

Audience

The target audience for my film is 15-30 year olds. This means that my film will be classified at certificate 15. Horror films can be passed at certificate 12/12A but as my horror film includes sustained horror sequences throughout it has been classed as unsuitable for an audience younger than 15. I identified this through research conducted on the official BBFC website. This target audience will more likely be able to understand the main concerns of my film which include isolation and friendship.

Fans will expect a poster that conveys exactly what the film is about and just how terrifying it will be. Aspects such as dim lighting, close up shots and gore will be expected as these are reoccurring and effective methods used to appeal to horror fans. As my film is unknown I am going to do a full film poster and not a character one so I can give as much information about the film as possible. This also allows me to appeal to the needs of my target audience as it tells them exactly what the film is about. I also plan to include gore and close up shots in my poster again appealing to the needs of my target audience.

The creation of a film poster is essential to a film as not only does the film poster advertise the film but it also sells it. A film poster is an advertising pitch. This means that I am going to have to create a poster that would persuade people to go see my film. To persuade my target audience to see my film I will include two enigmas. The first enigma is the tagline, 'Here, you are never alone' and the second one is the shadow figure behind the doors windowpane. These will intrigue the audience and make them want to know more therefore they will go and see the film.

Internal Institutional Factors

I have no budget to create this poster which means I have to be resourceful. The cheapest and most efficient way of putting my poster together will be to draw it myself as this costs nothing at all. As I am drawing my poster it means I don't have to spend money on props, setting and costumes. I will draw everything on my poster except from the title, the BBFC rating and the tagline. I don't plan to use any props, setting or costumes so I was able to create my poster without spending a penny.

For my poster I want to print my title and tagline as well as adding in a BBFC rating. This means I will have to do this via a computer. I take computing in school this will be no bother at all and make the creative process efficient as I will get the job done quickly. I plan not to use any photography in my poster which means I won't have to use Photoshop which will cut down the production time as it means I don't have to spend hours editing photos. I can simply rub things out if I want to change them which is much less time consuming than starting an edit all over again.

However, I do lack proper artistic skills which will be a slight hindrance to the creation of my poster. I plan to keep trying and through practice hope to become progressively better.

The time I have to create my poster is very limited which means I have to have good time management. So to solve this time limitation I will allocate days to plan my poster and other days to create it.

External Institutional Factors

Film posters are visual representations of films but while creating them editors must keep in mind what is acceptable and what is not. As I was aware of this I went online and read a pdf file which detailed exactly what is allowed and what is not. As I plan to include gore on my poster this was the first thing I checked. The file told me that yes gore was acceptable but only a limited amount meaning that I was not to get carried away with it. After I read the file I realised that everything else I planned to include in my poster was acceptable and that I could carry on.

I have chosen to release my film on the 30th of October as that is around the time of Halloween which appeals to not only my target audience but also a larger audience as at this time of year horror films are very popular. Halloween is a perfect time to release a horror film as it is proven to create a greater profit which again is another reason for my decision to release it at that time.

I decided that I was going to hire actors/actresses who have previously starred in horror films/programmes as they will have experience with acting in dramatic, tense and thrilling scenes.

Ross: Evan Peters (American Horror Story)

Lucas: Liam James (2012)

Carlie: Chloe Grace Moretz (Carrie)

Danielle: Kaya Scodelario (The Scorch Trials)

The film director that I chose to direct my film is James Wan, director of 'The Conjuring'. I chose James as he has experience in directing films similar to mine and mainly in the genre of horror.

The production company I chose for my film is Blumhouse Productions as they have endorsed a number of successful horror films including *Sinister* and *Ouija*.

If I display my poster in public places it exposes my film to a larger audience which can lead to a larger profit being made. To have my poster displayed on a bus shelter it costs just over £100 and to have it displayed on a billboard costs thousands of pounds. So either way my poster has to be incredibly appealing to its target audience if I'm going to get my moneys worth. This means my poster will have to be eye catching in order to grab the attention of anyone who walks by it.

Content: Representations

The key aspect of media that I am going to be looking at is representation. Whilst I was conducting research into images on posters and what makes them eye catching (effective) many posters stood out to me. Key aspects that were constantly reoccurring were things such as, dim lightning, close up shots of characters, ominous scenery and gore. As these aspects were constantly being used this told me that they are effective at appealing to horror fans. This

is true of the well known and successful films, 'The Conjuring', 'Annabelle' and 'The Cabin in The Woods' which all have an overall ominous tone.

'The Conjuring' and 'Annabelle' use chilling images of a disheveled and damaged doll which portrays an image of fear and terror. The use of a child's toy is effective here as in horror films anything to do with children has an eerie feel to it. In my film I chose to create a monster which I will portray as a shadowed figure behind a window on my poster. This will create an image of mystery and give a haunting feel, as the audience will be intrigued and wary of the ghostly figure behind the door which will entice them to see the film.

The poster for 'The Cabin in The Woods' uses an enigmatic shot of a broken cabin which is effective at attracting the target audience as it makes them curious. This alerted me to the fact that I too was going to have to use an enigmatic shot in my own poster, so I did. My poster will use a close up shot of a door as my film revolves around an abandoned house with a mind of its own. I plan to use an enigmatic shot of my monster behind the glass panes of the door, as this will make anyone who sees my poster curious as to what it is behind the door. This creates an image of mystery.

Content: Categories – Genre

Another key aspect of media I have chosen to look at is categories. Through my research of horror posters and what they use to convey that they are of the genre horror I noticed various reoccurring aspects. Aspects such as dark colours, dim lighting, chilling images and ominous settings were reoccurring which proved to me that they were effective ways of conveying a films genre.

This is true of films such as 'The Purge', 'The Woman in Black' and 'the Blair Witch Project' as each of their posters include the aspects listed above. This alerted me to the fact that if I wanted my target audience to recognise that my film is a horror I was going to have to include one of the aspects listed above. In my poster I will use the chilling image of a ghostly figure lurking behind a door. This use of a disturbing image and an ominous setting will allow me to alert the audience to the fact that my film falls under the genre, horror.

The use of icons is an important convention used in film posters to clearly sum up what genre is. The damaged and bloodied door I plan to include on my film poster clearly shows the audience that my film is not a family film, not a comedy film but a horror film as the blood on the door suggests fear which is a theme of horror. It is important to include this convention when creating a horror film as it is the difference of someone understanding the genre and being interested and someone being confused and completely shutting off to the idea of the film.