**Higher Media Assignment – Example Responses**

**Planning**

Remember, each development point is worth 5 marks. You will not get any marks awarded for stating something that has already been set for you in your brief, e.g. your non-negotiable institutional constraints.

b) Audience

To research into audience, I decided to use a focus group of peers from my secondary school. I had decided in my analysis of the brief that my age demographic was going to be 12-18 year olds and I managed to get a fairly wide age range in my focus group from a variety of classes. I made a short questionnaire before I met with the group that contained focused questions about movie poster.

The first question I asked the focus group was what would most attract them to a poster for a film. I asked if it was a specific actor, genre or style of poster. I discovered that 9/14 of those surveyed said that a poster that was really eye catching but not too ‘busy’ would be attractive to them. They liked being challenged about what the film was going to be about and being offered enigmas. As a result of this, I plan to make my poster quite a simplistic and stylised design to ensure that it is both attractive to passers-by but also raising questions about what they film may be about. My survey has indicated that often showing too much in a poster can put some audience members off.

I also asked what their favourite movie poster was from selections that I had that were similar to the genre of my planned film. (See attached sheet) I gave them a choice of four quite different zombie movie posters. The majority of those surveyed like the poster for 28 Days Later the best. They said they like the simple design and the fact that there were only a few colours on it. I plan to use two or three key colours on my poster as it will make the image more striking to someone in passing and it also links these colours to the film. Seeing these colours will make you remember the poster and want to go and see the film.

I asked my focus group about tag lines. They all said that they like to see tag lines on posters as it gives you a few more clues about what the film is going to be about. They liked tag lines that were short and snappy and they also enjoyed taglines that had a pun in them related to the film. As my poster is for a zombie/comedy, I can use a pun in my tagline to demonstrate to the audience what to expect from the tone of my film when they see it.

I also asked my focus group about colours in the posters on the selection sheet. The predominant colour in all of these posters is red, symbolic for the death and destruction that the zombies bring. I asked if they would be more likely to see a zombie film because the poster was red and 10/14 said that yes they would. They would associate the violent colours with the possibility of lots of violence in the film and would be encouraged to go and see the film as a result of this. I plan to use tones of red and maroon in my poster to show that the film is going to be exceptionally violent without showing the actual violence. This will encourage audiences looking for a violent film to come and see mine.

(Word count 553)