**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.

e) Creative Intentions

After I had done some research I needed to think about what to include and what not to include in my poster.

I considered some of the things I had found out when I was researching poster content. I decided to use some of the genre markers that I had seen on other horror posters. For example I decided to use a spiky and gothic type of font as it would look menacing and intimidating. I would colour the font in a dark red to connote the blood that would be spilled during the film. I also wanted my audience to ask questions about the characters on the poster so plan to include some enigma codes to keep the audience guessing and to make them want to see the film. I also plan to use low key lighting in my photographs to enhance the dark mood of the poster.

I also discovered when looking at other posters that many ask a question like ‘Who is behind you? Or ‘who can you trust?’ I plan to include a question on my poster to offer the audience a way into my story. The direct address will get them thinking about what they would do in a similar situation and I think that questions on posters also make the audience think about the film even after they have walked past or turned the page past the poster.

I am going to engineer the release date of my film to attract a larger audience. I will state clearly on my poster that the release date is close to Halloween. Because this is a horror film and Halloween is meant to be a scary time of year this will encourage people to come and see my film because they want to be scared. A release date close to Halloween e.g. the first few weeks of October will encourage people to come and see my film to get into the Halloween spirit.

I plan to include a production logo on my poster. In my research I discovered that a lot of posters use a small production logo at the bottom to show the audience what company has been involved in making the film. I will give my production company a scary/intimidating sounding name to tie in with the scary themes in the film and I will make the image look quite spooky too. This will make my poster look more professional as the audience will recognise the production logo as being linked to a larger company and not an amateur.

I plan to use some stereotypically scary looking images on my poster. I am going to use a black cat in the corner as they are often associated with bad luck and my film is all about someone having a terrible week. I also plan to have someone standing in the shadows behind my main character. My audience will have to look carefully at the poster to see that this is an actually human shape and someone standing behind my main character suggesting that they are in danger. The audience will be drawn in by this possible enigma of whether or not they are going to be in danger.