**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.

d) Content Research

In my research into content for my poster I looked a range of horror posters to identify common factors visible in these genres of posters.

I realised that it is common for horror posters to use dark, muted de-saturated colours on the image. I looked at posters for The Conjuring, The Amityville Horror, The Cabin in the Woods and Sinister. I choose these as I knew that they represented films that had similar content and tone to mine and I therefore wanted the advert to have a similar vibe. The posters all used dull colours like beige, greys and blacks. There was very little in the way of bright colours of highlights of white. I plan to use a range of muted colours, grey, dark red and black, to colour my poster. I plan to keep my colour palette minimal so as to not confuse the audiences’ eye and to make it clear that it is a horror film being advertised. I intend to use dark red as it is suggestive of the blood that is so frequently associated with films in the horror genre. This will hook horror fans to my poster immediately.

I also discovered that horror posters commonly use representations to create meaning around what the film may be about. They do this quickly as audience members are not going to spend a huge deal of time looking at the poster. I looked at the posters for The Woman in Black and The Cabin in the Woods and realised that they use the stereotypical representation of a haunted house to great effect. The houses on these posters make it apparent very quickly that they are not typical homes. They look ramshackle and broken down and have an air of neglect about them. I intent to take a photo of an abandoned building near the school and edit it on my poster to look disused and derelict. I will make it look scary by adding mist to it and make it look like some of the windows have been broken. This will immediately appeal to horror fans who know what to expect when they see a house like this.

In my analysis of other movie posters I discovered that it is most common to have the title of the film running along the bottom third of the poster. This allows the audiences’ eye to be draw to the name, as it is often eye catching, then up to the image attached. The font is often reflective of the content. 28 Days Later, for example, has clinical and militarised looking font to reflect the film, Final Destination has jagged, sharp looking font to reflect the glass on the poster that is breaking near the character’s face. I intend to design a font for my poster that will be both eye catching and reflect the content of my film. As my film is called ‘No Way Out’, I plan to make a font that loops in on itself and looks as if it is all tangled up. I am going to edit it so that it looks distressed and scratched on the poster to reflect the decay and dereliction that is in the film. I am going to place the title of the film at the centre of the lower third of my poster as this is where titles are most commonly found and I want my audience to feel a sense of familiarity with my film poster as it is an unknown film.

I also discovered that horror posters tend to use a range of technical codes to convey meaning. Posters for The Amityville Horror, The Blair Witch Project and Prom night use extreme close ups, canted angles and tilted camera shots to achieve an unsettling and disconcerting appearance to the poster. When looking at it the audience senses that something is wrong but can’t quite put their finger on it. The extreme close ups allow us to see detail of the horror make up or the fear in characters faces. I intend to use a canted angle to shoot my main character to convey that they have been caught off guard and are unsure of the situation that they are in. This will lend itself to the simple narrative I am trying to create on my poster of the girl going into the haunted house will be a bad idea, consolidated by the title, No Way Out.

Word Count – 784

These are just some of the content points you could touch on. You could also mention detail about;

* Cultural codes – costume, colour, symbols creating meaning.
* Technical codes – layout of central character, background etc.
* Release date
* Narrative structure