

## **Reference Material**

**Applied GCE in Media: Communication and Production**

**6974 – Unit 2: Skills for Media Production**

**Issued: 2012/13**

## **PREFACE**

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- The portfolio exercises are original candidate work and may contain grammatical errors and spelling mistakes.
- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

### **Principal Moderator's Notes on the Exemplar:**

It must be emphasised that these examples of student work are from a real centre and students and, as such, are neither exemplar materials, nor examples of "perfect" work. The publication of these materials is intended to give centres an idea of how students were able to meet the criteria. The commentary below refers to the Assessment Criteria level rather than grades. Grade boundaries for all subjects are set each year based on the achievement of the cohort however the Assessment criteria and therefore the Standard remain constant.

41

Soundly pursued.

2a) 10/12 - Sound.

2b | interest interviews excellent 14/18

## Broadband project: Statistical Secondary Research; who is my target audience?

The target audience for my project consists of people who do not use Broadband and do not own access to the internet at home or work in the UK. The target audience therefore can be split into several sections:

- Age
- Gender
- Educational status
- Socioeconomic positions

Firstly in terms of Age, the non-users are aged 55+. From research done by "PricewaterhouseCoopers" on Digital Inclusion, they found that virtually all UK adults under the age of 25 used the internet where as 62% of adults over the age of 65 had not used the internet. ✓  
Research from "Ofcom" shows that adults over the age of 45 own less computers, have less internet take-up and have less broadband take-up than under 45s.

Secondly is Gender, the non-users consist of both Males and Females. When looking at Research from both "PricewaterhouseCoopers" and "Ofcom", the results of age included both genders. Therefore both genders are included in the over 45s and over 65s. ✓

Thirdly is based upon Educational status, non-users would have limited Education usually only at secondary school level with no higher qualifications. With the research from "PricewaterhouseCoopers" it shows that 51% of the UK adults had only Secondary School education. With "Essential and Ipsos MORI" their research showed that 49% of UK adults had no qualifications. ✓

Finally in terms of Socioeconomic positions, the non-users are of the lower end being C2, D and E. Research from "Essential and Ipsos MORI" show that 67% of UK adults that are non-users are in the socioeconomic groups C2, D and E and in particular 46% are non-users which are in the groups D and E. Research undergone by "Ofcom" shows that the socioeconomic groups C2, D and E have lower results in pc ownership, internet take-up and broadband take-up compared with groups A, B and C1. ✓

In comparison the amount of internet users in the UK is 76% of the population (37.4 million adults). They are generally between the age range of 16-24 and are from A, B and C1 socioeconomic groups. Most of the users live in the South East of England as shown by nearly all graphs from "Ofcom". When looking at the non-users as an over view it can be seen that it is 55+ adults in the C2, D and E socioeconomic groups, with either no qualifications or only secondary school education that do not use the internet. With this adults aged over 45 and adults in C2, D and E socioeconomic groups own less computers than under 45s and adults in groups A, B and C1.

I believe that the non-users need to be told how the internet can help them so they have a reason to take interest in it and begin using it frequently. The internet can be used for a various range of interests. With the internet they could watch videos online, pretty much any video that has been on

TV will have a website with repeats, these can be watched at the users' choice, which would help if they are always in need to change their daily routine so they can watch a TV programme at the correct time. Music can be found on the internet, whether simply just listening to it or buying it and being able to use it on mp3 players, it's a great way to listen to your favourite songs whenever you want. Email, Instant messengers and social networking sites are a large part of communication over large distances, whether just needing to talk, or send pictures, the internet would be a great way for them to talk with friends and family. Another good reason I think would be shopping, with online shopping, anything from groceries to clothing could be sent to their doors, usually with discounts from buying online. Holidays could be booked or compared with each other online with fast results, which would help if they needed to go on holiday. Many things can be learnt over the internet, with videos, tutorials and guides online, the internet could help them with their hobbies or to learn something new. For entertainment online games are very popular and could be played at leisure. Finally another use for the internet for them could be for research, similar to learning and education but could just be researching into something they like or finding more opinions and views about issues they are interested in.

What does your PC coach tell you.

Not Research

### Other useful statistical information

- 81% of the population know little or nothing about the internet and 74% have little confidence or liability to using a computer | ?
- 55% of the non-users on average are female ✓
- On average they are 46 years old

For the non-users here are some statistics:

- 76% are not working
- 55% are retired
- 10% are ill or disabled
- 6% are housewives
- 4% are unemployed
- 1% are in full time education
- 56% have an income of more than £17,500
- 44% live on their own
- 14% own computers
- 27% own televisions
- 7% know a lot about the internet
- 91% know little about the internet
- 97% have heard of the internet
- 33% knew the internet could be used to find things
- 25% didn't know a single use for the internet

1 year

What profile does this build up for you?

The benefits and disadvantages of using statistics as a research resource in this project are as follows:

Advantages:

- It is a great way if wanting to create lots of quantitative data ✓
- The information shown from the research are very accurate ✓
- It is possible to find data that is historical ✓
- Statistical data is very cheap when compared to Qualitative data ✓
- As the information is based on millions of people, the data can be used to cover many regions ✓
- As the data was gained from large samples of people, it makes it more accurate, as patterns can occur with larger numbers ✓

Disadvantages:

- This method isn't useful when trying to find Qualitative data, as there are no open ended questions used
- Using statistical data can be expensive if the information needs to be bought
- Because the research was done by someone else, there results may not fit my brief entirely
- Although from official sources it is impossible to tell whether the information 100% reliable as it wasn't gained by me personally, and I cannot tell if the exact figures shown are reliable as I didn't ask the people ✓

Is the data out of date?

what would you want to know?

In conclusion, the research I have gained will direct my project towards adults aged 55+, who are in socioeconomic groups C2, D and E, with little knowledge if any of what the internet is and how it can benefit them. I now know that I have to present my project in a way that is easy to read for them, with clear simple words, so they are not confused and colours which do not stress the eyes. I can now see that I am going to have to show within my project a way of linking broadband with their current interests, whether that be shopping, fishing, bingo, old cars etc. As non-users consist of both genders I am going to have to include interests for both within my project. I know that project is going to have to be seen in areas in which they commonly go to, therefore it needs to be in the correct format e.g. leaflet, flier etc. As a final point I am going to need to find qualitative data from the non-users, as the research has only given me quantitative data, which can only give so much information about them. ✓

which part of this research told you this?

## Bibliography

### Internet

Ipsos MORI / Essential Research., 2009. *Encouraging Home Broadband Adoption Research Report* [internet]. Available from: <http://www.ipsos-mori.com/researchpublications/publications/publication.aspx?oltemId=1309> [cited 18/01/2010]

PricewaterhouseCooper., 2009. *The Economic Case For Digital Inclusion* [internet]. Available from: <http://raceonline2012.staging.chaptermedia.com/node/18> [cited 18/01/2010]

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✓ well done

Ofcom., 2009. *Telecoms CMR 2009: Nations and Region* [internet]. Available from:  
<http://www.ofcom.org.uk/research/cm/cmnr09/charts/converge.pdf> [cited 18/01/2010]

# Primary Research: Intercept Interviews

## The three stages of Non-users

### Active Considerers

These non-users are interested in getting the internet; they do not reject the internet and have a general interest in what it can offer. They may know some of the benefits the internet can bring or disadvantages it can cause. Active Considerers are usually held back by their lack of skills with computers, or lack of confidence with knowledge of computers/ the internet.

### Non Rejecters

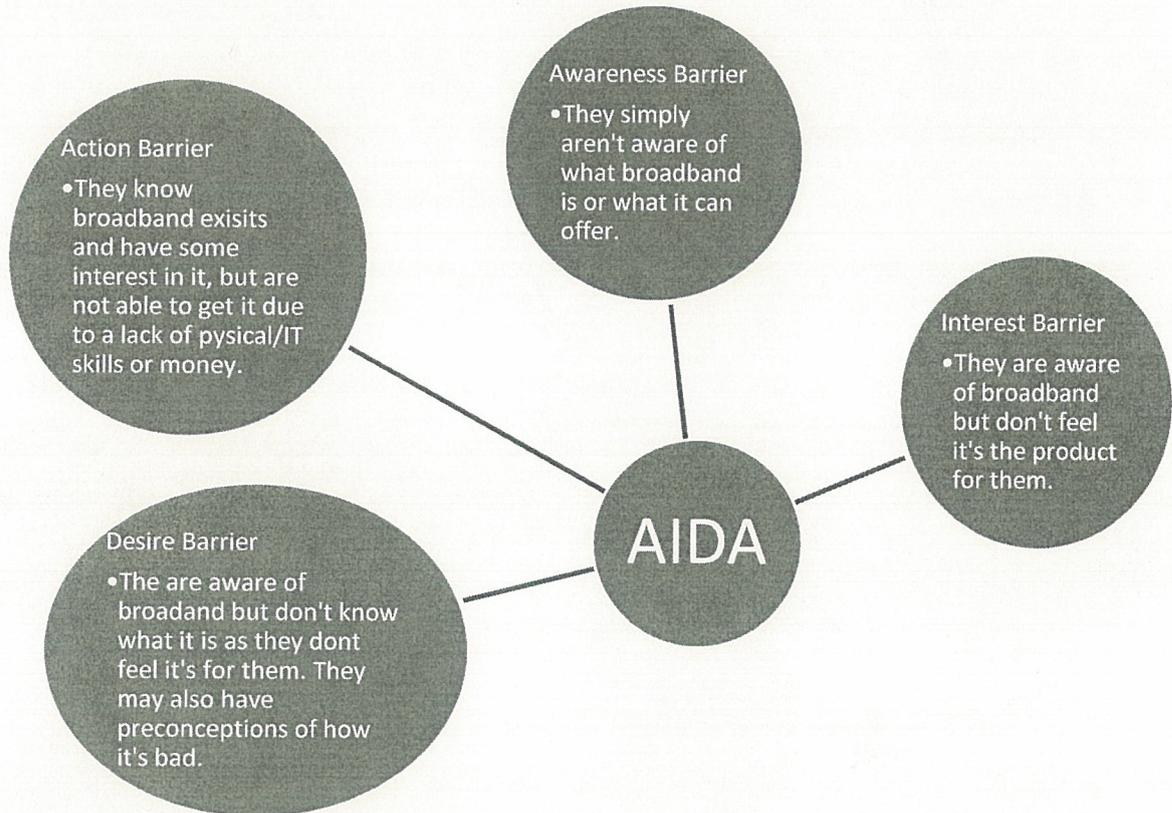
This group of non-users are simply not interested in getting the internet; they initially don't consider getting it. If they were told the benefits and capabilities the internet could offer them to help with their daily life, then they may be persuaded to find out information. Unlike Active Considerers they can't simply be told how to go about getting it, they would need to be told what it can offer them.

### Rejecters

Non-users from this group also have no interest in getting the internet; they do not want to find any information about what it is or how it could help them. They are likely to have a stubborn attitude towards it, where they will not be persuaded in changing their minds. As they fundamentally do not want to learn about the internet, they may be converted into a Non Rejecter if seen how their interests could be connected to the internet.

## AIDA

I have made a spider diagram to show the potential barriers that my target audience face:



## Intercept Interviews

### Methodology

The method in carrying out the interviews started with finding out our target audience. Once we had found the target audience to be both genders aged 55+ without broadband at home or work, we could start on making a questionnaire. We made 3 screening questions to make sure they fit into our target audience. We then had 5 more questions that followed to see how much they know about broadband and reasons why they don't have it. We then decided on a few locations where they would be situated in town, such as the Indoor Market and the Cornmill Centre. In groups of 2 we then approached members of the public in these locations and asked if we could interview them about broadband. If they accepted we would ask them the screening questions and if they passed them we would ask them the 5 main questions. We used a technique in which once we've asked the question, we won't say anything else and just let the person talk to us. This technique is useful as it forces them to start talking, and with increased time they will go into more detail. If they didn't respond or only said a few words we could use "probes" small phrases such as "Is there anything at all you know?" to try to get them to give a fuller answer. Once we managed to get 6 good interviews we headed back to review what we had found.

### Results

**First interview:** A women aged 55-64, she didn't have broadband and she was retired but was previously a Nurse. She had very little knowledge of broadband, she knew it had something to do with computers but that was all. She didn't know any benefits to what broadband could bring. She didn't know how she would go about buying or installing broadband, other than from TV adverts. She did know that her son had broadband and he has benefited from using it when using it at work.

**Second interview:** A women aged 65-74, she didn't have broadband and she was also retired but her husband was a plumber. She was aware of broadband, and knew it was linked with the internet and computers. She also knew in their household that they use virgin media. She knew you could use broadband for researching online. She wasn't sure on exactly how she would go about buying or installing broadband, but knew you can find different providers using the web. She knew that her husband had benefitted from broadband when looking for holidays.

**Third interview:** A women aged 55-64, she didn't have broadband and she was retired but was previously a Carer. She was aware of broadband, and knew it was linked with the internet and computers. She didn't know any benefits to what broadband could bring. She didn't know how she would go about buying or installing broadband. She did know that her son had broadband and he has benefited from using it for gaming.

**Fourth interview:** A man aged 75+, he didn't have broadband and he was retired but was previously a Doctor. He was aware of broadband, but didn't exactly what it did or what it was used for. He knew you could benefit from using broadband in the hospital but wasn't fully sure what they used it for. He didn't know how to go about buying or installing broadband, unless his friend could do it. He did know that his family has benefitted from using it whilst at friends houses for comparing prices for shopping.

**Fifth interview:** A women aged 55-64, she didn't have broadband was currently working as a Teacher. She was aware of broadband as most were, but also was very unsure on what exactly it did

or how what the difference between broadband and the internet was. She didn't know any benefits to what broadband could bring. She knew you could buy broadband in a package deal with TV and phone companies such as Virgin, Sky and BT. Her current boss at work benefits from using broadband at the school, but all she knows is that its used there to contact parents.

? **Sixth interview:** A women aged 65-74, she didn't have broadband and she was retired but was previously a Nurse. She had very little knowledge of broadband, but knew it existed and had something to do with computers. She didn't know any benefits to what broadband could bring. She didn't know how she would go about buying or installing broadband, other than from TV adverts. She did know that her husband used broadband and he has benefited from using it whilst at work.

### Conclusions

get From the results I gained from the interviews I found that the main barrier that faces my target audience is the Interest Barrier. I have found that most of the people I interviewed seemed to be aware of what broadband is, due to other relatives using it. But they felt that it wasn't the product for them as either they felt too old for the product, or felt it didn't hold any benefits that they could achieve themselves. From this I think I need to make a large emphasis in my campaign about how broadband is useful to them and how it can be better compared with how they do it now. I will need to make comparisons to really show the difference when using broadband. After undertaking this research I believe my campaign will now move more in the direction of getting them interested in broadband rather simply just more aware. Even though there was 1 person from the interviews who simply had no idea what broadband was, the majority of people came from the position of simply not wanting it due to interest. With this the majority of my product will be leaned more towards showing how broadband can be interesting and can be useful in relation to their hobbies and lifestyle. *well concluded*

### Advantages and Disadvantages of using Intercept Interviews

#### Advantages

- An effective way of gathering qualitative data ✓
- The questions can be created to fully match the brief of the project ✓
- The data collected is relevant to our present time and the location used ✓
- The research is original and private ✓
- It is possible to interpret the results any way I decide ✓
- Actually allows me to meet the target audience in person to see what they are really like ✓ get
- The target audience is more likely to answer the questions correctly if the person is stood next to them rather than if the questionnaire was sent to them ✓ ✓

#### Disadvantages

- Its only possible to get a small percentage of the target audience at a time ✓ — and? it is unreliable?
- The data collected can be unreliable if the questions don't match what the brief is asking for ✓
- This method is more time consuming than secondary research ✓
- This method can be expensive to carry out ✓
- Much effort and skill is required to be a good interviewer (such as being a good listener, confidence etc.) ✓

→ what was your experience of this?

43

Too what extent has this information come from specific research sources?

## Broadband project: Internet secondary research; the benefits of broadband technology for my target audience

### Research Findings

In my research I have found interesting and useful information which will help me when designing and creating my actual product.

From where?

I have found out that the term "Silver Surfer" refers to someone who is elderly that actively uses the internet. This is useful as this term may be seen often as I am trying to get my target audience to become Silver Surfers.

Facilities available to my target audience using broadband I have found could include:

- Online Shopping
- Holiday Booking
- Communication to relatives/old friends/distant friends
- Learning new skills or facts
- Finding new hobbies
- Looking into their current hobbies (Online Bingo/Fishing spots)
- Elderly Dating
- Online Banking
- Check up on news and weather forecast

e.g.? what sites specifically could they use?

too anecdotal.

The main facilities being replaced by broadband include:

- Shopping is now being done Online
- Commutation using letters is now using email
- Research and finding any information is generally found on the internet now rather than in books from libraries
- Banking and Insurance companies are starting to make it easier to use the internet than going into the buildings

where?

I have found broadband can save my target audience time and money such as using the internet to shop, rather than physically going there the shops you can save time by having it all delivered to your house, with discounts and coupons for repeating customers you can save money. You can also use broadband to find out if an object is in stock for that shop by going to the shops website, this can save you time as you wouldn't waste a trip to the shop to find out they were out of stock.

Broadband can also help my target audience socially by using email, social networking sites and instant messengers such as Facebook, Windows live Messenger, Yahoo and Twitter. By using these 3 methods they are able to talk or transfer any data to anyone they wish at near instant speeds. This would be particularly useful to elderly people who have relatives or old friends that live far away.

I found that even if these elderly non-users had some sort of disability there are still measures to help them use the internet. By using "Braille, Largeprint, Audiotape, or Computer Diskette" people

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who suffer from bad eyesight, bad hearing or even extremes of deafness and blindness can use the internet. As long as they are prepared to make this effort, the internet can still be a benefit to them rather than a burden.

During my research I found that broadband can also offer benefits to different cultures. There are websites where they can join groups of the same culture and discuss issues with each other. There are also websites dedicated to different cultures, where people can learn what the cultures are about, their activities and where they are located.

Another important factor that Broadband won't take away would be the relation to society. With websites that offer daily world news, local news, weather forecasts and numerous video diaries, it is easy for them to keep up to date with society and world issues.

I have found that Broadband could offer the non-users health benefits. With websites such as "Help the Aged", elderly people over the age of 60 can have access to free sight tests and several useful sections:

- "Who can get help with charges?"
- Prescriptions and dental treatment
- Sight tests and glasses
- Wig and fabric supports
- Travel to hospital / More information"

Finally a great example of a website dedicated to silvers would be "silversurfers.net", this website gives a varied and large list of links to different facilities in alphabetical order. This is a great benefit to the non-users that I will be targeting as it will allow them a way to find all their needs in one place without having to search for long amounts of time. Also the colours and contrasts within the website allow them to read the content with ease.

## Benefits and Disadvantages to using the web to generate research

### Benefits

- Articles online can be more up to date than books ✓ got
- Provides a large source of information, which is simple and quick to acquire ✓ got
- Allows a lot of qualitative and quantitative data to be found ✓ got
- Content on the web can be current

### Disadvantages

- Articles on the internet can be inaccurate such as some Wikipedia articles or can lack authenticity such as some community authored sites ✓ got.

### Conclusion

This research task has given me some valuable information about what Broadband can offer silver surfers and my target audience. I think as I use this research my project will be directed more into showing how broadband replaces facilities that they use now and makes it cheaper and easier. I know that my project will now need to include how computers can compensate for disabilities and that all cultures are accepted. Finally a large aspect this research will affect my project is that I will

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which one?

at last!

could be tighter

now need to state that it will not cause them once connected to lose connection socially and with society, and will allow them to gain more ways to communicate.

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✓ good referencing!

# AS Media Production: Induction

## Preparing for your photo shoot

**Get inspired:** Check out the advertising work of some of these agencies and design associations:

- <http://www.bbh.co.uk/>
- <http://www.dandad.org/awards06/>
- <http://www.4rfv.co.uk/outside.asp?id=15894&to=www.hhcl.com&cat=4>
- <http://www.mcsaatchi.com/work.php>
- <http://www.saatchi.co.uk>
- <http://www.themarketingstore.com/ourwork/>
- <http://www.amvbbdo.com/>
- [http://www.jwtsc.co.uk/wwdif\\_home.asp](http://www.jwtsc.co.uk/wwdif_home.asp)
- <http://www.mccann.co.uk>
- <http://www.rkcryr.com>
- <http://www.ogilvy.co.uk>
- <http://www.ddblondon.com>
- <http://www.leoburnett.com/>

**In order to be prepared for your photo shoot answer the following questions:**

Where are you going to take your photographs?

Outside, near a brick wall, probably near the arts centre or park *lighting*

What props do you need?

The sardines tin

What will be in the background of your shot?

A brick wall *- why?*

Do you need models? If so who?

1 Male and 1 Female, using Chris or Alex and Chloe

Do your models need to be briefed?

We need to tell them what they will have to do with the sardines *- which is?*

Do your models need to wear anything special?

No, only their hands will be shown

Do you have a contingency photo shoot in case anything goes wrong?

We could use another idea based around a bar *- which is?*

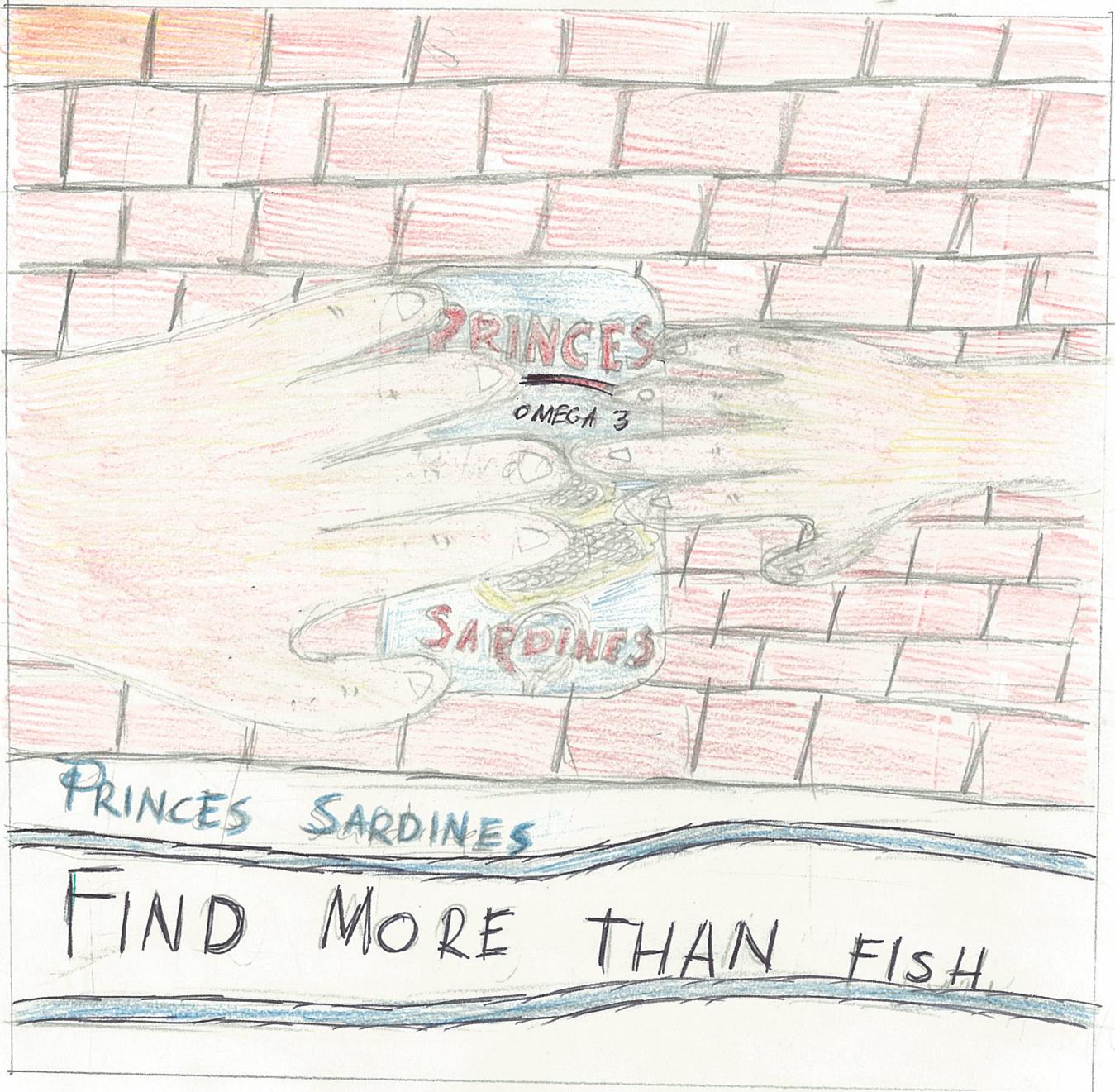


*Princes Sardines*

FIND MORE THAN FISH

✓ Good  
- unglymatic.

5



1. Background - brick wall, signifies urban area, which is relevant to townies area.  
Red brick, not focused.
2. Foreground - Male hand from left, female hand from right touching. Focused on them fighting on the hands more distinctive than background. Skin colour.
3. Text - Large font, added over photograph. colours blue, because sardines tin is blue, and boys colour is blue, white to fit style of text on tin. Black used for outlining as focused towards boys.

✓  
exam

# Production Name: Princes Sardines

# Sheet number: 1

THIS IS excellent - great details

6

1



**Type of Shot:** Medium  
**Visuals:** Chris, the shop, other people in the shop, some products  
**Sound Effects:** Customers talking to each other in the background, people buying food  
**Dialogue:** Chris is walking into the shop

2



**Type of Shot:** Close  
**Visuals:** Chris, the shop, other people in the shop  
**Sound Effects:** Customers talking to each other in the background, people buying food, chris intrigued  
**Dialogue:** Chris going to buy what he usually does, but sardines there instead

3



**Type of Shot:** Close  
**Visuals:** Chris, the sardines  
**Sound Effects:** Customers talking to each other in the background, people buying food  
**Dialogue:** Chris picks up the sardines

4



**Type of Shot:** Medium  
**Visuals:** Chris, the park, other people in the park, the sardines  
**Sound Effects:** People talking to each other in the background, chris walking  
**Dialogue:** Chris has walked into the park from the shop

5



**Type of Shot:** Long  
**Visuals:** Chris, the park, park bench, the sardines  
**Sound Effects:** People talking to each other in the background, chris sitting down  
**Dialogue:** Chris has sat on a park bench to try out the sardines

6



**Type of Shot:** Medium  
**Visuals:** Chris, the park, other people in the park, the sardines, two girls, the bench  
**Sound Effects:** People talking to each other in the background  
**Dialogue:** Two girls start to walk past chris

same shot?

7



**Type of Shot:** Medium  
**Visuals:** Chris, the park, other people in the park, the sardines, two girls, the bench  
**Sound Effects:** People talking to each other in the background  
**Dialogue:** Girl on the left of the other spots the sardines and starts to walk over

10



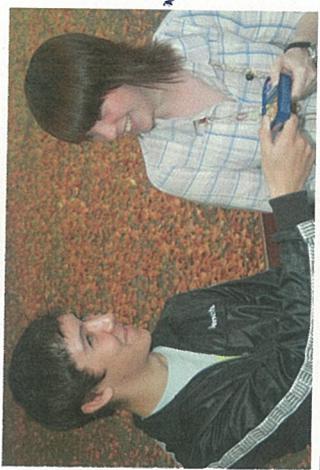
**Type of Shot:** Medium  
**Visuals:** Chris, the park, the sardines, one girl, the bench  
**Sound Effects:** People talking to each other in the background  
**Dialogue:** Girl holds the sardines with Chris and pulls towards herself but Chris is still holding on, stays in the middle, because of equal force

8



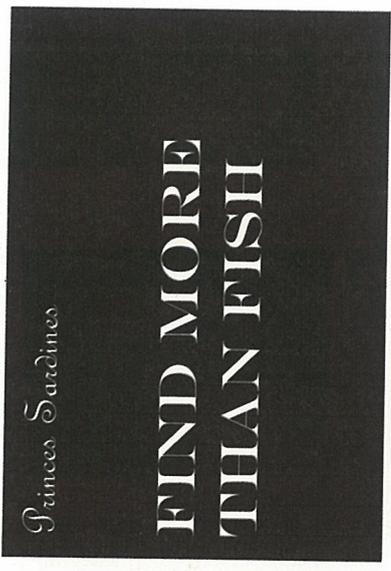
**Type of Shot:** Medium  
**Visuals:** Chris, the park, other people in the park, the sardines, two girls, the bench  
**Sound Effects:** People talking to each other in the background, girl is excited as she sees sardines, other girl is disgusted  
**Dialogue:** Girl that saw sardines walks over to the bench, other girl walks away

11



**Type of Shot:** Close  
**Visuals:** Chris, park bench, the sardines, the girl  
**Sound Effects:** People talking to each other in the background is lower volume now  
**Dialogue:** Both Chris and the girl look up from the sardines and into each others eyes

12



**Type of Shot:** Text  
**Visuals:** Black screen with the words "Princes Sardines" and underneath "Find More Than Fish"  
**Sound Effects:** Voice over saying the words on screen  
**Dialogue:** Advert ends with this slide

9



**Type of Shot:** Medium  
**Visuals:** the park, two girls, the bench, other people in the park curious  
**Sound Effects:** People talking to each other in the background, girl sitting down  
**Dialogue:** Girl sits on the bench next to Chris

8

Induction Project Evaluation

Original Target Audience

I think the original target audience would have been for straight males, as sardines are generally based around male activities such as fishing and boating. I would say the age is 30-60 year olds, as young children and elderly people wouldn't partake in the lively activities that sardines are said to make you do. The socioeconomic group would be based at B, C1, C2 and D as these are the groups that would most likely afford and eat them. The lifestyle grouping would be based at Mainstreamers as the others aren't appropriate, seeing as it would mainly be bought for the average family to eat, which suggests they wouldn't have a very large amount of money, so wouldn't be a successer. Also they wouldn't be interested in only material goods, so aspirer wouldn't fit. The average family wouldn't buy sardines to help the environment or be more "green" so I don't think reformer is correct, which leaves mainstreamers which most families and males are. ✓ good

New Target Audience

The new target audience was based at 16-19 year old straight males. This was something we needed to think about as the younger generation generally don't eat sardines. They are from the socioeconomic groups B and C1. This makes our advert seem as if people with some extra money could afford it, so it would seem more like a luxury. Their education was secondary school/further education. So the product would be based at people with a bit more intelligence than someone who is older and didn't go to any further education. They are currently single. Therefore the advert could reflect what singles are looking for e.g. new partners/other gender attractiveness. Their lifestyle groupings would fit into aspirers and their tribe would be townies. Which we would have to take into consideration when making the sardines something they want. ✓ good

how has your  
own idea hit this  
audience.

Emotional Impact

There is an emotional impact to our advert. We played on the relationship and new partner aspect, which meant that emotions such as love and happiness could be seen in the advert and hopefully reflected to the viewers. These emotions were predominantly shown in the last 7 slides when the girls are walking and looking over and when the girl sits next to him and they make a connection from both liking the sardines. There is also a sense on humour as he is curious and unsure on the product and sitting by himself to try them in slides 3-5. The last slide also shows emotion as it gives the viewer a sense of love and attraction through the slogan "Find More Than Fish". ✓ good

Engaging the audiences attention

I believe these elements help in engaging the audiences attention: not knowing what he has seen on the shelf that makes him intrigued, where he is taking the sardines, what his reaction to tasting them

yes but how in terms of  
age / psychographics etc?

will be, what the girls are going to do and how the interaction between him and the main girl will progress. These elements work because humans are naturally curious and want to know more, because the slides include these elements of not knowing what will happen next, I think this is the basis for keeping their attention.

Elements that didn't work

As the project was meant to be targeted towards townies and aspirers, I don't really think we managed to capture this element into the advert as best we could. Even though it wasn't in a rural area, townies may not have as much interest because of this factor. Also we didn't make the product seem like a trendy thing to have and that everyone who has it will be with the latest groups. This is unfortunate as it would have played on the aspirer side of the audience. I think the advert needed to have more variety in shots such as close, medium and long, to keep the users interest, as we didn't really incorporate these as we should. As the advert was targeted towards the age range of 16-19 year olds, they would want to see an advert with fast pace slides to keep them interested, I don't think we achieved this. Even though our slides lasted 2.5 seconds, this may have been too long, and the fact that our settings only changed twice would also be a big part in keeping interest and building story that we missed.

What to improve if done again

The elements that we did badly as stated above would primarily be the things to change first. If we increased the amount of slides to be faster, maybe 1 second each and the setting/background more, this would have kept interest. We also should have added the idea of "trendiness" to go along side the attraction/love side of the advert, to allow the audience to relate more easily. If done again the main theme may have been changed to a more urban landscape such as in town or in a pub. The variation in shots would need to be changed to give the advert more depth and interest.

Meeting the demands of the audience

The main points that I would improve as stated above were to increase interest and to give the audience more features to relate to. With this in mind I would say the advert is tailored to the target audience on some levels but not on others. I think the ideas of using young people in the advert, being in a park where younger people such as townies would hang out and not intentionally buying sardines from the shop give relation to the target audience. I would say to improve it to meet their demands more, there should be more slides to increase the pace, add more variety to the shots to increase action and change the setting and backgrounds more often and so more suitable places such as pubs and areas of the town.

Informing the audience in an engaging manner

I believe it does hold elements that give it an engaging manner, but there are aspects that need to be changed or added to increase this. I think this may have been a weak area as more thought should have been put into variation and pace to increase the engagement of the audience. Although we did inform the audience about what the product is and how it could affect them if they buy and eat it, only playing off human curiosity and a developing story were used to engage them into it. Overall I would say our project did perform in informing the audience as intended, but more work and time needed to be put into actually engaging the target audience and keeping the advert interesting.

James / this is absolutely solid work  
- lots of thought, detail and effort evident here alongside some ~~really~~ reflective thought -  
- well done.

A-

## Equipment Evaluation

### Hardware

#### Hardware I have used over the year:

**Cannon E350D Camera** – I have used this camera for every photo I have taken such as the depth of field pictures, the lighting experiment pictures and my final product. This camera has many advantages; you can change from 2 modes: automatic and manual. This allows the photographer to control the aperture and shutter speeds himself and a synch cable can be attached for flash lighting. This camera features a 28mm – 55 mm zoom lens which is versatile and interchangeable. It can use 8 megapixels to create a sharp and clear picture at A4 size. It can combat camera shake with its self timing facility. It also has an automatic white balance mode to help with redhead lighting. Finally it can store up to 260 images on its 1GB flash card.

The disadvantages to this camera are that it's expensive so it may be a risk taking it to some locations to shoot in case of theft. It is not as well equipped at dealing with dark light situations as it only has a lower F stop setting of f4.5 where as the SLR could use f1.8. As it is only 8 megapixels, you won't be able to get the clear and sharp quality of a 12 megapixel camera when images are of A3 size.

I believe I can use this camera reasonably well. I know how to change between the various modes, how to alter the zoom for shots so it doesn't appear blurry and how to use depth of field to allow for more or less of the background to be included in the shot. I can use the synch cable equipment and frequently check the picture review mode. I have also learnt how to use hotshoes to connect to external lights.

**Bowens softbox and flash lighting equipment** – I have used the Bowens light in my final product for shooting the model and used flash lighting equipment there to ensure the backdrop was lit. The advantages of these are that you don't need to do any additional work after or before shooting to correct red/orange hue as they aren't applied to the photos here. This light isn't hot for models and provides complete control over the light. Gels and filters can be used to illuminate the backgrounds for different effects. Honeycombs can also be used with this light.

Disadvantages to this light would be that you need to use a flash meter and it can be complicated to use.

I can use the light meter correctly with this light so that aperture and shutter speeds are set correctly. I know how to adjust the height and tilt of the light to correctly light up the model. I can also change the strength of light using the sliders at the side of the light. I can attach honeycombs to this light if needed.

**Honeycombs and barn doors** – I have used barn doors in my final product to light the model correctly. The advantage to using these is that they can light up a subject in the direction the camera is facing, rather than the light spreading. Honeycombs go a level beyond this and can create a spotlight effect on the model. These allow the photographer more options when photographing.

**Lastolite paper backdrops** – Every indoor shot using a backdrop I have used the paper backdrop. This backdrop is crease free and can be disposed if dirt or creases do appear.

But this backdrop is expensive and effort is required to cut away old paper to ensure the backdrop is clean.

I can set up a backdrop by increasing the height, lowering the paper, clipping the paper to a correct position, weighting down the end of the paper and ensuring the backdrop is safely put down again.

**Silk Tripod** – I have used this tripod when taking pictures of depth of field. It was useful as it avoids camera shaking. It is very portable and stable when set up. The tripod is also great for tilts and pans.

I was able to use the tripod effectively for the depth of field pictures, so that my camera was perfectly level with the item in the shot. I know how to correctly attach and detach the camera to the tripod so that it won't fall from it during a shot.

#### **Hardware available to me over the year:**

**My mobile phone** – This is light and portable, can be taken practically anywhere. It is very easy to use and is light.

Using my mobile phone would create very bad quality images. The zoom feature and amount of images able to be stored are very limited. There are no real technical features a camera using for photography has. Such as the mobile phone has no aperture, ISO or self timing features.

**800 watt Arrilite reheadsx2 continuous lighting** – This light can be used as continuous lighting for the model or subject of the shot. The advantages to this light are that it allows you to see how your subject will be lighted in the photograph before you have taken the shot. This type of lighting doesn't require a light meter in which flash lighting does; this makes it much easier and faster to work with. This light is also durable and doesn't take much time or effort to set it up fully.

The disadvantages to this light is that the camera needs to be in white balance mode or work to the photo afterwards using Photoshop is required to get rid of red/orange hue on the image. This light will become very hot when models are standing under it, causing them to get uncomfortable or unable to work with the light.

**Linen backdrop** – This backdrop is very durable, is lightweight and has a long lifespan.

Using linen backdrops is enduring as creases made will be very hard to get out and it will not be free to clean as washing will be required.

#### **Software**

##### **Software I have used over the year:**

**Adobe Photoshop** – I have used Photoshop to create my CD cover for natural heroes, for my movie action poster and final product etc. The main advantages to using Photoshop are its numerous amounts of tools such as brushes, paths, layers, opacity, masks, feathers, colour balance etc. Many options for image manipulation.

Files sizes can be large and text quality suffers though.

James Stephenson

I believe I can use all of the above motioned features of Photoshop as I have shown in my final product.

**In Design** – I have used this when creating my double page spread for my final product. It is great for dealing with text as it can align text with margins and guides and allow for text to flow from box to box with auto adjusting the text in other boxes if it has been changed in others.

There are limited features when concerning images and need to maintain links to external files.

I believe I can use In Design well as I have shown in my final product.

**Word Processor** – In all textual documents I have used word processor to some extent if not all. This is great for creating a professional, neat and good looking document for text.

Image features are limited and can take up large amounts of space if many images are used within it.

I can use word processor well as I use it in nearly all my subjects and have done for years. I also use it at home and can use all features.

**Software available to me over the year:**

**Paint** – Is fast and very use to use and is also fully free if needed to be used at home.

Is extremely limited to any manipulation features for images and text.

**Notepad** – Is fast and very easy to use.

Is also extremely limited in features for text, presentation and layout of pages.