**Higher Media Assignment – Example Responses**

**Development**

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.

a) The brief

When I was negotiating my brief, I had to decide on the target audience, purpose and genre of my poster. The brief asked me to create a poster that reflected the film that we had made as part of the Creating Media Content unit. Our film was a mockumentary in the style of The Office. It followed a student around the school and used talking heads and interviews to create a picture of their day to day life.

I decided that my audience would be school pupils (aged 11-18) of both genders. I came to this conclusion as my poster will show that the film is set in a high school and is therefore recognisable and familiar. Audiences are more likely to watch a film that includes things that they recognise. They may find it interesting that a character has been followed at school and a film made out of it. Both genders may watch the film as it features both genders. I may have to work at attracting a female audience though as my main character is male. I may make it obvious that theposter is promoting a film set in a Scottish school. Scottish people may want to watch something set in their own country as it is more unusual to find films that are set in Scotland. The poster will try to engage with these people by making them identify with the characters and enjoy the fact that it is set in a school.

I had to also think about the purpose of my poster. I decided that it was to offer some enigmas about the film to make the audience want to see more and therefore want to go and see the film. Documentaries are often about interesting and unusual subject matter and offer a new take on a particular issue. I want to make sure that my poster raises some questions about the film that the audience will want to see answered; why follow this particular student? What is so interesting about them? I will use mockumentary genre markers in my poster to attract a documentary audience. I will look at other posters advertising documentary to establish what these genre markers might be.

I will use direct address on the poster to speak directly to my audience. I use words like ‘you’ and phrases like ‘you’ll never believe what happened here’ top guide them through the poster. This wil persuade the audience to want to see my film and they will want to see if they wouldn’t believe it and perhaps wish to compare our mockumantary to others that they’ve seen.

I know that I will have access to all the actors, props and locations that I used when my group was making the film. This will allow me to maybe take new pictures to use on my poster. This means that I can manufacture the exact image that I want to have and be sure that it is creating the correct meaning and using all the codes and conventions I want it to. I plan to make a full poster rather than a teaser or a character sheet as I want to provide my audience with as much information as I possibly can to make them want to come and see my film.

(550 words)