters and guns. This is a very important aspect that will definitely have to be included in my short film. I have also decided to set my film in the present day so that it will appeal to a younger target audience. This was very successful with Brick and I liked the way the film used a modern femme fatale and used the iconography of cigarettes as a way of trapping the killer.*

*Another convention of film noir is the use of water and reflection. For example at the beginning of The Usual Suspects, the opening titles are shown over the top of an expanse of water. I think this is a good way of setting the mood of the film because it suggests dark undercurrents but does not draw too much attention away from the titles. This will be particularly significant in my film as my main characters will be surfers who live to ride the surf. I will use shots of the sea and surf to represent the turmoil and undercurrents which exist in the lives of the main characters, two of whom are best friends but also competitors. Surf has been used in adverts and films to represent sexual tensions so this could be quite a good dramatic device.*

*Because I am filming in the winter, this will add to the low-key look of the film because the available light will be reduced and the sea will look grey. This contrasts with typical surf films and documentaries which are usually sunny and optimistic. I think this will add to the drama. Symbolically, winter is associated with death so this adds to the overall feel of the film. This is England is a low-budget British film which had a gritty, realist, documentary feel. This seems to be a feature of British cinema. This has influenced my decision about my production and I liked the fact that the film was about complex relationships that rejected simple stereotypes.*

*The lighting in film noir is very specific. It is generally low key, often using practical lighting to create contrasting shadows and a feeling of the characters having a hidden side. Film noir uses lots of verticals and diagonals to create a sense of a distorted world. I intend to create this effect in my film because my main character, a professional surfer, is supposed to be entering a world unlike anything he has experienced before. I will film some scenes at night or late afternoon as this is very atmospheric and another convention typical of film noir.*

*A common convention in film noir is the use of flashback. The use of flashback is to suggest the idea of fate and destiny. The narrative is always complex. This means the*

narrator can make sure the audience understands what is going on. Because my trailer will be very short I will be using this convention because it will add to the enigma. I will incorporate sounds of the sea and surf and add music by Jack Johnson because he is associated with surf culture.

### **Film website — Luck Runs Out**

From my study of Casino Royale and other film websites, I have identified synergy between the film and the look of the web pages. The Casino Royale web pages all centre on the card game. By double-clicking on each card, different pages are revealed which give different information such as biographies of the main stars. There is a mini-interview with Vesper, screen shots from the film, an official blog, an interactive James Bond game and links to mobile phone games and wallpaper downloads. For my web pages, I will have a home page with a series of portraits of the main characters. By clicking on these, the audience will get mini-biographies and more photographs. I will include some screen shots and a further page will have mini-documentaries of surfers. I will be using friends who surf in my film so this will add to a sense that the line between fiction and reality is blurred. I will also contrast shots from the film with sequences of the actors surfing. I would like these to be more high key to suggest that life had been more straightforward before the film's story. I will have an official blog where messages can be posted. Although it is unusual for such a low-budget film to have its own website I am hoping that I can create a viral campaign which encourages my target audience to log on and that this will create interest in the film. I am going to post some surf footage on Youtube with links to my website. I would also use Facebook and create interest through this. I looked at the Somers Town and This is England websites and although they were simple they echoed the style of the film. By having surf footage, I should also appeal to people interested in surfing.

### **Target audience**

The target audience for my film will be males and females aged 16 to 25. I think that it will appeal to women who would enjoy an intelligent film noir thriller, especially because the central female character is strong but discovers she is pregnant so is faced with a dilemma. By having a backdrop of surfing, having several murders and a complex narrative, this film should also appeal to a male audience. By including an attractive femme fatale as well as a good-looking hero and a romance, it will appeal to males as well as females. Because most of the film's locations will be beaches, this will allow for shots of girls in bikinis and boys in shorts and wetsuits. I think this will add to the appeal of the film. The trailer will have much faster-paced editing to create a montage of shots which represent key moments from the film. My leading man will have to be good looking but also quite strong and very masculine. This will give the male audience someone to idealise and empathise with while attracting women as well. I intend to include fight scenes, as this will appeal to men. Obviously there will be several shots of surfers riding the waves.


*For this production, I will be working alone but the acting parts will be played by friends. I will be using the programme Final Cut Pro for the editing and Flash and Dreamweaver for the web pages.*

### **Synopsis**

*The basic narrative is that surfer Elliott Ford is in love with the beautiful Lucille. He lives in London but his parents have a holiday home in Newquay. She has recently separated from her long-time boyfriend Manson, also a surfer and Elliott's best friend. She agrees to meet Elliott secretly. This goes on for some weeks and Elliott becomes more and more obsessed with her. Elliott confides to a friend that he is considering leaving London and moving to Cornwall to be with her. One night, Elliott arranges to meet Lucille on the beach for a midnight swim. When he arrives the beach is deserted. He catches a glimpse of someone out at sea and thinking it is Lucille, he swims out to be with her. They return to the beach and decide to camp out. Lucille tells him she has some news but we are not told what it is.*

*The next morning at dawn, he wakes up on the beach and Lucille is beside him, stabbed to death with Elliott's knife. Elliott remembers nothing but realises that he is covered in scratches and bruises. He assumes that Manson must have found them and that Manson is responsible for the murder which he is now going to pin on Elliott. In a state of panic, he hides the body in a sewage pipe and returns to work. He decides to try to discover what has happened, thinking he can trick Manson into confessing. He then discovers that Manson has an alibi. Gradually, through a series of flashbacks, Elliott begins to realise that he is responsible for Lucille's death because that night she had confessed to being pregnant with Manson's child and intended to return to him. In a jealous rage, Elliott had stabbed Lucille. Eventually Lucille's body is washed out to sea but is later found on a beach further down the coast. The police investigation discovers that she is pregnant and Manson is arrested. Realising what he has done, Elliott confesses and is led away.*

*The film would open with Elliott waking on the beach beside the dead Lucille.*

 This is a sophisticated set of A-grade intentions which meets the requirements of the exam board specification. There is plenty of evidence of knowledge and understanding of the film noir genre together with a clear outline of the narrative. The synopsis is clear and logical. The candidate has made frequent reference to the Unit 1 study and has applied the key concepts in the study of other relevant films. The target audience is carefully identified together with information about how the style and form will appeal to the target audience. From reading these intentions, the candidate's high degree of engagement and the clear understanding of the task is evident. The candidate also demonstrates very good understanding of the genre and has illustrated how atmosphere will be achieved through the use of appropriate iconography. There is evidence of good organisational skill.

## Evaluation

In the example below, there is a little more shot description than is necessary but it is there to help you visualise the production and therefore understand the evaluation.

### **Film trailer and website: Luck Runs Out**

#### **Trailer**

*I set out to make a film trailer in the style of film noir but with a setting on the south-west coast and against a backdrop of surfing.*

*I think the trailer achieved what I set out to do although there are changes I would make. I think that I achieved the right level of intensity and the use of the voiceover created an enigma around the plot and would encourage the target audience to watch the entire film. After the Prime Times studio credits, I made sure that the Lottery and Film Four logos were on the title to reflect their funding of the film. This was followed by the opening shot of Elliott sitting on the beach beside the dead body of Lucille. Only the diegetic sound of the sea and waves crashing against the gravel beach can be heard at this point. This was followed by a montage with shots of Lucille in a wetsuit laughing and running into the sea with her surf board followed by Lucille walking along the beach just as the winter light was fading in early evening. I filmed this shot of her alone against a backdrop of the sea so that the audience would sense that there will be a tragedy. This was followed by a shot of her dead body in the water to hint at how the narrative would develop. The final shot was a fade to white before the title credits. This is a common convention to signify death. I decided to use this with a sound effect of echoing laughter, which also faded out to mark the end point before the transition to the titles.*

*I felt that opening with the dead body worked because the opening of the film would have Elliott waking next to the dead body of Lucille, so the resolution would be revealed at the beginning of the film and I would not need to restrict this part of the narrative from the audience. By using a voiceover from Elliott, I created a narrative enigma about who was responsible. This is where I restricted the narration and also positioned the audience to feel sympathy for Elliott and for Lucille. Using a voiceover is a convention associated with film noir as well as being a convention of trailers. Some of the images of Lucille were point-of-view shots. With the voiceover, this suggested that the point of view was Elliott's. I included shots of Manson talking to Lucille as this positioned the audience to have some sense of the love triangle. By having Elliott saying 'I will always love her' as Lucille talks to Manson it suggests potential jealousies, especially as the conversation between the two cannot be heard but at one point they move closer together and there is laughter. Because the montage is of Lucille and the voiceover is Elliott's, my intention was to position the audience to suspect Manson. This would make the revelation at the end that Elliott murdered her even more shocking as the audience would not expect this.*

*After the opening shot, I used music by Jack Johnson for the montage to reinforce the feeling of yearning and sadness. I also wanted to emphasise the surfing backdrop so that it would appeal to my target audience. I wanted the audience to empathise with the three characters, Elliott, Lucille and Manson, because this is a film about a love triangle where no-one wins. I thought that most of the shots worked well and gave enough information to intrigue the audience. I decided to contrast desaturated colour in the opening scene where Elliott is on the beach with the dead Lucille and brighter scenes where she is running into the surf. I wanted the audience to differentiate between the flashback scenes and the 'present' when the body is found. Using desaturated colour would seem much more unpleasant and threatening. I did consider using black and white but decided that this would not appeal to my target audience. The evening scene on the beach when Lucille was alone did not need to be changed as the available light was low anyway. I liked this shot because it also hinted at Lucille's destiny. I had thought of using a shot of Lucille doing a pregnancy test but in the end I decided not to as I felt this would give too much away. This was a decision I made from watching the Casino Royale trailer. Because it was a high concept film, the director gave away almost all the story in the trailer. This worked with James Bond because everyone knows that Bond will escape after several life-threatening incidents and audiences will enjoy the film despite most of the plot being given away. In my film I think the audience would only enjoy it if there were enigmas to be resolved.*

*Now that I have completed my moving image piece, I think that it works well. Having shown Elliott at the beginning, female audience members would know that Elliott and Manson were handsome 18 year olds, so this would appeal to my target female audience. Showing Lucille in a wetsuit would appeal to boys as she is very pretty. The sea and surf boards would also appeal to my target audience. I wanted the audience to admire and perhaps empathise more with Lucille and Elliott. I also wanted them to be slightly suspicious of Manson. I focused on the setting, characters, costumes and mannerisms to convey the right feeling about the character to the audience. This was also intended to introduce individual characters reasonably quickly to the audience because it is a trailer. This means that it is not long enough to have too many character enigmas.*

*I was quite pleased with most of the mise-en-scène, I think that the desaturated colours of the opening and the dark, low-key quality of the early evening worked well in contrast with the middle-of-the-day sequence where Lucille is happy and having fun. The costumes also meant that the audience could easily identify the setting and the surf reference. I thought my trailer could have been improved by more shots of surfers riding the waves in order to appeal to the male audience, but because it was a trailer it was difficult to do this without confusing the audience about whether they are watching a film or a surf documentary. Apart from this, I think the film trailer was successful.*

### Website

*My second production was a website to promote the film. I designed it with a similar layout to existing websites: the left-hand side had the navigation bar which was a constant feature throughout, no matter which page you were on, and the central part had the main information with photos of the main characters. I was able to take a number of photographs while filming and I also photographed the characters indoors against a plain backdrop and more flattering lighting. On my home page I had photographs of the three main actors taken as mid-shots and I included mini-biographies of the characters. By rolling over the image, you could hear the actors talking about themselves in character and about surfing. I included a number of stills from the film on the home page. I tried to emphasise the surf aspect on the home page in order to appeal to the male and female audiences. By clicking on the links on the navigation bar, it was then possible to see footage of boarders riding the surf. The third page was a link to the trailer. This included a forum page similar to Total Film's website and allowed subscribers to register then post up their reviews and comments. This made the website appear to be even more interactive and made the web user think that Total Film was providing a service as well as valuing your opinion.*


*Overall I was pleased with my website. The dominant colours were blue and black to represent the surf and wetsuits. I decided that the site should not be too downbeat. This was a risky decision because the film has a dark tone but I wanted to hook the audience into watching the film through their interest in surfing. This meant that my home page had a background collage image of wetsuits, surf and boards against which the photographs were overlaid like Polaroid photographs with brief biographical details written on the white frame of the photograph. The apparently random positioning of the photographs had connotations of holiday snaps which I thought worked well for several reasons. First of all surfing is associated with seaside holiday locations. Holiday romances are often referred to in teenage magazines and some problem pages give advice on what to do about holiday romances. Secondly, Elliott is in Cornwall because his parents own a house there. This suggested both a holiday romance and a sense that he was only there temporarily. The audience would identify with this.*

*Because I was trying to attract hits to the site through the links to surfing, I would put one of the surf films on Youtube. The surf film would have details of the website so that users could link to the film website. I would also upload the surf film onto Facebook. This would automatically circulate details of the video to hundreds of Facebook users. From this I would promote the film website so that audiences would go on my website. By including surf films, the audience would then look at the trailer and be persuaded to watch the film.*

*Because I had given biographical details of the characters rather than the actors themselves, this blurred the distinction between fiction and reality. This, I hoped, would create a further enigma which would intrigue the audience. I avoided too*

*much written text as this would be off-putting. I thought that there was enough synergy between the trailer and the website to be effective and my deliberate decision to emphasise surfing would be effective.*

*I thought that if I were to have created the print element of the brief I would probably have concentrated on this aspect. By creating a series of posters, with the film title Luck Runs Out, I could have emphasised the risk and danger of surfing in the first teaser which would have featured Elliott riding the waves, as this would intrigue male audiences who might think that it was a surfing film or documentary. Because the film title is Luck Runs Out and surfing is a sport associated with danger and excitement, this would have connoted that something was going to happen to Elliott such as drowning or injury while surfing. The main poster would then have had a shot of Elliott on the beach with the dead body of Lucille beside him. The teaser poster would have been on the sea wall behind them looking slightly faded. Again, the title of Luck Runs Out would anchor the image but this time the enigma would be partially revealed by the dead body. This would have created a link between the teaser and main poster as well as creating an enigma. The website address would have been on the posters so that each of the three platforms would create synergy because each element of the promotional campaign would have echoed the others. I would also have offered the poster as a download from the website.*

 As you read this, there is a clear sense of the candidate having evaluated the text. The requirements of the exam board specification are met. The emphasis throughout is on analysis rather than description and there is clear reference to the key concepts and related theories. Strengths and weaknesses are identified and discussed. The candidate has included close textual analysis of scenes and related this to the film's genre in a way which indicates a thorough understanding of the concepts and theories learned through the Unit 1 cross-media topic study. The evaluation of the website is dominated by analysis and the relationship between the two platforms is addressed and evaluated. The candidate also proposes how the third platform could be used to reinforce synergy. This is an excellent example of an A-grade evaluation.