**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.

c) Institutions

I will have to carefully adhere to the school rules and regulations when making my poster. As my poster is representative of my Media class, I have to ensure that it is appropriate and not offensive.

I looked at the BBFC website to see the rules and regulations were for what could and couldn’t be on a poster that was going to be displayed in many places. I will have to be careful about the content that I decide to put in my poster. According to the BBFC, posters have to be appropriate to the audience they are visible to. As it is going to be displayed in the school it will have to be appropriate for all ages therefore, although it is a poster for a horror film, I will not be able to have anything too scary in it. I will have to make it look tense and frightening with the use of lots of blood, gore or images of violence.

I also researched how I would be able to use photographs on my poster. I found out that everyone has a right to privacy as part of the UK’s Human Rights Act 1998. I will therefore have to ensure I do not use any photographs of people that I do not have the express permission to do so. I will have to inform people how and where their photo is going to be used and where. This is my responsibility and I must make sure that information is correct. I also will get my subjects to sign a consent form. This will outline that their images that I have taken will only be used in the context of the poster and nowhere else. This will allow me to avoid any legal issues in the future. Coupled with national legislation about images, I will also have to adhere to school policy about use of pupil photographs. I will make sure that everyone who is featured on my poster has signed the school waiver to permit photographs of them to be used for educational purposes.

We will be used either Serif PhotoPlus X5 or Microsoft Publisher to create our posters. These programs will let me do some of the things I want to but I will have to try various versions of my poster before I know exactly what the program will let me do. I will have to edit some photos using a photo editing app on my phone first to give them the distressed look that I want before uploading them to the program to create my poster. This will take a bit of time and I will have to factor this into my planning process.

I will need to take some photographs of some of the actors in my film to use on my poster. I will have to make sure that the camera I use is compatible with the school PCs as this is where I have the programs available to edit. I will also have to draw up a photography schedule to make sure I get the photos I want in plenty of time. We are working to a deadline set by my teacher to get the poster completed so we can start work on the development stage so I must ensure that I have to photos ready in good time.

Word count - 557