

Media Year 10 Summer Holiday Bridging Project – 2 hours

1. Ensure you have finished your research and planning for your Thriller film.
2. Make sure you have taken your photos ready to use in Photoshop when you return.
3. Have your photos emailed to your school address or saved on a flash drive or in the cloud.
4. Write a first draft of your Statement of Aims

Statement of Aims:

- BEFORE beginning your production, you must write a **250 word** statement of aims.
- This gets submitted to the exam board and marked.
- **It is your chance to explain your ideas to the exam board.**
- Worth 17% of the marks. 10/60

We will write this in FOUR sections:

1) Introduction:

Explain your idea, include the title, brief plot and genre of your film. What other films have influenced you. (50 words max)

2) Media language you are using in your poster and DVD cover and how it is typical of the genre.

- Connotations/colour/genre codes and conventions/layout/mise-en-scene/font/lighting (low/high)/camera shots and angles/Action and Enigma codes

3) Representation of characters on your poster and DVD cover.

- Gender/ethnicity/Stereotypes/narratives/character types/costume/props/body language/stance/Propp

4) How you are appealing to your target audience.

- Codes and conventions/expectations of the genre/ star appeal/ Social media/ YouGov

My film is a spy film called “Catch” about a British secret agent trying to catch an international cyber-criminal. It is aimed at 16-34 year old millennial mainstreamers, predominantly men who enjoy other spy and action films and spend time online and watching series on Netflix.

Front Cover:

- Large LA MS of a male Protagonist Hero (Propp) wearing a suit pointing a gun (action code) – appeals to audience as fulfils codes and conventions of a spy film. In the background – an explosion - an action code suggesting the narrative and showing the audience they will be entertained (Uses and Gratifications.)
- Predominant colours – red – connotes danger, black – connotes danger, secrecy. Applied filter to give blurry effect – secrecy, enigma code.

Spine:

- Production Company – same company that produces Bourne films – same target audience. 15 rating to allow guns and moderate violence – appeal to audience.

Back Cover:

- CU Image of antagonist (Propp) and the Sidekick. – fulfils narrative codes. Blurb designed to act as an enigma code.
- 4 thumb nails to show different locations of film – global appeal, explosion (action code), romance (part of codes and conventions of genre – eg: James Bond)

Poster:

- Title in red – connotes danger, violence.
- Tagline – “Catch or be caught?” – Enigma code – appeal to audience, links to plot.
- Protagonist and antagonist (Propp) in contrasting colours – (Straus Binary Opposites)
- White background – give clean modern feel – appeal to millennial audience.
- Hashtag link at bottom – target audience – feel part of online community, links to trailer on YouTube.
- Actor – actor known for action films – target audience.
- Billing block – same director who directed Bourne films.