Candidate B: the blog, start to finish.

This is a real Component 1 blog, the one Cambridge publishes as its top-band example. Sixty-six posts, from a photograph of a storm on 7 September 2016 to a conclusion on 26 April 2017. The film it ends in is called Demure. Cambridge marked the portfolio at the top of the highest band on every strand but one. The moderator's comments are printed where they sit on the original, in the red boxes.

WHY YOU ARE READING IT

Your blog starts this week. This one shows what a whole year of posts looks like when it is done well: dated on the day, short, specific, and pointing forward. Read it for shape before you read it for content. Notice how small the first posts are.

WHAT THE MODERATOR SAYS

The posts are "clearly labelled and dated and follow a clear path from the start of the project to the final product." Planning is "sophisticated," with recce reports, casting, scripting and storyboarding. The one strand marked down is the reflection, which used a single digital tool. The other warning runs through the first section: too much preliminary material.

HOW TO READ IT

The posts are in date order, across all four sections of the original. The tag on each post says which section Cambridge filed it under. Videos are shown as a still with the link; watch them from the link. Nothing has been rewritten. Spelling, capitals and phrasing are the candidate's own.

The year, by month

MONTH	POSTS	WHAT HAPPENED
September 2016	12	Five composition photographs on one day, then photography exercises and the first David Lynch research.
October 2016	5	A school video project, a mise-en-scène exercise, a skills audit: what I know, what I need to know.
December 2016	13	Genre decided, the mind map, the title, the moodboard, plot, story, character, props.
January 2017	11	The script, the audience questionnaire and profile, the location, the equipment, the storyboard and two animatics.
February 2017	8	Distribution research, the budget, the recce, first title drafts, three shoot days.
March 2017	6	Music, the raw montage, fonts, the call sheet, the first and second cuts.
April 2017	11	The final film, the four reflection questions on video, and a conclusion.

Three things to take from it

1. **Start small and start now.** The first five posts are one photograph each and a sentence. They were posted on the first day. That is the whole standard for post 0.
2. **Planning is what separates the bands.** The moderator names what earned the marks: the recce, the casting post, the script, the storyboard, the animatic, the call sheet, the budget, and two cuts before the final one. Count how many posts sit between the genre decision and the first shoot day.
3. **Relevance beats volume.** Four times the moderator says a post did not need to be there. A music video task, a Lynch essay, a song. Interesting, not relevant. Your preliminary exercises are four, and each one is tied to the opening you are making.

Source: Cambridge International, School Support Hub, "9607 01 Media Studies ECR", Candidate B, pages 3352 to 3355 and their linked posts, accessed 9 September 2026. Reproduced for classroom teaching at BNDS. The candidate's work and the moderator's commentary are Cambridge's; the layout and the notes on this page are ours.

SEPTEMBER 7, 2016 PRELIMINARY 1 OF 66

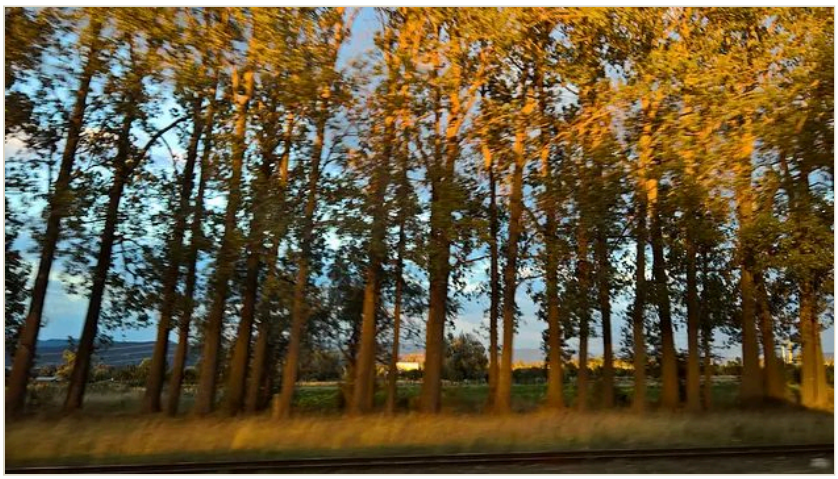
Storms over the field



I often feel lost in the middle of a storm.

SEPTEMBER 7, 2016 PRELIMINARY 2 OF 66

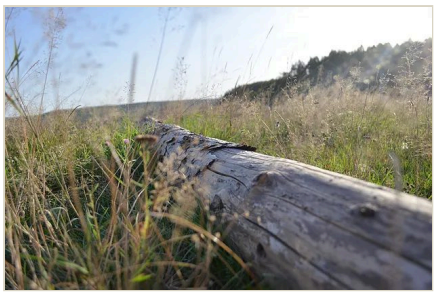
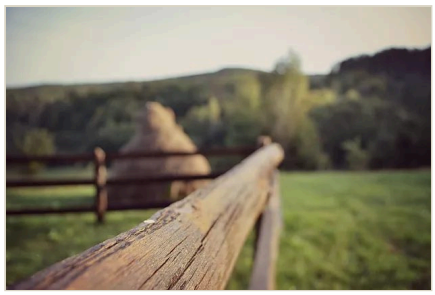
Sunset

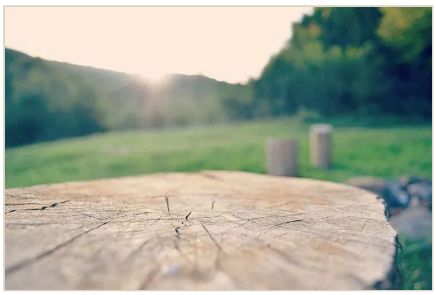


Perfection is not something I ever want to find.

SEPTEMBER 7, 2016 PRELIMINARY 3 OF 66

Nature and man



We create beauty out of what we find.

SEPTEMBER 7, 2016 PRELIMINARY 4 OF 66

Secluded



Who doesn't want to run away from the world once in a while?

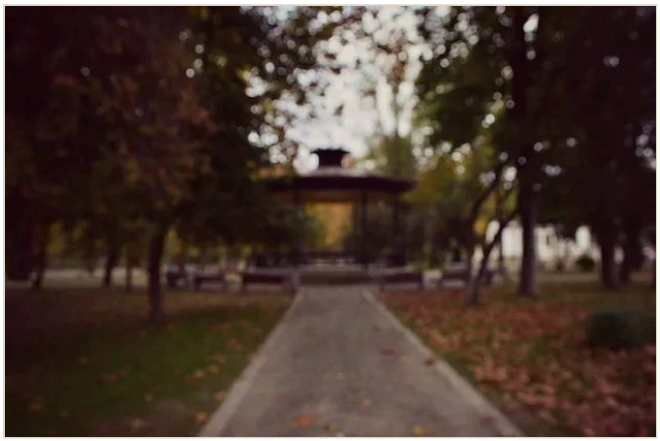
> **MODERATOR**
> The first four posts appear to be exercises in composition. A useful first exercise for both video and print briefs.

SEPTEMBER 7, 2016 PRELIMINARY 5 OF 66

Nostalgia



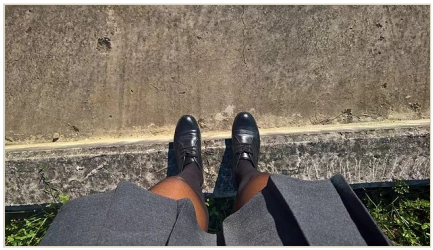




Memories are sometimes all we have.

SEPTEMBER 23, 2016 PRELIMINARY 6 OF 66

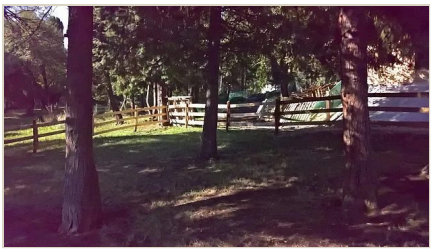
Photography Practice



Symetry, horizontal line=stability, dimensions



Patterns, depth of field, green and grey.



Triangle rule, depth of field, vertical lines=strength.



Pattern, minimalistic, horizontal lines, blue/cold light.



Blue and green, gaze of characters, shadows and light.

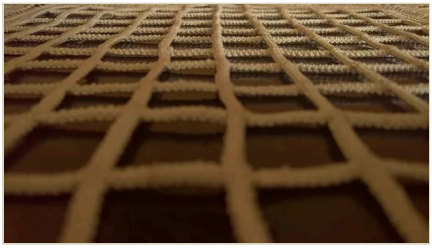
SEPTEMBER 25, 2016 PRELIMINARY 7 OF 66

Photography homework

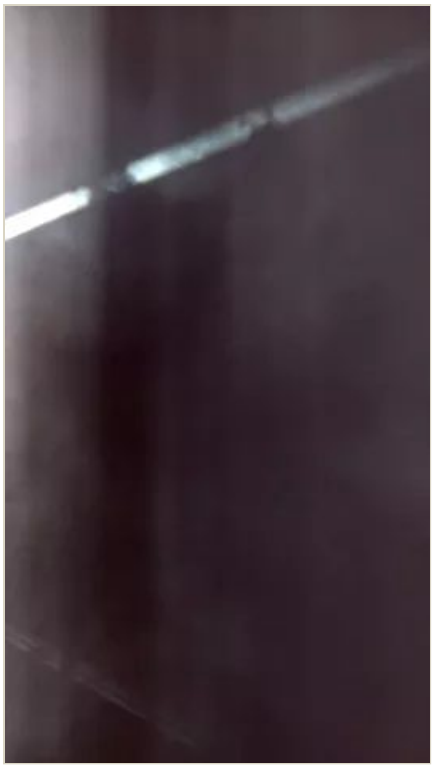
I took these photos in order to practice composition rules and try to integrate as many visual elements as possible.



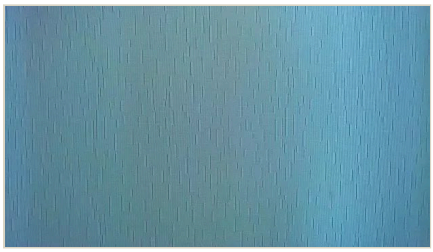
Blue and yellow (colour)



Pattern and focus



Minimalist (lines)



Minimalist pattern



Tone, movement, repetition, focus



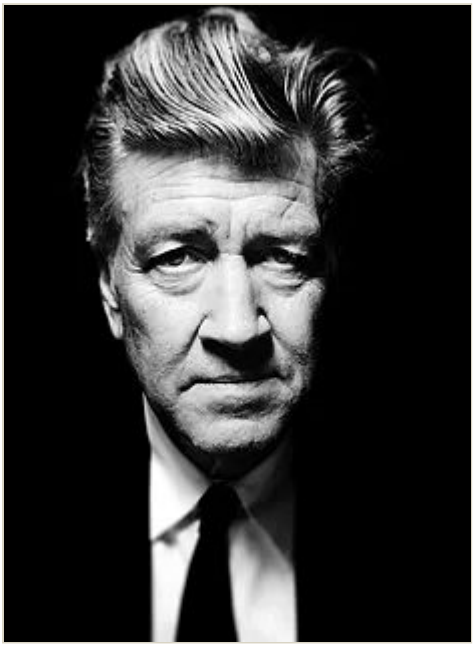
Rule of thirds, pattern



Lines, depth of field, tone

SEPTEMBER 25, 2016 RESEARCH AND PLANNING 8 OF 66

David Lynch



David Lynch is an American movie director, artist, photographer, actor and musician.

He is my favorite director and I have seen all his movies. He started his career in college, making short films and later, his first feature film, "Eraser Head", in 1977.

David Lynch is 70 years old and is still making art in various forms.

Some of his most famous films are "Mulholland Dr.", "Blue Velvet" and the TV series "Twin Peaks".

He has been a great influence and inspiration for me. I try to analyze his movies and understand his technique and unique creativity.

His film genre is hard to define, it is a mix of surrealistic, film-noir and horror.Lynch investigates the subconcious and his movies are full of unaswered questions and mysteries.

David Lynch - Explained

Note Here the candidate has linked to a YouTube clip - care is needed to ensure copyright permission exists. As this video is hosted on YouTube, advertising may appear.
https://www.youtube.com/watch?v=2mhwQdV2iYQ



Video on the original blog
https://www.youtube.com/watch?v=2mhwQdV2iYQ

Somebody else - The 1975

The candidate has linked to a YouTube clip - care is needed to ensure copyright permission exists. As this video is hosted on YouTube, advertising may appear.
https://www.youtube.com/watch?v=Bimd2nZirT4



Video on the original blog
https://www.youtube.com/watch?v=Bimd2nZirT4

Some of the elements in this music video have inspired my final work. For example the site come sounds that can be heard in the opening scene.

> **MODERATOR**
> Much of what has gone before can be used as evidence for assessment. However, beware of including irrelevant Preliminary materials such as this post.

SEPTEMBER 27, 2016 PRELIMINARY

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Practice with new camera



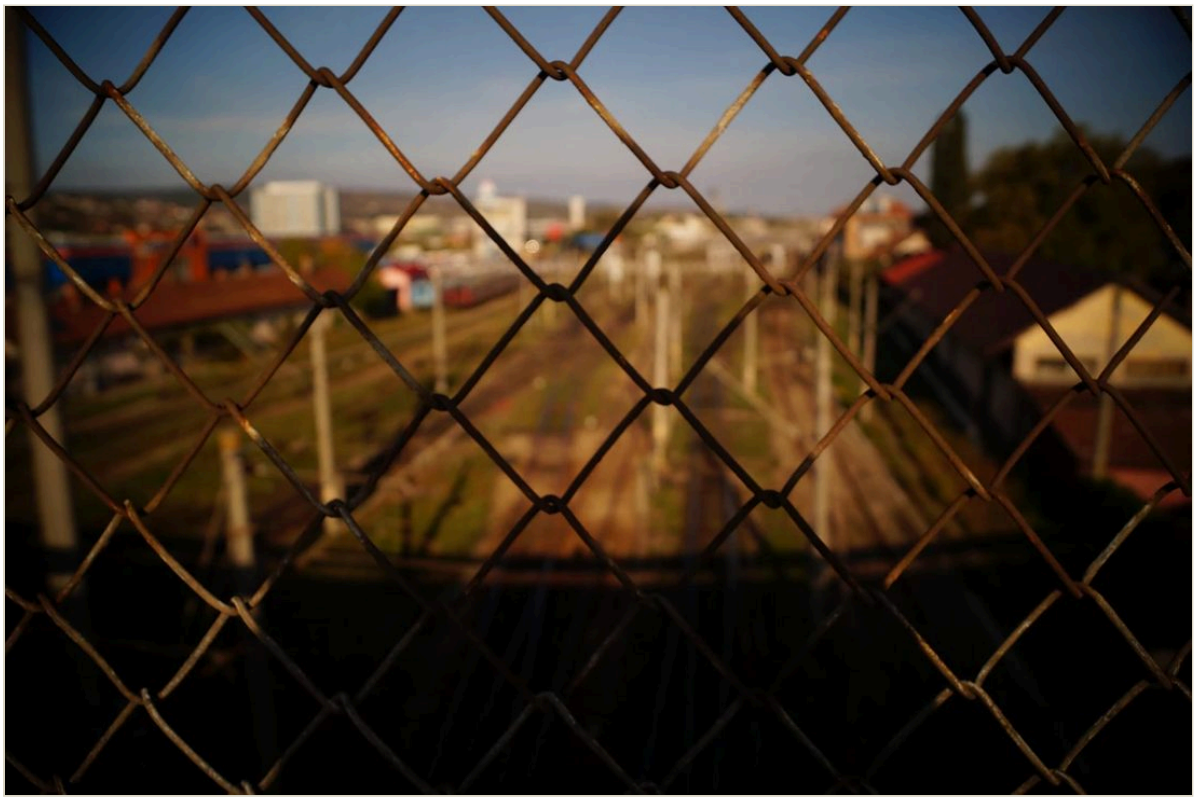




SEPTEMBER 29, 2016 PRELIMINARY

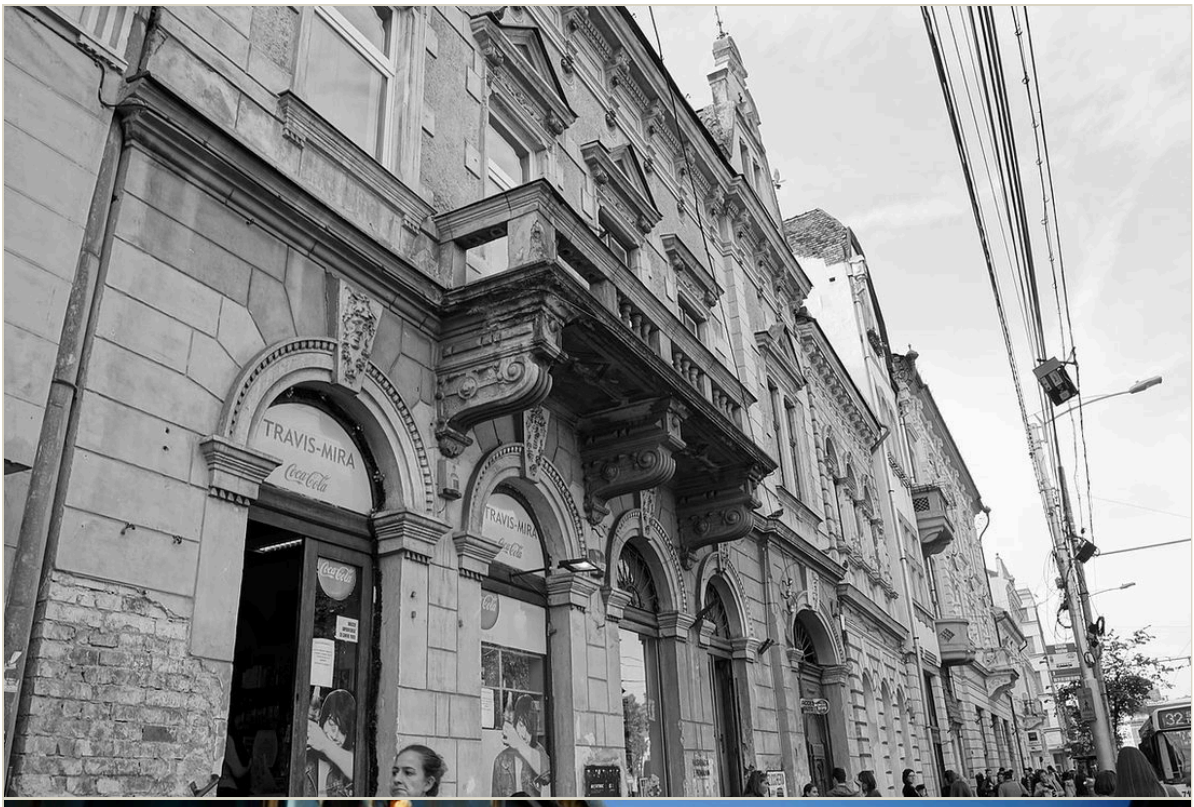
12 OF 66

Project with school in Dormont





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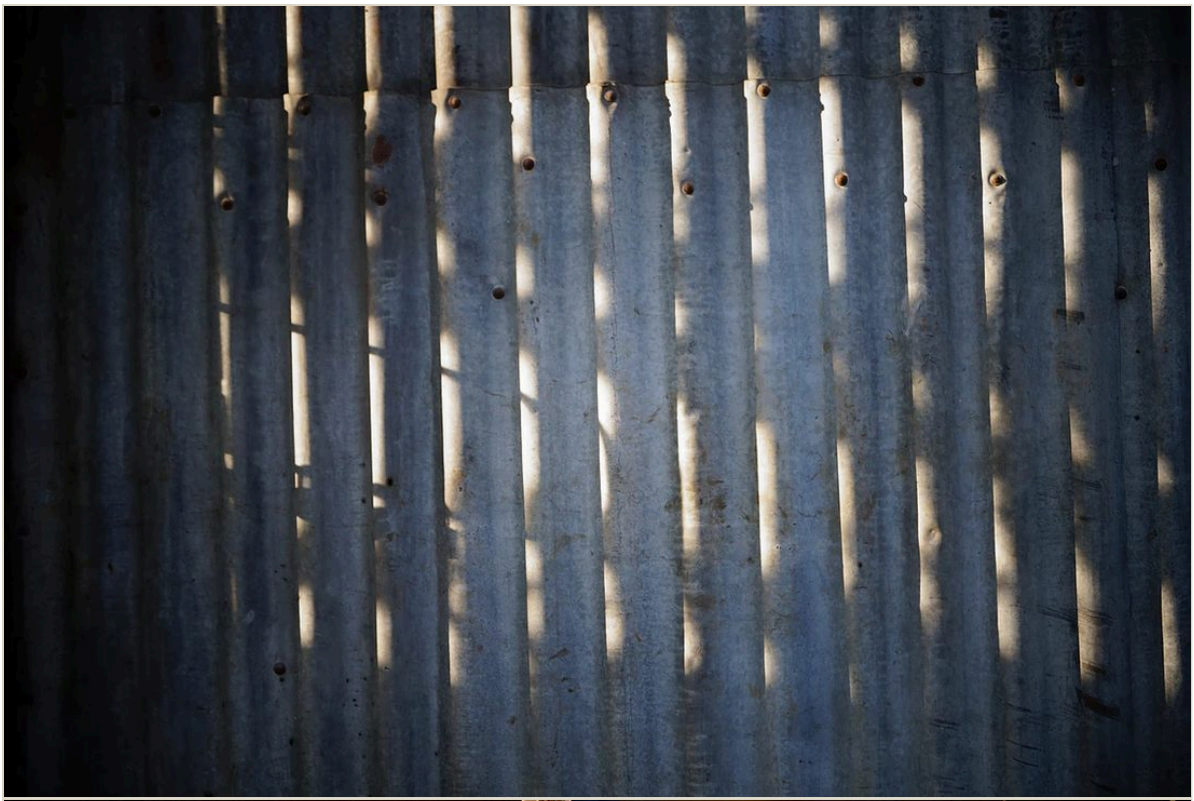


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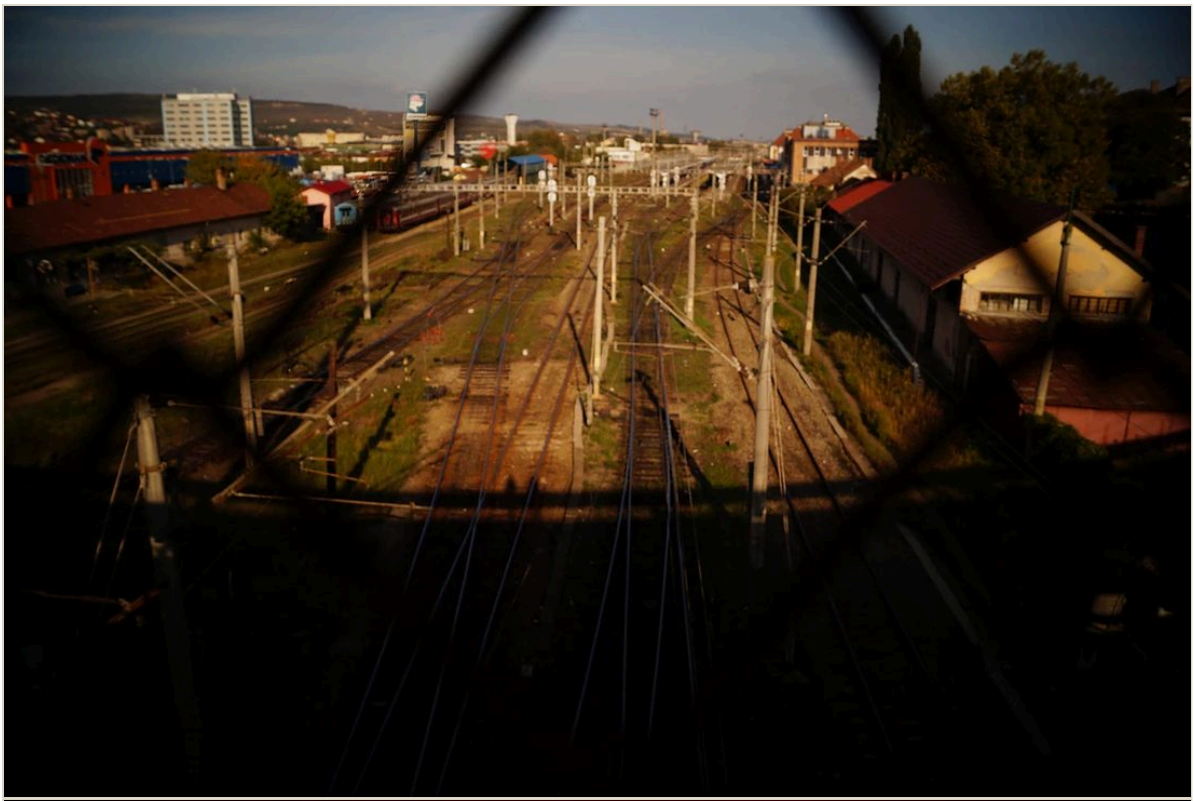
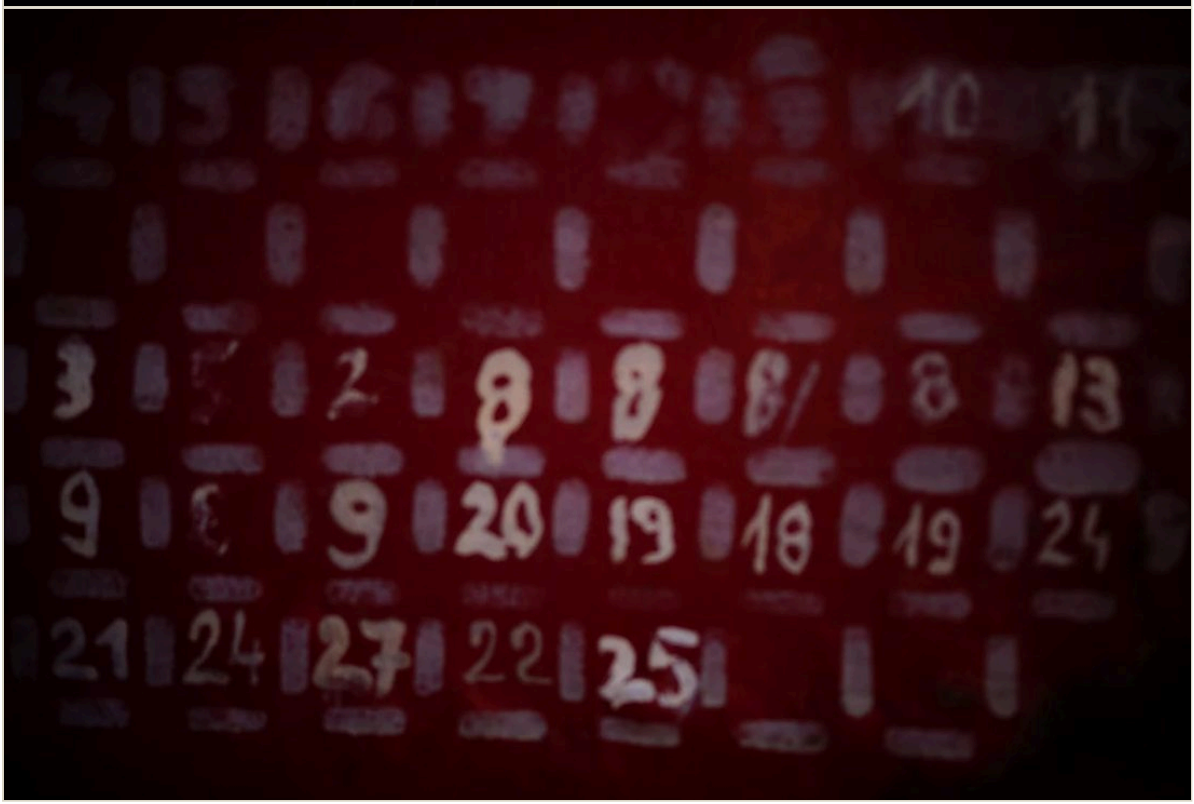










Video Project (documentation and inspiration)

In order to practise editing films and sound for my final project I decided to make a short film, focusing on light editing and background sounds.

The poem that will be heard throughout the video is recited by the singer and song writer Lana del Rey. That's why I used two of her music videos as inspiration, they are attached below.

Note Here the candidate has linked to two YouTube clips - care is needed to ensure copyright permission exists. As these videos are hosted on YouTube, advertising may appear.



Video on the original blog
https://www.youtube.com/watch?v=cE6wxDqdOV0



Video on the original blog
https://www.youtube.com/watch?v=TdrL3QxjyVw

MODERATOR

Whilst this material is relevant and important to show skills development, it would perhaps be best labelled as Skills Development, or Planning. The candidate is rewarded for this material in their AO3 mark. It is possible to include too much preliminary material especially if it is not directly relevant to the portfolio brief.

Mise-en-Scene Homework







Three variations of the same space.

OCTOBER 5, 2016 RESEARCH AND PLANNING 15 OF 66

Quadrant Rule for future filming

The candidate has linked to a YouTube clip - care is needed to ensure copyright permission exists. As this video is hosted on YouTube, advertising may appear.
https://www.youtube.com/watch?v=DNplQBbxjbw



Video on the original blog
https://www.youtube.com/watch?v=DNplQBbxjbw

One of my favorite TV series is the Emmy award-winning drama "Mr. Robot".

The main character, Elliot, suffers from social anxiety and the unusual style of filming manages to convey that same feeling to the audience. I would like to experiment with the unique quadrant rule and eventually use it in my film opening.

> **MODERATOR**
> Planning materials start here. What we are looking for is how the production develops.

OCTOBER 26, 2016 PRELIMINARY 16 OF 66

Burnt Time

This is a short video I made as practice. I included scenes from Alfred Hitchcock's "Vertigo" and "To Catch a Thief", as well as footage that I shot. The background sounds are recorded by me and the song is Lana del Rey's interlude "Burnt Norton" (written after T. S. Elliot's poem).

I tried to mix the old and new footage in order to suggest the vintage and nostalgic effect that the music expresses. The various unclear zooms suggest the unknown and mysterious concept that the poem tries to describe: time. The other clips, from the films, are in no chronological order because sometimes even the passing of time can be strange and confusing.

Note: Video unavailable due to copyright concerns

What I know/What I need to know

What I know about film editing

Right now I know how to cut and put together different shots and how to cut sound tracks. I can add simple transitions and music on the background. I have edited simple short films with little effects. I can also add titles and credits.

Also, I know different types of shots, camera angles and movements.

What I need to know

I should learn more complex film editing, how to use transitions and efficient cuts. Also, I should develop my understanding and usage of sound in films. I need to learn about color correction and practice it. For my film opening I should also learn how to use After Effects in order to be prepared to include special effects in my project if needed. And one technique I want to learn is compositing/overlays of different shots.

MODERATOR

Useful reflection on personal skills development.

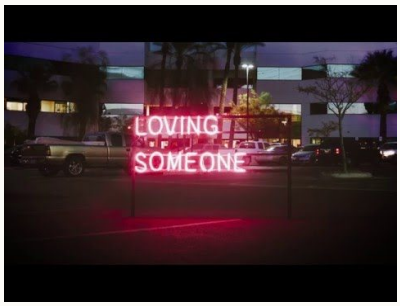
Music video preliminary task

In order to practice video editing for my film opening I decided to make a music video for "Loving Someone" by the British band, the 1975. I chose this song because it has a strong message and a good rhythm for cutting and editing.

Two of my friends will help me by acting in the music video, while I shoot and later edit the footage.

My general idea for the video is to reinforce the lyrics by showing how loving someone is above anything else that society and the world tries to offer us. We should not let ourselves be blinded and overcome by everything that is going on around us, in the media, in the world. people often forget to focus on what is important, loving someone.

Note Here the candidate has linked to a YouTube clip - care is needed to ensure copyright permission exists. As this video is hosted on YouTube, advertising may appear.



Video on the original blog
https://www.youtube.com/watch?v=FbVgj7gGw3U

MODERATOR

An interesting task for the candidate but it is not directly relevant to the brief. The preliminary task should focus on skills introduction/development that are directly relevant to the brief. Ideally, candidates will only need to do one preliminary exercise and then move on to the research and planning stage of the brief.

Planning for Film Opening

When I first started thinking about what I want to express and include in my film opening I had many ideas so I began writhing them all down and only later organizing them. I tried to borrow ideas from some of the movie directors or films that I enjoyed, but also come up with my own.

I decided to work with one of my friends and colleagues in media studies, so we could share ideas and thoughts and come up with an exact plan for our film opening. We worked together and decided on some general ideas we would like to include but also on the script for the first two minutes of a film.

Some of our initial ideas are: (we might not use them all, also we will ad others)

-using sitcom sound effects that are abruptly cut (like in the 1975 music video for "Somebody Else")

-having one male character and focusing on his personality and behaviour

-adding something unique to either his costume or look

-the main idea is that of a dream or surreal imagery

-the setting will be small and confined, will contain a bed to suggest the idea of sleeping and dreams

-breaking the fourth wall

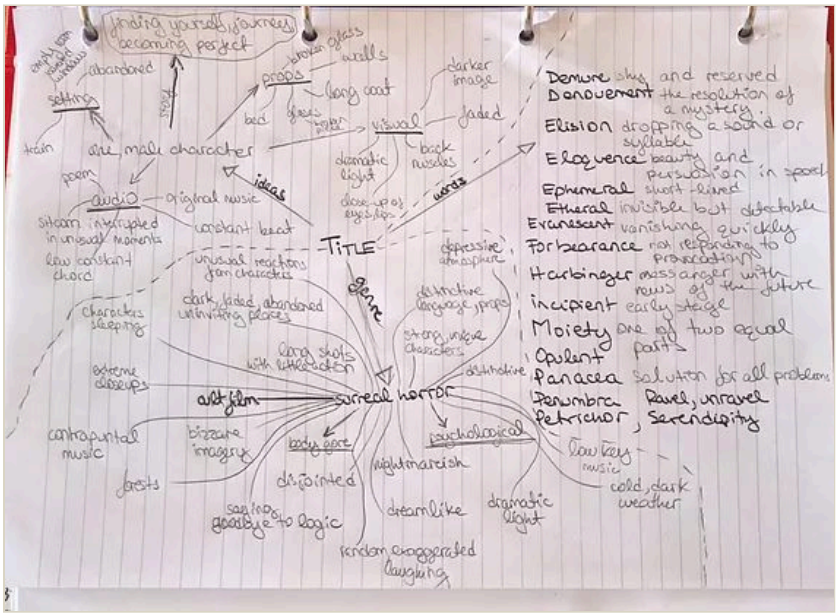
-long shots to create unease, point of view shots

-having a poem recited

-the same person making different choices, and showing the two different versions of life that result from this

-walls will be very present and shown throughout the film to suggest confinement

Mind Map



These are some general ideas I would like to use for the film opening. They are according to title, genre and mise-en-scene.

> **MODERATOR**
> This is a great way to start planning. Clearly based on the research that precedes it.

Deciding Genre for Film Opening

After considering the ideas we had, and the type of atmosphere we wanted to convey through the film opening, Tea and I decided that the main genre of our film will be surreal horror. Of course, conventions of other genres will be present, resulting in a hybrid.

It is difficult to describe surrealism as a style or form. It mainly consists of irrational images, characters and places that do not necessarily fit, and when they are brought together they create a sense of unease and anticipation in the audience. Generally accepted norms and conventions are challenged and bent in order to express the director or writer's view on life and its perceived normality.

Surrealism began in the 1920's when it moved from the French literary movement into filmmaking. The first pioneers of this genre were Luis Bunuel and Salvador Dali that opposed the conventional forms of linear narrative and logic and created this controversial style.

The rise of surreal horror began with the production of indie films that tried to show creativity with the little resources they had, by making a film unique and memorable for the audience.

9 Frame Analysis



MODERATOR

This is directly relevant to the brief. Some excellent research into the opening sequences of three films in a similar genre to the final product. The post should have been tagged as 'Research'.

Enemy

The simple but large font used in this film opening for the movie “Enemy”, directed by Denis Villeneuve, takes up most of the screen in the fist frame which appears directly as the music begins. The soundtrack used is slightly contrapuntal to the bleak, faded shots of blocs and buildings. The song is quite joyful and begins abruptly. The first frame is a static frame of a few buildings and the name of the starring actor written in yellowish capital letters. Neither the size of the font or of the buildings manages to be imposing and overpowering, but rather they give the same feeling of emptiness and loneliness.

The next frame is also a static frame, this emphasizes the emptiness, desolation of the place, adding up to the enigma created in audience’s minds. The name of the main female actress is presented in this frame. This time a street can be seen but no people are present. This also adds to the idea of a huge desolate world.

The same feeling persists in the third frame, where in equally large letters a third name is presented on a similar background of buildings. The entire facade of the buildings is made of glass windows and balconies. They reflect a foggy kind of sunlight that might be present because the sun is setting, but it still seems unnatural and depressing.

The fourth frame shows the title of the film and details about the book it is based on. The text takes up the whole screen and the many windows of the buildings can be seen behind. A slight zoom in on the background brings the viewers attention to the title in the center of the screen.

The next frame shows in slightly smaller letters the name of the director and writer over a similar background of two building in the same lighting, while the upbeat song continues.

Another static frame of only one building allows more space for a series of names to appear on the background of a foggy, polluted sky.

The next frame consists of a pan taken on top of a building, showing more names of members of the crew.

The eight frame gives a series of names, framed besides a building, bringing into focus the empty balconies behind.

The ninth frame ends a long arial shot that tracks the highly industrial city, showing a list of the songs used in the movie. This attracts our attention to the music, which has now changed into a more serious and sad melody, contrasting the previous one. This makes the audience aware that the movie is beginning, by getting their attention.



Zodiac

“Zodiac” begins with an arial shot that establishes the location of the action, San Francisco. The upbeat music suggest a busy, stressed life and environment, where everything moves very fast, traffic noise can also be heard.

The music continues into the second frame which introduces the main character and his son. The credits are written in lower-case letter in the left bottom corner of the screen throughout the opening. They are designed to look as codes, suggesting the theme of the movie about mystery and the convention of code breaking. The two characters are shown in the bathroom of the main character’s house, brushing their teeth. They are getting ready for the day and are in a hurry.

In the third frame, the music fades out slightly and even if they are running late the father still takes the time to talk calmly to his son about how he should brush his teeth. He then urges him to go get his lunch box on the hallway.

When they arrive at the boy’s school, his father tries to be a good parent by telling the boy to learn a lot at school, though it is obvious that the man knows little about being a parent. The boy runs away towards the school, slightly confused at his father’s comment.

The main character’s life continues to be presented through the actions of one of his average mornings. He arrives at his job, where he works in a huge office building with many other employees. A parallel montage alternates shots of him going to his office desk and an envelope being delivered at the same time to him. This is used to increase tension and the anticipation of the audience concerning the contents of the envelope.

As the opening credits continue to be shown in the bottom left corner of the screen, the character’s slight awkwardness is suggested in different instances as he continues his journey up to his floor. He keeps his head down and tries to avoid eye contact with the people around him.

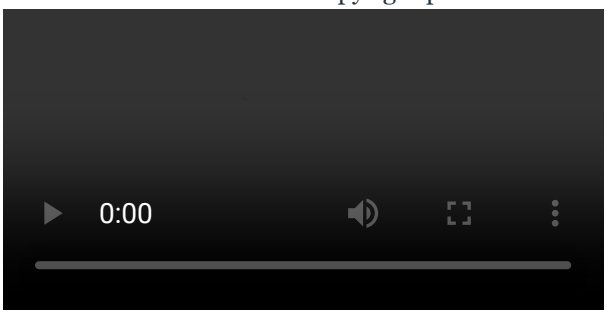
The seventh frame shows the same envelope being sorted among a sea of mail and eventually being placed in a large trolley. The name of the sender can't be read clearly, but the writing looks similar to that of the credits.

The next shots are of the man stopping to get a doughnut from a table where an old man sits. The routine of every morning is suggested through the simple, mechanical moments that the old man makes to point to a sign that says ”coffee, delicious as hell”.

The last frame of the opening sequence shows the trolley with the mysterious envelope approaching the man’s office as he arrives at his desk. But just as it arrives, he is called away, leaving the audience wondering about the contents and the sender of the letter.

Loving someone

Video is unavailable due to copyright permissions.



> **MODERATOR**
> When engaging in productions with candidates, teachers should stress that using copyright material could be an issue and that permissions should be at least sought.

This is my music video for "Loving Someone". I wanted to make this as practice for filming and editing. My main idea was to show that the only thing that is truly important is to be in love and know that you are loved.

I used iMovie on a MacBook air to edit the video footage. I saved a lot of time because it is a program that is easy to use and understand. I have used iMovie before so I was quite familiar with the functions and effects. I used transitions from one shot to the other, also I played some cuts in reverse to match the rhythm of the song. Other visual aspects were also the way I filmed some shots, moving the camera to create the feeling and atmosphere of the song.

DEMURE-film opening title

DEMURE

characterized by shyness and modesty; reserved

synonyms: modest, unassuming, meek, mild, reserved, retiring, quiet, shy, bashful, diffident, reticent,timid, shrinking, coy

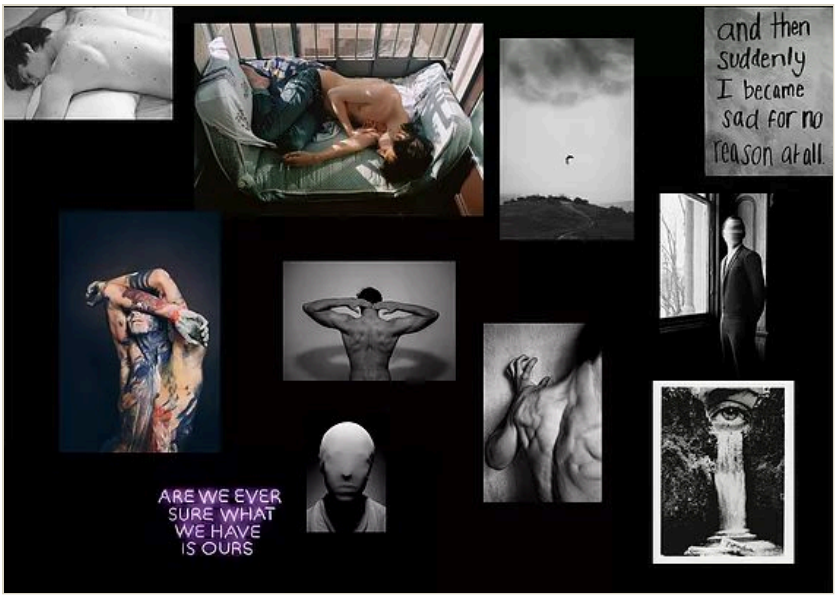
origins:

- 1350-1400
- -Middle English dem (e) ur (e) well-mannered, grave
- -French demuré, past participle of demurer to demur;
- -perhaps influenced by Old French mur=wall*
- -mëur grave,
- -mature (Latin matūrus)

Tea and I chose this word as our title because it fits quite well with what we have in mind for our film opening. It describes the main character, and it also sounds dark and mysterious, intriguing to the audience that might not know its meaning. We also thought that this word will look aesthetic and could be easily written in different fonts to suggest the genre of the film, and work as a strong convention of horror.

Moodboard

This moodboard is meant to suggest some conventions of the genre we chose for the film opening, also showing the general atmosphere and style we are aiming for. Tea and I chose the pictures and arranged them in the moodboard.



MODERATOR

A moodboard is an effective way of exploring the aesthetics of a production.

DECEMBER 13, 2016 RESEARCH AND PLANNING 26 OF 66

Ideas and thoughts for the message behind "Demure"

If I am lost... then how can I find myself? Does pain have a tempo? Can I truly know where I want to arrive if I don't know where I am now?

I keep thinking but this just makes it worse. One question leads to another and another and I get lost in this vortex of words and thoughts but they don't seem to have any correlation, and they certainly don't lead to any conclusion.

It's pretty much my fault. I don't try hard enough, I have this routine, a circle that goes around and around and I'm aware of it but I never break it. Do I want to?...

And I'm so alone, empty. The world around me is empty. And quiet, so still, so tired. But it's not a grey kind of empty, it's yellow, the kind that makes you sick. Like urine, depression and forgetfulness.

There are some that have tried to interfere, to help...and there might be others that will. Sometimes I try to accept them, to have patience. Once I even believed she might understand and have a worthwhile influence. Should I accept my fait as obsolete? Maybe I already have. But if I was to keep going...where would I begin? Where would I end up?

DECEMBER 13, 2016 RESEARCH AND PLANNING 27 OF 66

Plot

"Demure" begins with the main character introducing his world and thoughts, directly addressing the audience. He is sitting on his bed, in his isolated room, away from the world. The strangeness of this place and his mind is suggested through his unusual movements and behaviour. He tries to go to sleep but his mind is too unsettled by worries and nightmares of what he is and what he might become. The gravity of his state is suggested by the hallucinations he has of himself, the audience does not know if these images are past, future or simply imaginary. He then eventually manages to lay on the bed and fall asleep, troubled by dreams and nightmares.

But is he really falling asleep or is he just now waking up?

MODERATOR

A mistake that many candidates make is to create the plot for a full-length film. All that is needed, as here, is the opening sequence. This candidate has left us with a very interesting enigma – just as it should be.

Story

The story depicted in “Demure” will present the confusing and uncertain psychological journey that individuals go through in order to find their purpose, to find the self.

Character

Dan Alexandru Dunca



The main and only character in our film opening will be played by one of our colleagues. His name is Dan, he is 16 years old, he is 1.80 meters tall, he has blond hair and hazel eyes.
We asked him to help us because he is very charismatic and has a dramatic side, that we thought would not only help us with his acting but also by giving us unique ideas and improvisation during filming. He also fits the vision of the character that I had when I first thought about the ideas of this film. His appearance is aesthetically pleasing and he has a mature, strong body.



MODERATOR

Evidence of casting. This is often missing from candidates’ blogs.

Props

-Large bed (pillow)

-Dark, old bed sheets

-Covered window (newspapers, trash bags)

-Simple grey or brown pants, long, old, dirty hoodie or cardigan

-An old, broken blanket

-Furniture optional



> **MODERATOR**
> This could have been included as part of a shooting script.

Demure - Film Opening Script

After discussing ideas and planning with Tea, I wrote the script for our film opening.

Also added bellow are images of the script in Celtx format, saved as a pdf.

Scene 1: Waking up

EXTREME CLOSE UP:

A young man's eyes are looking straight into the camera, expressionless.

him

I keep thinking but that just makes it worse. One question leads to another... and another....

Extreme close up zooms out to close up of his whole face and shoulders.

him

And I get lost in this vortex of words and thoughts but they don't seem to have any correlation.

He stops moving his mouth but the words continue to be heard as if he is saying them.

(sitcom sound:gasp)

him

And they certainly don't lead to any conclusion.

He slowly turns his head and eyes to the right and looks at something outside the shot. After a few seconds he looks back into the camera with a slightly worried expression.

establishing shot:

He is sitting on a small bed, placed by the right wall of a dark, empty room. The only window that can be seen is covered by papers and plastic bags. After a few moments he lies down awkwardly and slowly on the bed.

(respect 180 rule throughout scene)

CLOSE UP:

We see his face as he lays his head on the pillow. He closes his eyes, worriedly, unsettled.

WIDE:

He is laying down on the bed and stretching in a strange, unnatural way.

(sitcom sound: awww)

mid shot:

Shows him sitting up right on the bed, from his left side. His breathing can be heard and he is staring at the left wall of the room. (outside the shot). He crawls to the end of the bed and sits down again.

PAN:

Follows his gaze to the wall, there is nothing there.

WIDE:

He is sitting in the same position on the bed, still staring, frowning at the wall. Abrupt cut shows him standing by the wall and hitting his head against the wall, crying and clawing at the wall. This only lasts one second, cut back to him sitting on the bed.

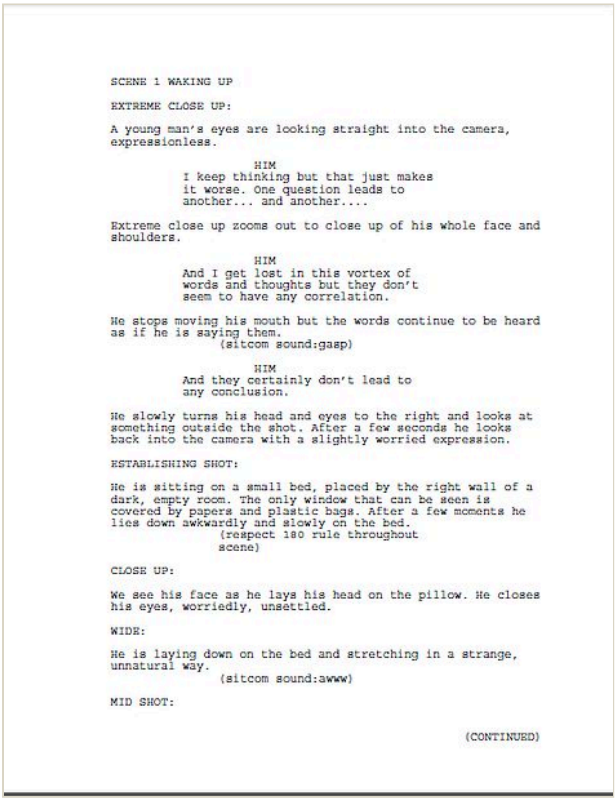
After another moment, he starts to lay back down on the bed, scared, worried.

CLOSE UP:

We see his face as he lays his head on the pillow. He closes his eyes, worriedly, unsettled.

WIDE:

He is thrashing on the bed and turning from one side to another. Cuts show the same shot of the bed, alternating between him laying still and moving on the bed, his eyes closed.



SCENE 1 WAKING UP

EXTREME CLOSE UP:

A young man's eyes are looking straight into the camera, expressionless.

HIM
I keep thinking but that just makes it worse. One question leads to another... and another....

Extreme close up zooms out to close up of his whole face and shoulders.

HIM
And I get lost in this vortex of words and thoughts but they don't seem to have any correlation.

He stops moving his mouth but the words continue to be heard as if he is saying them.
(sitcom sound:gasp)

HIM
And they certainly don't lead to any conclusion.

He slowly turns his head and eyes to the right and looks at something outside the shot. After a few seconds he looks back into the camera with a slightly worried expression.

ESTABLISHING SHOT:

He is sitting on a small bed, placed by the right wall of a dark, empty room. The only window that can be seen is covered by papers and plastic bags. After a few moments he lies down awkwardly and slowly on the bed.
(respect 180 rule throughout scene)

CLOSE UP:

We see his face as he lays his head on the pillow. He closes his eyes, worriedly, unsettled.

WIDE:

He is laying down on the bed and stretching in a strange, unnatural way.
(sitcom sound:awww)

MID SHOT:

(CONTINUED)

CONTINUED: 2.

Shows him sitting up right on the bed, from his left side. His breathing can be heard and he is staring at the left wall of the room. (outside the shot). He crawls to the end of the bed and sits down again.

PAN:

Follows his gaze to the wall, there is nothing there.

WIDE:

He is sitting in the same position on the bed, still staring, frowning at the wall. Abrupt cut shows him standing by the wall and hitting his head against the wall, crying and clawing at the wall. This only lasts one second, cut back to him sitting on the bed.

After another moment, he starts to lay back down on the bed, scared, worried.

CLOSE UP:

We see his face as he lays his head on the pillow. He closes his eyes, worriedly, unsettled.

WIDE:

He is thrashing on the bed and turning from one side to another. Cuts show the same shot of the bed, alternating between him laying still and moving on the bed, his eyes closed.

Target audience questionnaire

> **MODERATOR**
> Some target audience research is desirable but should be done before the planning phase of production. The value, however, of this type of primary research is questionable. Many candidates spend too much time creating online questionnaires and surveys without really being able to show that the outcomes have influenced their choices during production. The limited variety in the sample here, and the limited sample size, means that the results are less than useful in providing genuinely useful information for the candidate.

We sent out a questionnaire with several questions on the topics of film genre, film opening types and film preferences in general. Tea and I worked together on designing the questions. This was meant to help us understand and identify our target audience for the two-minute opening of "Demure". The questions had short written answers or multiple choice answers.

The questions are the following:

- Gender
- Age
- Country of origin
- How often do you watch movies?
- How do you usually watch movies?
- What type of film opening do you enjoy?
- What hybrid of horror do you like most?
- Do you enjoy more enigmatic and mysterious films?
- Do you like plot twists?
- Do you like dream scenes in films?
- Have you ever watched indie films?(independent production)
- Do you like any of these movie directors?
- Do you like symbolism in film?
- Do you like surreal art?
- Do you enjoy the atmosphere of black and white movies?
- Do you appreciate the feelings given by horror soundtracks and settings?

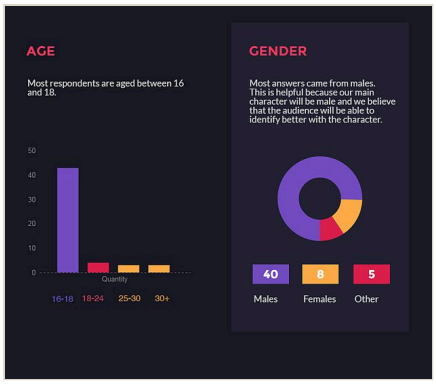
Target audience

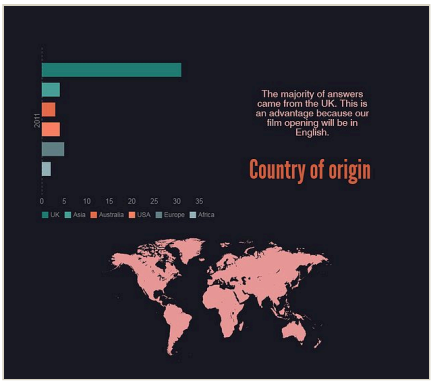
> **MODERATOR**
> A very well executed survey but did the candidates simply get the answers they were looking for? After all, they have already decided on their film opening.

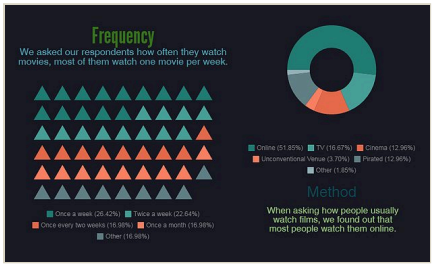
After receiving answers from 53 respondents, we summarized and illustrated the results in an infographic.

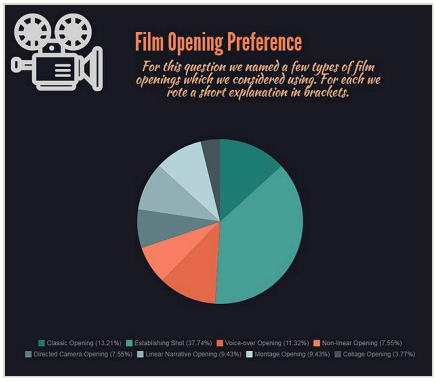
Tea and I worked together to redesign the results of our questionnaire in order to make them more appealing to viewers.

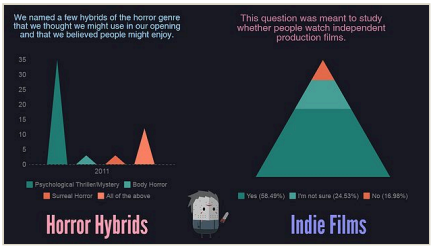


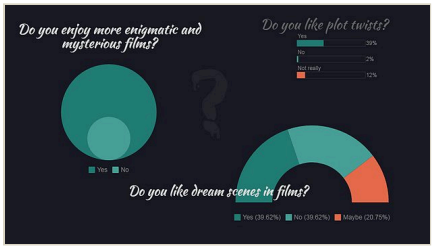


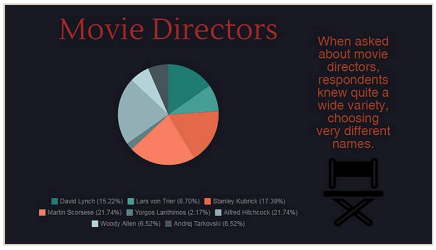


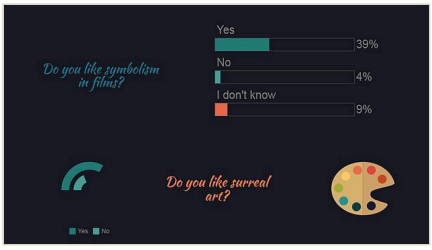


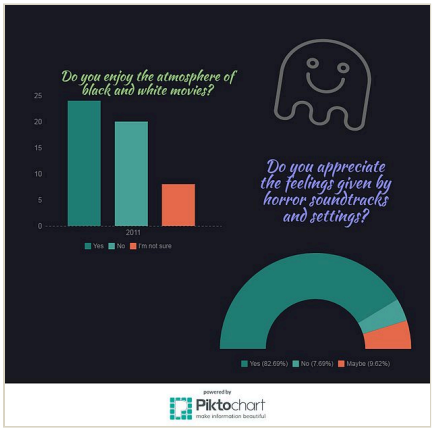












From the results we got it can be concluded that most of the people who completed the questionnaire are interested in the genre and type of film opening that Tea and I want to create. The majority of respondents are from the UK, this is one of the reasons why the film opening will be in English, but also because it is a language well understood by many and usually heard in movies.
Furthermore, most people are informed about less common conventions and styles. There is a large interest in horror and more psychologically complex films. People are open to symbolism but less so to dream scenes, this is why we will not necessarily ad our character's dreams into the opening.

Our target audience is well informed about types of film openings and movie directors who's style match that of our task. So we believe that they will enjoy the less conventional, enigmatic scenes that we will create.

Location

> **MODERATOR**
> Slideshow apps are ideal for this task. Ideally recce reports should have comments about how each location could be used in the production. They should also recognise any issues involved – health and safety etc.

Tea and I wanted to find an empty room where we could work on our film opening. We hope we will find a room that looks old and derelict where we can just put a bed or simply a mattress.

In order to find a suited room we asked different friends, our parents and our teacher for ideas and help.

Dan, our actor, told us about an abandoned house he had previously taken some pictures in.

Also, Tea's mother will ask about a room in an art museum from our city.

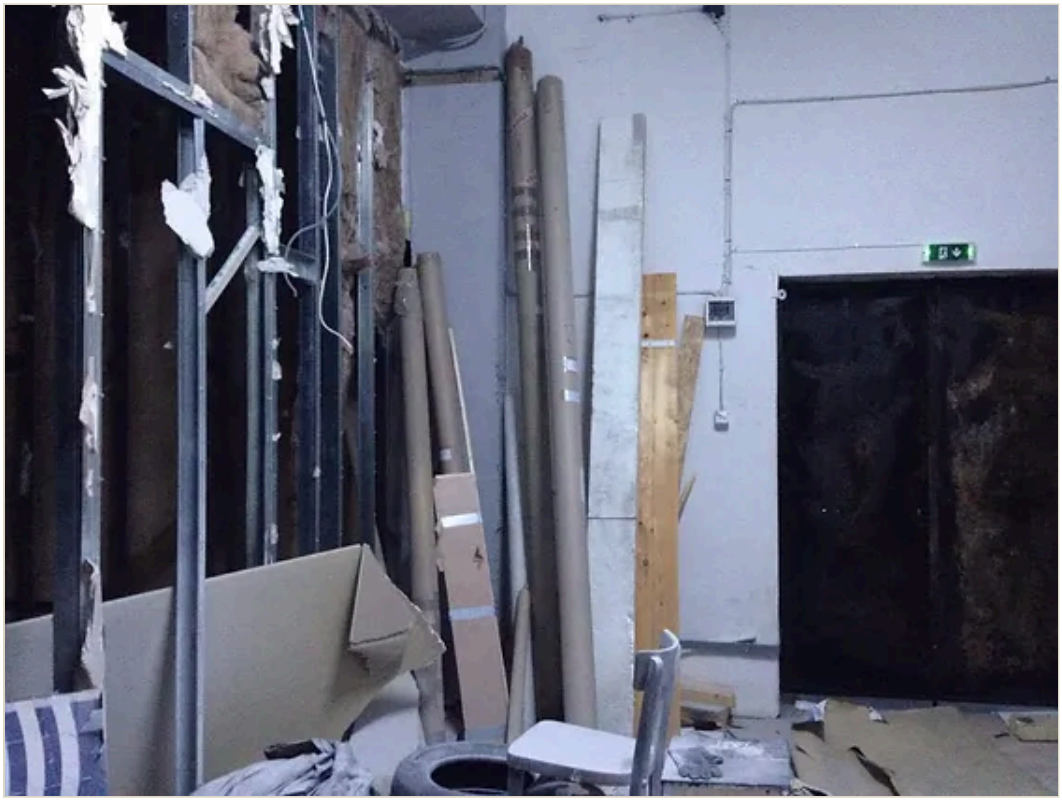
Our media studies teacher asked about an empty room in an art gallery. They are currently under construction and they sent us some pictures of what the gallery looks like (I added them bellow).

Abandoned house, in Grigorescu neighborhood:



Art gallery at "Fabrica de pensule":









Sound Homework - Blue Velvet

In order to see the importance of music in film openings, I had the homework of adding different types of songs on the same opening and understanding the effect

I chose the beginning of Blue Velvet, directed by David Lynch, because I found it very complex and dependent on the song that is originally played throughout the first few minutes of the movie, called "Blue Velvet" by Bobby Vinton.

The first song I added was a Nocturne by classical compositor Chopin. Together with the images it gave the whole extract a calm and serene feeling. I matched the crescendo of the melody with the death of the character in order to create the dramatic effect.

The next melody was a more up-beat, blues song sung James Brown. At first, it suits the images shown in the movie but then it created a contrapuntal feeling when the character has the heart attack while the joyful music keeps playing.

The third song I chose was "Another One Bites the Dust" by rock band Queen. This also had a similar effect, making the action in the film seem slightly funny and ironic, even if it was quite somber.

Note Here the candidate created their own video making use of a range of film music - we are unable to include this video due to copyright concerns.

If I Believe You - The 1975

In November I attempted to make my first music video, it was not a great success because I did not have a lot of time to work on filming or on editing. However, I managed to practice editing skills on iMovie and I tried to be creative and work with what I had. The outcome can be seen bellow. :)

Video unavailable due to copyright permissions.

Filming equipment

In order to be more efficient when filming, I thought about what equipment I might need for shooting the film opening of "Demure".

> **MODERATOR**
> Some images would be appropriate here.

1. two DSLR cameras: Mine: Sony alpha, Tea's: cannon 700D (batteries, camera bag, memory cards)
2. one tripod (bag)
3. two spot lights (from the school's marketing department)
3. Makeup, hair products
4. Costumes
5. Portable radiator
6. Snacks, water, tea, coffee.
7. Generator ?
8. Extension chord
9. Props
10. Paint?

Actor changes

MODERATOR

Strong justification for changing actor. However, it could have been stronger if the candidate had offered a little more analysis of the new actor's attributes with regard to the production.

Tea and I decided to find another person to act in our film opening for a few reasons:

Firstly, even though Dan agreed to work with us, he did not manage to come the first few times we wanted to film. He is very busy with a lot of extracurricular activities, because he is studying to become an architect, and acting in our film was not a priority for him. Tea and I did not want to risk not finishing the project because Dan could not come to our filming sessions. So we told him that we did not want to take this risk and that it would also be better for him not to have this project as an extra activity.

The next person that we though of for playing the main character in "Demure" is a friend of ours, Andrei, we call him Fele. He is 17 years old and he studies at another school in our city. Right now he wants to move to an arts and design high school, he has a very artistic side, he wants to become a designer, he plays the guitar and the violin.

Fele also fits the character's description, but in a different way than Dan did. Fele is quite thin, with dark wavy hair and green eyes. He has dark, sharp features but at the same time beautiful and soft. We believe that he might embody the character's personality and image even better than Dan. Fele can represent the uncertainty and beauty that "Demure" tries to depict through the experiences and nightmares that the character has.

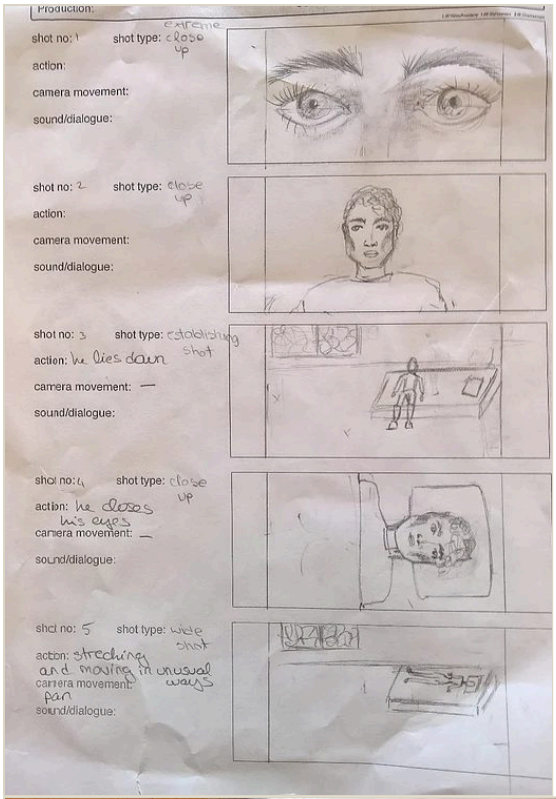


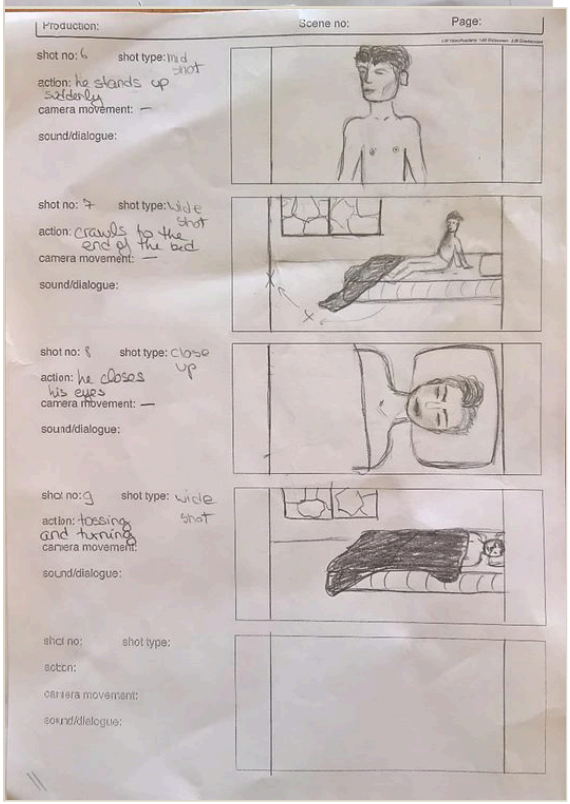
Storyboard

MODERATOR

For a production of this quality the storyboard could be more detailed. The storyboard should include details of camera angle/position, sound, dialogue, lighting etc. It should also indicate the placement and position of titles and credits. The marks have not been affected by this as the rest of the planning and production are so strong (AO3).

Tea worked on drawing the storyboard for the nine shots we have in the film opening of "Demure". These are done after the script I wrote but we are more than certain that once we begin filming we will change quite a few shots and ad some too.


Production:
shot no: 1 shot type: extreme close up
action:
camera movement:
sound/dialogue:
shot no: 2 shot type: close up
action:
camera movement:
sound/dialogue:
shot no: 3 shot type: establishing shot
action: he lies down
camera movement: —
sound/dialogue:
shot no: 4 shot type: close up
action: he closes his eyes
camera movement: —
sound/dialogue:
shot no: 5 shot type: wide shot
action: stretching and moving in unusual ways
camera movement: pan
sound/dialogue:

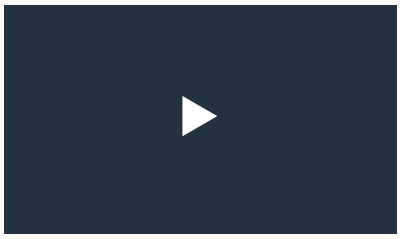

Production:
Scene no:
Page:
shot no: 6 shot type: mid shot
action: he stands up saftenly
camera movement: —
sound/dialogue:
shot no: 7 shot type: wide shot
action: crawls to the end of the bed
camera movement: —
sound/dialogue:
shot no: 8 shot type: close up
action: he closes his eyes
camera movement: —
sound/dialogue:
shot no: 9 shot type: wide shot
action: tossing and turning
camera movement:
sound/dialogue:
shot no: shot type:
action:
camera movement:
sound/dialogue:

Animatics

MODERATOR

An animatic storyboard is a good idea to show the pace of the opening. This one, however, does not add much to the paper storyboard. The candidate sees this and decides to improve it in the next post. All evidence of revisions being made and understood.

After Tea drew the storyboard for our film opening I took pictures of each shot in order to create the animatics. I put the photos together and added the soundtrack in CyberLink PowerDirector 14. The only effect I used was cross-fade between each image. Also, I tried to estimate the number of seconds each shot would take when filming and adjusted the time for each photo according to that. The song I chose is called "Sincerely" by Stephen, I thought the instrumental part fit well with the atmosphere that our film opening will create. I cut only this part from the song and trimmed it to fit the images. I also added the title of the movie at the end as a first draft of what the font will look like. Tea suggest having an artistic and elaborate "D" and I thought the rest of the word should be more simple so that it also fits the darker side of the film.

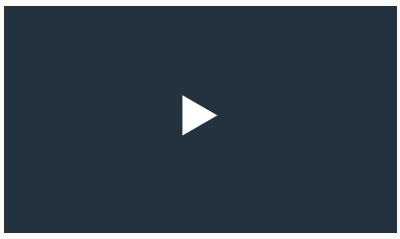


Video on the original blog
https://vimeo.com/305633081

Animatics - improved

MODERATOR

Whilst some improvements have been made these do not really add that much. It would also be desirable to offer a greater explanation of why changes/additions have been made.

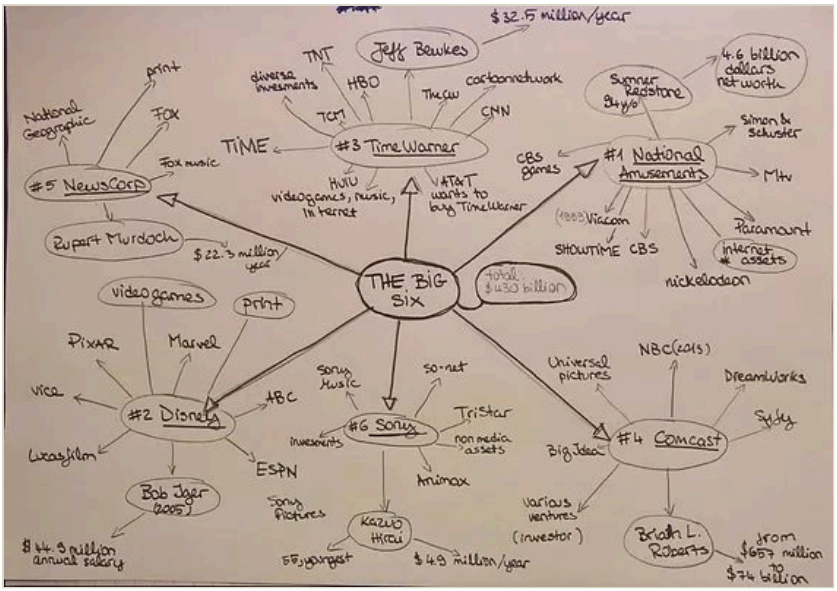


Video on the original blog
https://vimeo.com/305633102

I changed some details of the animatics in order to make them more accurate when compared with the script. I added the zoom out from the beginning and changed the cross-fades with direct cuts.

The big six

In order to get a broader understanding of the media industry, I studied the largest six conglomerates that own the majority of media production and distribution. To have a clear overview of these companies, I designed a mind map which I wrote by hand.



MODERATOR

This is not in the correct location. This should be in the earlier research section and should inform decisions about the institutional context of the production. The production itself should carry company idents based upon this research.

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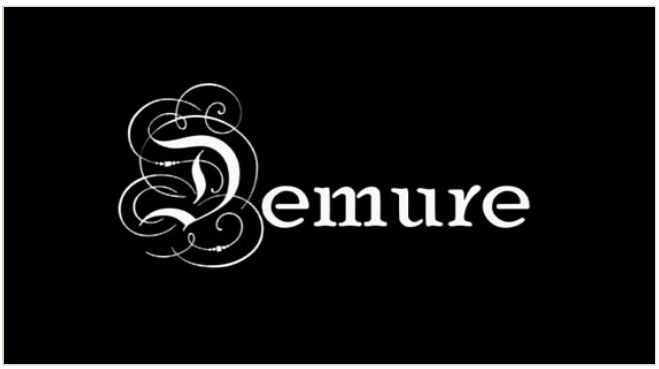
Title - first drafts

MODERATOR

Useful comments about the fonts used for the title. However, this could be linked to the earlier work researching titles from www.artofthetitle.com

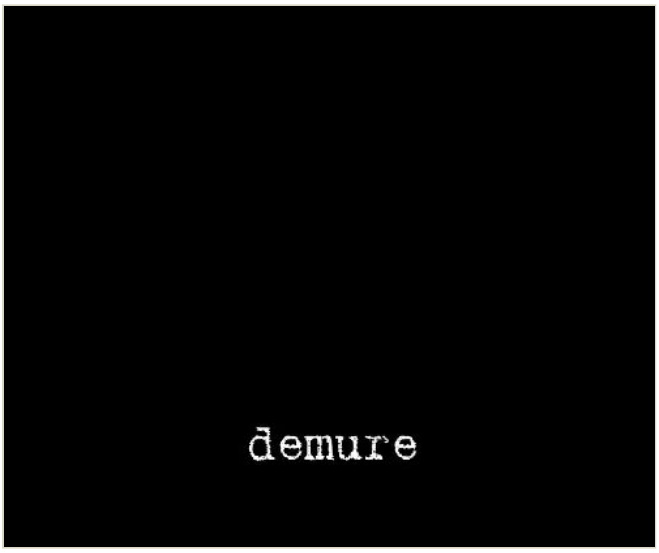
The first version of the title Tea and I thought of was the one used in the animatics. The capital "D" was meant to make the title more aesthetic. We thought that the rest of the word should be more simple and dark, because it fits the general theme better. White writing on a black background also gives a powerful contrast and attracts the audience's attention.



The second draft I made considering the same ideas, the more elegant capital "D" to represent the uniqueness of the main character and the rest of the word more simple. This can also suggest the way our character chooses to show himself as unimportant, as no one, but actually he has something hidden, something beautiful. I chose to keep a dark color for the text ass well as the background so that the atmosphere remains dark and somber even when the images of the character's room are over.



The third version is a more subtle and simple one. All letters are lower case and the font I used is more rigid and attracts less attention. This suits the meaning of the word "demure" better, it is more reserved and shy like the character, but also more faded and insecure. Also, I no longer arranged it in the middle of the screen, but rather lower to make it even more subtle.



Budget

Production:	DEMURE		Budget Draft Date:	13.02.2017		Sheet # 1
Length:	2 minutes		Shooting Dates:	20.02.17-14.02.17		Page # 1
Location:	Cluj Napoca					
Account #	**Category**	**Specifics**	**Cost**	**w/Tax**	**Budget**	**Actual Cost**
001	Script & Rights	It was done by our team	0.00 RON			
002	Producer	Member of our team	0.00 RON			
003	Director	Member of our team	0.00 RON			
004	Cast	Member of our team	0.00 RON			
			ABOVE THE LINE TOTAL:		$0	$0
005	Travel	We will use public transport and we also have friends to help	50 RON			
006	Hotel & Lodging	Acomodation - Local	0.00 RON			
007	Food	fast food, shops arround the filming location	100 RON			
008	Camera	Kit, Crew, Expendables				
009	Lighting	Kit, Crew, Expendables				
010	Sound	Kit, Crew, Accessories				
011	Locations	Fees & Permits	0.00 RON			
012	Art Dept	Props, Wardrobe etc.				
013	Office Expenses	Paper supplies, fax, internet etc.				
014	Petty Cash		30 RON			
015	Film or Tape Stock / Consumables for digital camera					
016	Lab (if applicable)					
017	Still Photos					
018	Contingency	10% of production costs				
			PRODUCTION TOTAL:		200 RON	180 RON
019	Editing					
020	Visual Effects					
021	Music	original production				
022	Final Post Online	Conform, Color Correction, etc.				
023	Final Post Mix					
			POST PRODUCTION TOTAL:		$0	$0
024	Insurance		0.00 RON			
025	Shipping					
026	Marketing					
			OTHER TOTAL:		$0	$0
			GRAND TOTAL ESTIMATE:		180 RON	
			GRAND TOTAL BUDGET:		**200 RON**	
			ACTUAL GRAND TOTAL:		**180 RON**	

Using a template, I completed the amounts we might need for all the stages of film making. The estimated grand total is 180 RON, but we will have a buget of 200 RON.

Location recce - The Paintbrush Factory

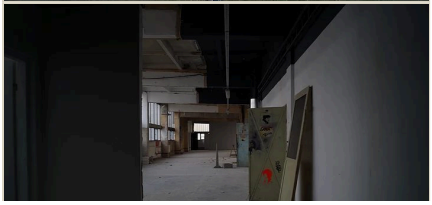


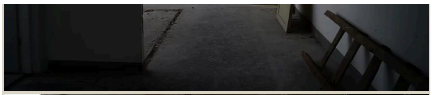






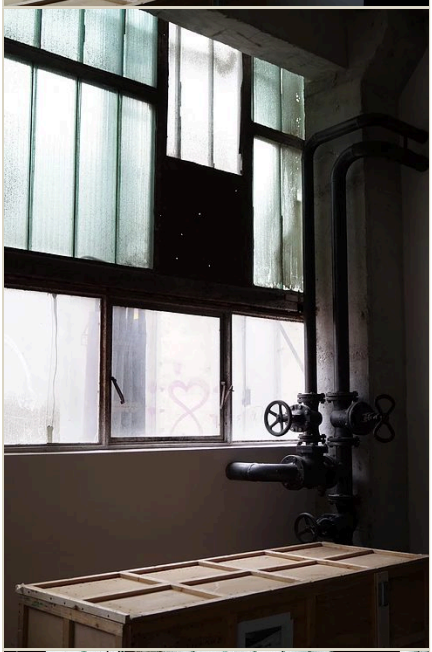






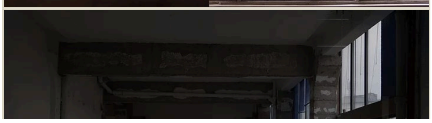














After visiting the Paintbrush factory, Tea and I decided that we will film our film opening here. The building has an entire floor, the fourth floor, that is not in use. Our media studies teacher knows one of the artists who works in this gallery and she talked to her so that we can film there. We will start going next week, beginning with the 20th of February.

This location is perfect for our film opening because we were looking for an abandoned house or room, this way we also have electricity and heating and we are not going on any property that we might not have been allowed to use. We also have a much larger area, we can use the entire floor but also the surroundings which are also well suited for our genre because the art gallery is located in a more industrial, old area of Cluj.

By using this location we stick to our genre conventions and to our target audience preferences. The abandoned floor is filled with old furniture and all the windows are dirty and covered with dust. Also, there are long dark corridors and the only sources of light are the windows. This will not be a problem when filming because we will use spot lights and artificial lights when needed, for a more dramatic, artistic effect, we do not want to use a lost of natural light. This is why we will film in the afternoons and at night.

FEBRUARY 18, 2017 DEVELOPMENT 46 OF 66

Him - Fele

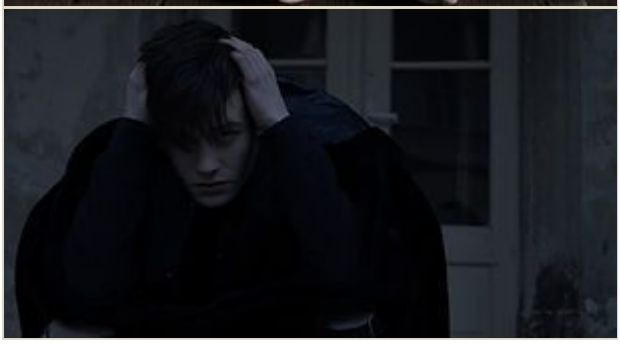
Tea and I took a photo shoot of our friend, Fele, so that we could have a better visual representation of our actor before we begin shooting. In this way we managed to capture the general atmosphere of our film opening. We looked for old, abandoned places around Cluj, where we all live, and after describing our concepts and ideas to Fele we took some pictures which can really represent "Demure". Also, by doing this, the three of us got accustomed with working together and we made sure that Fele could represent and interpret the emotions that our character will show during the two minutes of film.

I edited a few of the photos we took, using dark colors, mostly blue, and low contrasts and saturation to give a faded and uncertain feeling, full of despair to the images.









MODERATOR

Labelling in this way is not really helpful. If a blog is labelled effectively the reader should be able to see the development of the product with the sequence of posts.

FEBRUARY 21, 2017 DEVELOPMENT 47 OF 66

Day 1

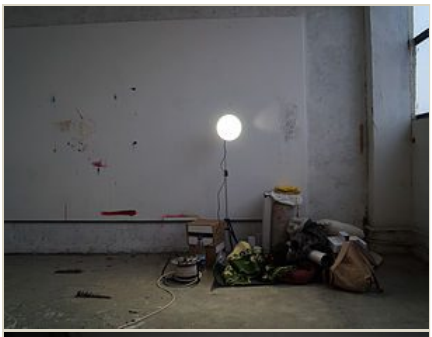
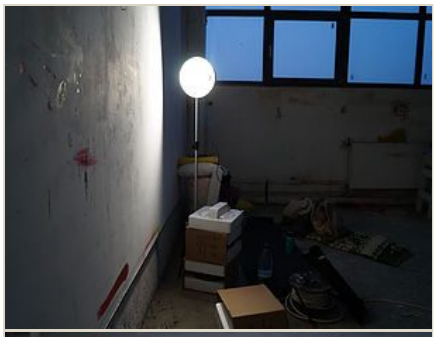
MODERATOR

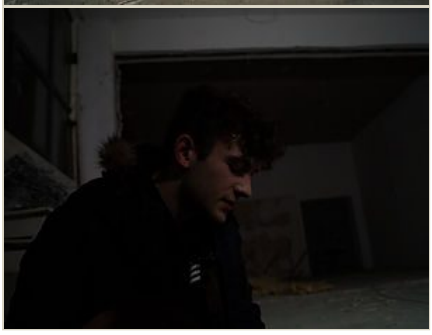
Some sort of diary of the shoot is a useful record to help show how creative and technical decisions were made. This post needs more detailed discussion but is on the right track and contributes to the high AO3 marks.

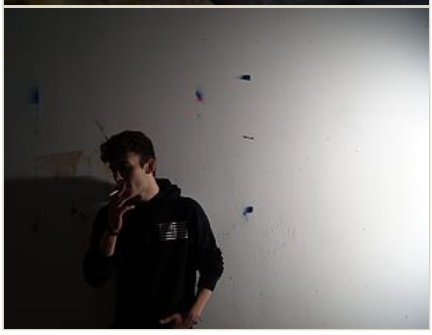
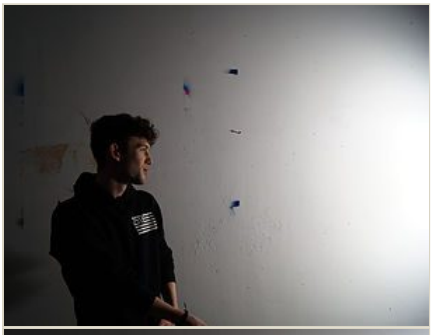
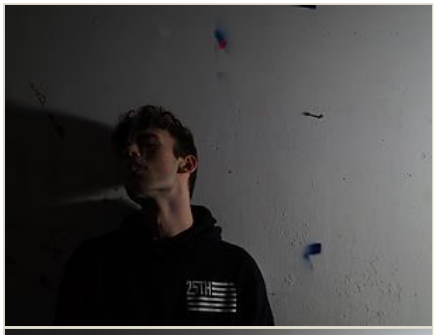
The first day of filming was only a half day, we went to the Paint Brush factory in the afternoon and filmed a few shots. Mostly we checked the lights and prepared all our props for the next days. One of the room in which we wanted to film was locked but we talked to one of the men who work there and they will open it tomorrow morning. So we filmed in one of the other rooms and tried to be creative with what we had.

The most difficult part of the day was getting all the props and equipment up to the fourth floor, but thankfully we had an elevator.

Here are some pictures I took before, during and after filming.





FEBRUARY 22, 2017 DEVELOPMENT 48 OF 66

Day 2

Today we managed to film almost half of all the shots we need. We all got to the Paint Brush factory earlier than yesterday and began working at around five o'clock.

At first we wanted to take each shot in order because they were all in the same room anyway. But then we sort of let our creativity decide what we filmed next. So we ended up having a few shots from the beginning of the script and also some extra ones which were not planned, we filmed the same actions we had thought of but in different ways, using different angles than planned.

One difficulty we encountered today was the fact that in the next room workers were drilling the floor so for about two hours we had to work in noisy conditions. However, this was not a huge problem because we do not intend to use the audio from our footage, we will record the speech and music we need separately.

Overall, today was more fun and more productive than the first day, because we got in the rhythm of filming and we organized ourselves better.

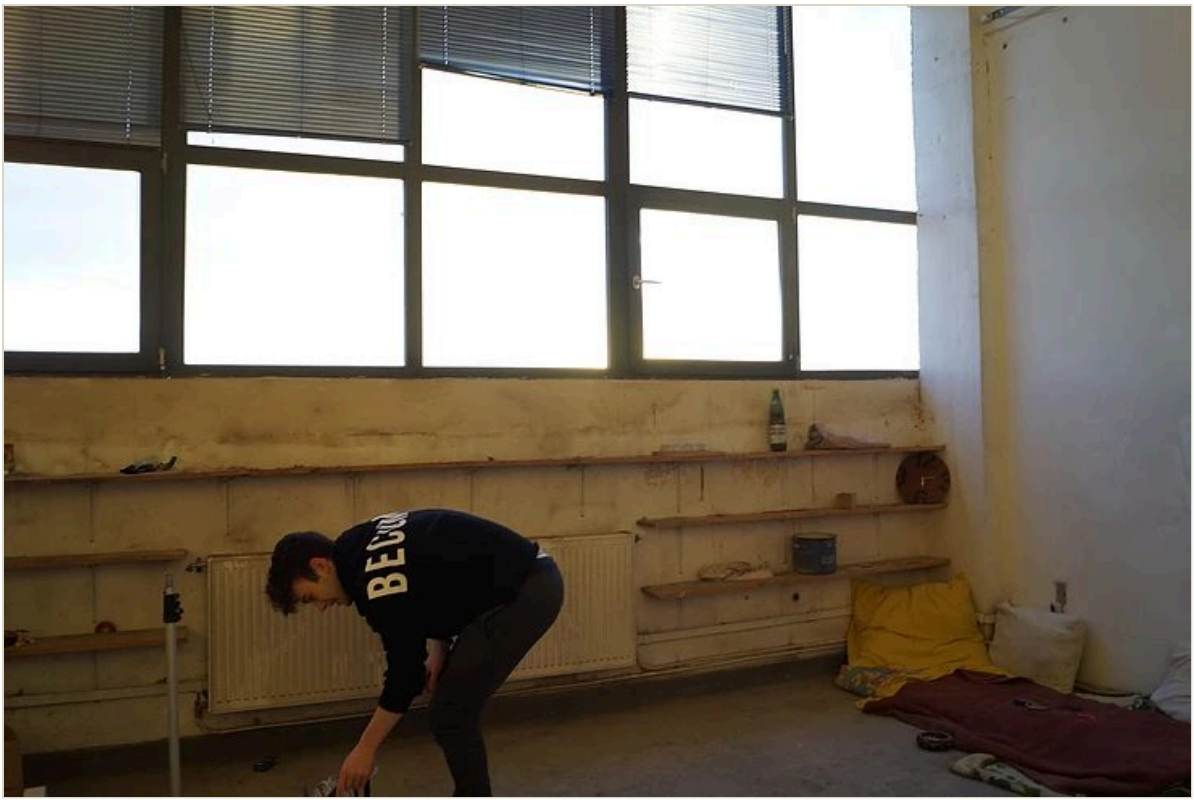


FEBRUARY 25, 2017 DEVELOPMENT 49 OF 66

Day 3

Today we managed to film every shot that we still had in the script. We also filmed a few extra angles to make sure we had everything we needed. The third day was the most effective because we made a list of everything we still had to do and we were organized and worked fast. There were no problems or difficulties





MARCH 6, 2017 DEVELOPMENT 50 OF 66

Music - inspiration

In order to have some ideas about what to include in our soundtrack, Tea and I looked for some songs and musical styles that we thought might fit well with "Demure". We found an album composed and interpreted by David Lynch. Also I knew about a band that has a similar style, called Mount Eerie. Tea also suggested a band that sounds just as surreal and strange, called Cigarettes After Sex. Bellow are some examples.

Note: Here the candidate has linked to a YouTube clip - care is needed to ensure copyright permission exists. As this video is hosted on YouTube, advertising may appear.



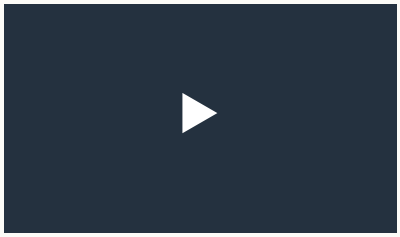
Video on the original blog
https://www.youtube.com/watch?v=oYA2jV4uF74

Raw Montage

In order to have a general view of our film opening, Tea and I worked on the raw montage. We put together some of our best shots and ordered them, without adding sound or any effects and editing. For the final version we will probably change the order of some of the dream scenes so that they have a greater impact on the audience. Also, we must remove some parts or make shots shorter so that we fit the two minute limit for the final version.

MODERATOR

Some further explanation of why this was done would be appropriate. It would also be appropriate to include some sort of editing diary. Discussing the rationale for changes and any additional useful commentary.

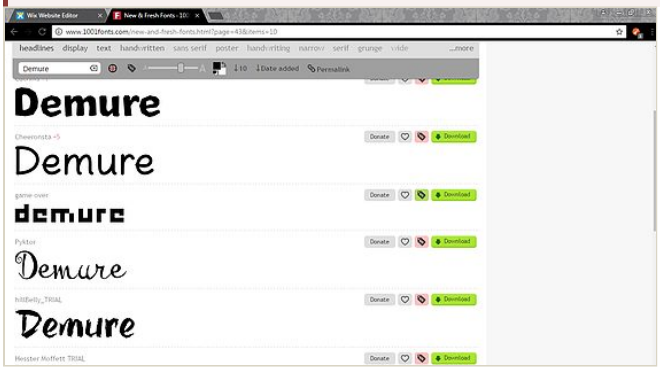


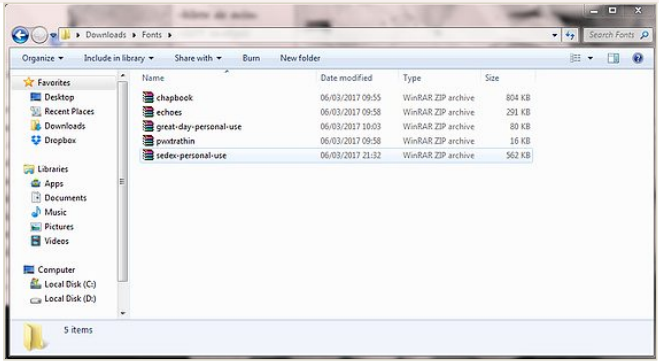
Video on the original blog
https://vimeo.com/305552518

Fonts

MODERATOR

The rationale for the choice of fonts is still not clear. Some justification for choosing the font would be appropriate.





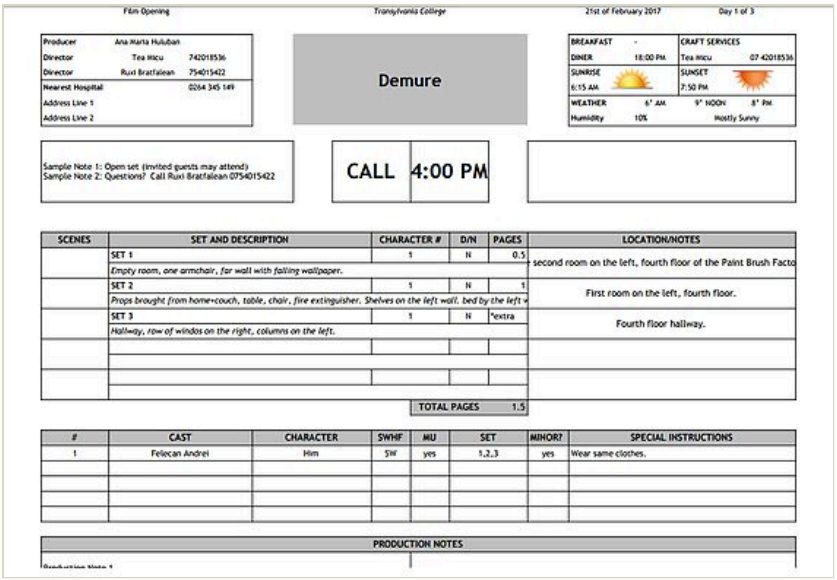
Tea and I started looking for fonts for the text on different sites. We were thinking of using something simple and maybe lowercase for the names as well, so that we don't attract attention to the text but keep the audience focused on the actions of the character. The title will appear at the end of the openening, similar or the same as the rest of the text.

MODERATOR

Why? This mostly happens in trailers. The nine frame exercise based on artofthetitle.com illustrates that the title usually appears mid sequence.

Call Sheet

Tea and I completed a call sheet template so that we are familiar with its contents. However we did not respect it completely and we only completed one, for the first day of filming. We did not necessarily need such a strict schedule because we only had one actor and we didn't need a lot of time to finish filming everything.



Film Opening | Transylvania College | 21st of February 2017 | Day 1 of 3

Producer	Ana Maria Huluban	
Director	Tea Hicu	742018536
Director	Ruxi Bratfalean	754015422
Nearest Hospital		0264 345 149
Address Line 1		
Address Line 2		

Demure

BREAKFAST	-	CRAFT SERVICES	
DINER	18:00 PM	Tea Hicu	07 42018536
SUNRISE		SUNSET	
6:15 AM		7:50 PM	
WEATHER	6° AM	9° NOON	8° PM
Humidity	10%	Mostly Sunny	

Sample Note 1: Open set (invited guests may attend)
Sample Note 2: Questions? Call Ruxi Bratfalean 0754015422

CALL 4:00 PM

SCENES	SET AND DESCRIPTION	CHARACTER #	D/N	PAGES	LOCATION/NOTES
	SET 1	1	N	0.5	second room on the left, fourth floor of the Paint Brush Facto
	Empty room, one armchair, far wall with falling wallpaper.				
	SET 2	1	N	1	First room on the left, fourth floor.
	Props brought from home+couch, table, chair, fire extinguisher. Shelves on the left wall. bed by the left				
	SET 3	1	N	*extra	Fourth floor hallway.
	Hallway, row of windos on the right, columns on the left.				
			TOTAL PAGES	1.5	

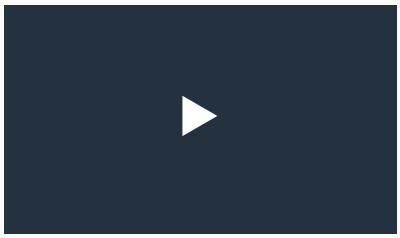
#	CAST	CHARACTER	SWHF	MU	SET	MINOR?	SPECIAL INSTRUCTIONS
1	Felecan Andrei	Him	SW	yes	1,2,3	yes	Wear same clothes.

PRODUCTION NOTES

MODERATOR

It would have been nice to see a call sheet completed for each day of filming. A sophisticated production usually follows industry practice where possible.

First Version - Demure



Video on the original blog
https://vimeo.com/305552409

This is the first complete version of Demure, with music, voice, editing, color correction and text. Tea and I used a 30 day trial of Adobe Premiere to complete our film opening task.
For music, we used a segment of "Do you know where I should go" form Cigarettes After Sex, which consisted of distant bongs and various sounds that could fill the background. Also, for the main soundtrack, we chose a part from David Lynch's "The air is on fire" album, this strange and dark music helps create tension in a very suited way for the film. I worked a lot on synchronizing the sound of the bongs with certain cuts in the movie, and the key moments of the dreams with the a loud sound from "The air is on fire".

For the beginning sequence where Fele talks into the camera, Tea and I recorded his voice separately, using an iPhone. Then I did the layover with the image. This was quite difficult because I had to cut each small phrase or word and fit it to the movement of his lips and face.

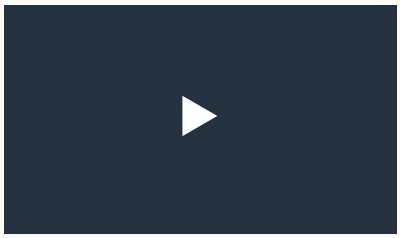
Editing was probably most time consuming of the whole process. Tea and I decided together where we would have jump cuts, which helped us a lot to fit in the 2 minute time restriction, and which shots and angles to use. Then, we worked in shifts to put everything together.

After all these were done, I started to play with color correction. At first I didn't know how to use all the effects and levels, but after a bit of practice I managed to change the color a bit and make it darker.

The last thing I worked on was the text, most of the names are made up, except for Tea's, Fele's and mine. I wanted to use a small font and lower case letters for the names, so that the writing doesn't stand out too much and the audience can focus on the complexity of the action. Also, because the general aspect is darker I had to use lighter colors for the text to create greater contrast.

> **MODERATOR**
> It is good practice to include drafts of the production. These should be accompanied by detailed discussion of the decision making process and any feedback received.

Second Version - Demure



Video on the original blog
https://vimeo.com/305552316

The main improvement of this version is the color correction, I managed to get more experience and understand how the color levels work in Adobe Premiere and I gave the film opening a more cinematic, professional image.

I also made the text smaller and I overlay-ed the title over the last shot so the audience can associate the word "Demure" with the character and the setting. Moreover, when we filmed this shot we actually thought that the title would fit on the wall above the bed.

> **MODERATOR**
> Demonstrates some technical sophistication and understanding of process but it would be even more effective to see more discussion of changes made due to feedback and rationale behind other decisions.

Visual Artistry in the Films of David Lynch

Note: This video is no longer available due to copyright concerns.
An official trailer for the film is available on YouTube - advertising may appear.

This video has given me many ideas and general guidelines about making a unique film and finding my own artistic style, I think it will be really helpful for me, not only for the Media Studies course, but in my future career too.

CCR - conventions, social groups and issues

How does your product use or challenge conventions and how does it represent social groups or issues?

„Demure" is a film opening that combines several genres, creating a hybrid between horror, surreal and psychological thriller. There are many conventions related to all these genres, our film opening both challenges some of them and respects others.

To begin with, some aspects of „Demure" use expectations of audiences about horror movies to make sure that the story isn't too strange and hard to grasp. It shows a small glimpse of the struggles of a young man, but in a symbolic and abstract manner that is specific to thrillers. Through this, our film opening also addresses several social issues, related to the representation of youth in media and to general attitudes towards them in society.

Conventions such as the overall darkened light, the cold hue and the old, abandoned location are used to create the appropriate mise-en-scene for the film opening. Included in this are the props that we used. All the objects, the bed, the shelves, the couch and the table were all old and ragged, creating the opposite feelings that a home should convey. For example, the bed he sleeps in should be a place of comfort, the denotative meaning of a bed is that of relaxation and peace, but in our film opening, the connotative meanings of all the props that make up his home oppose the expected, conventional ones, his bed is a thing to be feared, it is the home of all his nightmares and terrifying visions.

Also, the music we used plays an important part in creating the generic feeling of a horror movie because it is dark and unsettling and suggests mystery. Furthermore, different editing styles and shots work as conventions of horror genres and subgenres. For example, we used jump cuts for several segments to give the sense of uncertainty and chaos that the character experiences. Many of the shots are handheld, also adding to the personal struggles of the boy.

One aspect of our film opening that can be seen both as using and as breaking conventions is the plot. Even if only two minutes of the it are presented, the story somewhat unfolds as a complex series of visions and dreams. These types of dream scenes are often used in mysteries or horror films to create a personal connection with the character and share a general feeling of distress. However, because such a short part of the plot is shown, the audience might find it difficult to follow and understand the correlation between what they see and what they hear from the character. This is why the strange and unsettling behavior of the character can be considered as being against the conventions of storytelling and movies in general.

„Demure" breaks several other conventions both artistically and technically. For instance, all the names of the opening credits are written with small letters, this is meant to bring as little attention to the names and keep the audience focused on following and understanding the behavior of the character. Using small letters for the names also fits the story in a subtle way because the character is shy and insecure, he too feels small.

When it comes to sound, several conventions are broken. The greatest challenge to conventions is breaking the fourth wall at the very beginning of the film. The character directly addresses the audiences, looking into the camera and speaking about his struggles and questions concerning his life. At the very end of his short monologue, the character stops moving his lips but his voice can still be heard. The infidelity of the sound is meant to suggest that the words he spoke might have been only inside his mind, adding to the surrealism of the film. This is another aspect that breaks the conventions of storytelling, the audience knows right from the beginning that the story they are about to see and hear is not a usual one. The narrator is the character himself, and yet he is not omniscient, he doesn't know what's going on, what's happening to him. So because the character doesn't know the story he is telling the general feeling of uncertainty extends to the audience. The music we chose for the soundtrack is slightly conventional to horror movies, yet the sounds that mark key moments in the cuts are more unexpected for the audience. We wanted to catch their attention by using strange, inexplicable noises, which are also highly helpful for the surreal theme.

Moreover, the character's accent is not American or British, he has a strange, east European accent. Firstly, this gives a more realistic feeling to the film, the character addresses the audiences the only way he can, he is genuine and desperate. Very similar to this is the way that a lot of young people try to get help or express their opinions and get their issues out through vlogging. This is a highly popular practice among today's youth. They directly address the audience by looking into the camera, even though they don't truly know or see who they are, hoping that someone will listen and maybe understand. Secondly, we did not wish to change his accent because we wanted to suggest that the action doesn't take place in a Western society. He does speak English so that the movie can be more accessible to audiences around the world, so that more people might understand him, but the location isn't made completely clear because what we wanted to present can happen in any country. This also makes the social issues and groups represented in our film opening more relatable to the audiences, because no restrictions are put on what, who, when and where it takes place. It refers to youth in general and how they are mostly marginalized and rarely helped appropriately when going through the most complex and confusing period of their lives. This again is what vloggers mostly talk about, they raise different personal and social issues about the young people of today's society and the struggles they go through, most often alone and unaided. More specifically, it is suggested that the main character may have some mental disturbances or psychological problems which have clearly not been treated or even acknowledged by him or others around him. We can see that he might have come from a decent background, as his clothes are not in the worst state, but somehow he has come to live alone in an abandoned, derelict place, still clearly quite young and without any help or support. This can address both the misconduct of parents and families in general, and the failure of agencies that are supposed to look after, help, or even treat youth that might have difficulties adapting and living in today's rapidly changing society.

> **MODERATOR**
> This, and what follows, represents a script for the videos in the following posts. Whilst sophisticated levels of knowledge and understanding are demonstrated the format is not very creative. The syllabus calls for creative use of technology in the presentation of the CCR in order to better demonstrate the candidate's knowledge and understanding of the process of production.

APRIL 10, 2017 CREATIVE CRITICAL REFLECTION 58 OF 66

CCR - production

How did your production skills develop throughout this project?

I have noticed improvements in many areas of my film making and organizational skills over the past few months while working on this project. I have had some previous experience planning projects, filming and editing. This passion of films and storytelling started very early, I have always wanted to be an actress and this grew over time into a love of films and later into the determination to make them. I have watched hundreds of movies, always with a critical mind, trying to find their faults and think of improvements. I also wrote stories, some inspired by films that fascinated me, and last year I decided to turn one of those stories into a script for a film. I began shooting some scenes from this film, called "Treacherous Thinking", with some friends over the summer but we haven't got around to finishing it yet, it is a huge project that requires a lot of time and attention. However, the work I did on that has introduced me to the practical aspects of what it takes to make a film, the planning, filming and editing.

Even so, I was only an amatoure when working on that film, the only significant improvement I noticed in all my skills, even if they were somewhat present before, was while working on "Demure".

On a more practical and personal level, I learned how to plan all the steps and necessary materials I might need. So the very detailed lists and plans I posted on my blog made the actual filming a lot easier and more efficient. Writing the script made me clarify my ideas in a way that could be understood by everyone, making the storyboard helped our creative process, and creating a target audience questionnaire also brought some new ideas about what might be appealing and intriguing to audiences. By having all this plans before shooting, I had time to focus on working with my friends and colleagues so that we get along perfectly and we all understand our tasks. And this was highly important, we worked perfectly as a team, we all got along and I learned how to listen more carefully to other's ideas. We even got to shoot a few extra angles and shots that weren't planned, which we later realized were very useful. Doing more work and being free with your creativity always helps, especially when with the right group of smart, quick-thinking and creative people.

There are also many technical skills that I acquired and developed while editing. First I had to document myself on what are the best film editing programs, and which to pick. I look at online lists of different programs to see different opinions about which is the best, I had only worked in iMovie and CyberLink PowerDirector before. Then the actual work was time consuming but certainly worth it. More precisely, I learned how to work with color correction, which I had never used before, it took some practice and a few trials and errors but I managed to give "Demure" a cinematic look. I used an effect called "levels" in color correction, which used the three basic colors, red, green and blue. With this I could adjust the white, black and general intensity of each section. The music editing was also new to me, the first issue was syncing the actor's voice with the image. Playing with different songs and finding segments that might fit what we needed wasn't that difficult, mainly because we had some artist in mind that we thought would suit our vision. Then fitting the sound to the image was again more challenging, there were many nuances that I had to focus on and try to give as many details to the soundtrack to keep the audience engaged. Some examples could be the noises that mark the cuts or important moments in his actions. I had never done this before, my previous experience consisted of adding simple sound tracks of a song over the image, I had never done something as complex as choosing different songs and cutting segments from them to fit them to the images. Here I practiced being creative in my choices as well as focusing on details and fitting each sound accurately. Similarly, I had to sync the character's voice to the way he moved his mouth in the beginning, recording his voice separately from the film was also something i had never done before.

To conclude, I would also like to mention the last very important lesson I learned from working on this project. Getting feedback from the right people can be the most important thing. I noticed a few benefits of showing a wide variety of people our work. Firstly, there are our peers, teenagers our age, whom can either understand and admire our work, or come up with relevant criticism, making us improve our film so that it is even more appealing. Also, praise from people we admire, such as teachers, parents and older students can be very important in motivating us, especially if we are at a low point.

APRIL 10, 2017 CREATIVE CRITICAL REFLECTION 59 OF 66

CCR - audiences, distribution

How does your product engage with audiences and how would it be distributed as a real media text?

"Demure" begins by bringing the audiences in the story, as the main character directly addresses the camera. We tried to offer a personal image of what his state of mind is like, and get the audience engaged from the very first shot. The fact that the first thing they see is the character's eyes makes the experience even more personal and genuine. He is talking to

them, as mentioned before, as a narrator even if he doesn't know how the story will unfold, in this way he invites the audience to figure out the plot along side him. The more emotional aspect of this sequence is transmitted through his voice and the way he is pleading for their attention and help through his eyes.

Throughout the film opening, there are also other more technical aspects that keep the audience's attention on the action presented. The jump cuts are a subtle way of focusing on shots that might otherwise be too long. By using this editing technique we emphasized key moments of the story, indirectly telling the audience to pay attention to them. Overall, the shots, angles and cuts are either: from unnatural angles, very short and quick, or simply strange and confusing. We tried to use a wide variety of shots, camera movements and angles, this helps a lot with preventing the audience from becoming disinterested. However, we did not use more than necessary so that we don't confuse the audience more than might be expected from a surreal film.

The sound editing is also a big part of the experience we created for the people that might watch "Demure". The low humming, and dark music adds to the general tension and unwelcoming atmosphere, while the metallic beats are constantly playing to add to the disorder and chaos. We also used them to mark more aggressive and quick cuts, and a more terrifying sound, taken from a David Lynch album, for the beginning and the end of the dream episode.

There is also another, rather different, method in which our film tries to reach its audience, and this is the ways in which it is relatable. Mainly, the character we present is highly relatable to many young people around the world. Because the problems and struggles we present are so general and apparently vague, it is highly likely that the audience will associate what they see with personal issues they might be going through. Also, movies and TV series usually cast older actors, over twenty, to play young teenagers, we avoided this, our actor being precisely the age, seventeen years old, that we imagined our character being, even more, he might look slightly younger. The way he is dressed is also very generic, and can fit to the way many teenagers dress.

There are various ways of relating the issues raised by our film to the audience and thus promoting it aswell. Online, we could have an official site for the film, with more interactive and fun components, like fake quizzes about mental health, or ones to test how much you understood from the plot. On the other hand, we can have actual information from help centers for young people, such as call centers, or written support and suggestions of how to get better and feel better depending on whatever might be troubling people that saw the film. This can be extended a lot, to parenting advice and support for example. Also, the film could have official Tumblr or Instagram accounts where people could share ideas, thoughts and images and feel part of a community that might understand them.

On the other hand we wouldn't like to use conventional marketing strategies. For example, information about the actors would not be made available. The characters are those who the audience can understand whatever they want from, if they see them as a real person, the actor's personality might hinder this relationship between the audience and the character. We don't feel that it is necessary to have a large marketing strategy, we can also rely on our film being passed on from one person to another so that those who see it are really interested in the topic it presents.

If we were to consider our film opening would be an actual full feature film, there are several ideas and limitations we considered when distributing it.

The most suited way of sharing it with other people would be private screenings - having few, carefully selected, guests that wish to fully enjoy and understand the film. It could also be distributed through unconventional venues, such as art galleries, like the one in which we filmed, The Paintbrush Factory. This is an art gallery that promotes different types of artistic endeavours, such as performance and theatre. We could show our film here and even have Q&A sessions, or have the audience interact even more with the creation of the film by having them act out some more abstract scenes. Moreover, we could have screenings our film in small, underground clubs. For example, in our home city there is a club, called "Flying Circus", that has weekly screenings of cult movies and less known directors and films.

We would like not to make "Demure" available online as we believe that this might ruin the experience of watching it. It is very different to watch this movie in the familiar comfort of your home or to live it with others by your side in an equally strange location. By only making the film available in carefully chosen places we can control the feelings and the experience of the audiences more effectively. Also, by controlling distribution we can make sure that the film is not acquired illegally online, reducing our profits. We do not look to make a lot of money from our movie because this is not a film meant to sell to a large audience. We simply want to send a message in an artistic and appealing way, even if only few will understand what we try to express through it, those who will can truly be marked by it. These type of independent productions don't need a big budget to create, however, if we wish to extend for further projects we could

look for help through crowdfunding programs online, or independent supporters and donors by applying to festivals and contests that look to find and support new talent.

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CCR - integrating technologies

How did you integrate technologies – software, hardware and online – in this project?

I always expected to use many, different programs and media when working on a project like this, so I tried to have a wide variety. We used a lot of props and hardware during the actual filming, software and online programs were both used before filming and in post-production.

The more practical aspects of this project were the technologies we used on location, for filming. We had one white continuous light for digital video production that we used for every shot; we also moved it around and tried to create effects of moving shadows with it for the dream scenes. We used two cameras with 18-55mm lenses and one tripod, a Sony alpha DSLR and a Canon 700D. We had many props too; some we brought from home (like all the things that made up the bed), and others we found there (the coffee table and the sofa). Later, we also used an iPhone 6s to record the main character's voice. The laptop we used for editing was branded Lenovo. We had to keep all the footage on an external drive because it took up a lot of space, and we initially wanted to use a different laptop but it's processing power was smaller than the one we finally used.

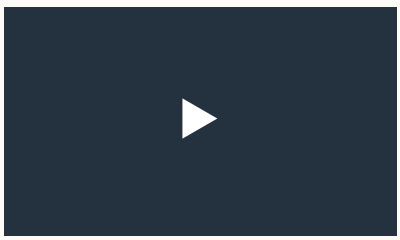
The software programs and online platforms we used also played a huge part in the creation of this project. Firstly, we began by using our blogs to monitor our progress. On them we uploaded text, images and links. To put up videos we had to first upload them on YouTube, which I did as unlisted content, to keep it private. All the videos on my blog are embedded in this way, including the final version of "Demure", it is an easy and safe way of sharing our work. For the target audience questionnaire we used Google Forms to create it, Reddit and social media sites, such as Facebook, to distribute it and get as many responses as possible, and Piktochart to illustrate the results. This was probably the most complex part of our film opening development; it also encompassed the most online platforms. Furthermore, we also searched several sites for fonts to use for the credits, and YouTube to look for music to use in the soundtrack. The last site we used was WeTransfer for sharing the finalized versions to each other and to those we wished to get feedback from.

For editing, we used a 30 day trial version of Adobe Premiere CS6. It was the first time either of us used it, but it wasn't hard to understand; we had no difficulties in working with it. The program had all the features we needed, sound level editing, color correction effects, text overlaying the images and various transitions both for video and sound. An example of transitions that we used are cross dissolve, both for sound and image. I also adjusted the level of specific segments of the soundtrack, according to what was needed, and used fade in and fade out effects for most sounds to have a clear and continuous overall effect.

To sum up, we used many different technologies, online and offline, when working on "Demure" throughout the whole process. We managed to integrate, combine, one with the other to reach certain goals, like using online sites and editing software to get the best, informed result.

APRIL 20, 2017 DEVELOPMENT 61 OF 66

Demure



Video on the original blog
https://vimeo.com/305552676

This is the final version of "Demure".

The final production is sophisticated across all skills. There is a range of well considered shots. The editing clearly contributes to the emotional pace of the piece. Music is well chosen and atmospheric. In the end the right choice was made regarding thefonts. The only criticism is that job roles indicated by credits are occupied by the same personnel – something that is not common in the industry.

This project, that Tea and I worked on for many months, was not easy to complete but it was certainly satisfying in the end, seeing all our work put together in the final format that we are very proud of. It is obviously not exactly what we had in mind in the beginning but it is a lot more and better, being creative and spontaneous while filming and while editing brought a huge improvement that we did not foresee when planning all the steps we had to take. We all worked together very well, it helped a lot that Tea, Fele and I were already close friends. Also, there were no complications during filming and no technical issues while editing.

The changes we made from the last version to finalize the film opening are related to the text, the colors and the sound. They aren't big or obvious changes, but that's what the final version needs to focus on, details.

We changed the font to a sans serif one, and made it slightly smaller, we also made some adjustments to how the names were positioned in the frame. Overall, we made sure that all the credits were visible, subtle and suited for the atmosphere of the film.

Some changes had to be made to the sound because we cut a few of the jump cuts some more so that we could have the title of the film on for longer in the end. We put the text on top of the final shot, instead of having it over a black background. This can suggest more accurately that the title refers to the character, as it is written above his bed as he struggles with his dreams and nightmares.

Because of this change, the sound had to be synchronized again with the key points of the action. When doing this, we also decided to make the part of his speech when he doesn't move his lips a bit quieter. We thought that this might ad even more mystery to what he was saying, suggesting that that last sentence is truly in his head, the audience might even think twice about whether they heard something or not. It also attracts their attention because they must really listen to understand what he is saying.

We also made some small changes to the colors of the film, making it lighter in some shots that were to dark and correcting any discrepancies between shots.

These are all the final changes we made for the film opening of "Demure". We have shown it to some friends and family members, all the feedback we got was encouraging and they were amazed by our unique ideas. All we wanted was to have fun and gain a new experience from working on this and we hope that our hard work and creativity will be appreciated.

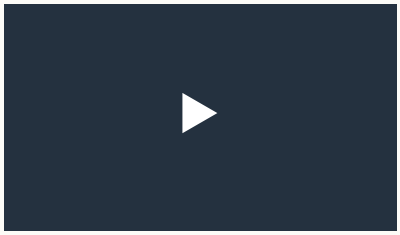
> **MODERATOR**
> The final production is sophisticated across all skills. There is a range of well considered shots. The editing clearly contributes to the emotional pace of the piece. Music is well chosen and atmospheric. In the end the right choice was made regarding thefonts. The only criticism is that job roles indicated by credits are occupied by the same personnel – something that is not common in the industry.

CCR - question 1

How does your product use or challenge conventions and how does it represent social groups or issues?

> **MODERATOR**
> Reading out an essay type response is not really in the spirit of the syllabus. What saves this is the use of technology to illustrate the points the candidate makes.Explaining why they selected/didn't select a shot would have been more effective here.

For this question I recorded myself, using a voice recording app on my smart phone, reading the answer and made a short montage of scenes and shots we filmed but did not use, and actual parts of the film opening to illustrate my director's comments.

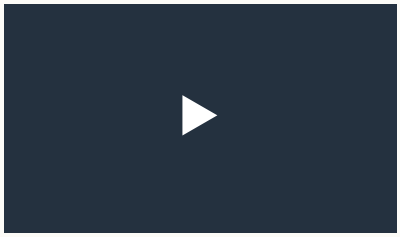


Video on the original blog
https://vimeo.com/305557752

CCR - question 2

How does your product engage with audiences and how would it be distributed as a real media text?

To relate to my answer I made a short video of myself the way vloggers do, I edited and cut it in iMovie. I filmed myself using a tripod, I made two full takes, saying the entire text without stopping. Then, I cut out mistakes or pauses and I marked the beginnings of ideas with cuts.



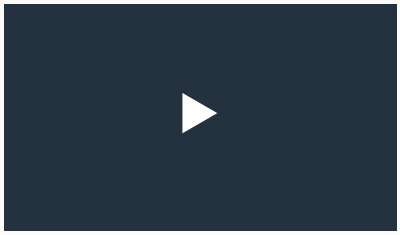
Video on the original blog
https://vimeo.com/305558147

CCR - question 3

How did your production skills develop throughout this project?

> **MODERATOR**
> This response does not really enhance our understanding of what the candidate is saying. It seems like using technology for the sake of using technology. This is not really in the spirit of the syllabus – technology should be used to clearly demonstrate the candidate's knowledge and understanding. This is simply a written response to the question. It is insightful but could be so much more.

To answer to this question I filmed my hand as I wrote the answer on a piece of paper and I fast forwarded the image to fit with the recording of my voice reading the answer, again, I used an app designed for this on my smart phone. I used iMovie to put everything together.



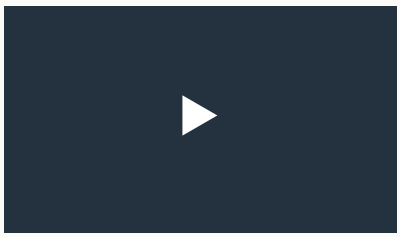
Video on the original blog
https://vimeo.com/305558262

CCR - question 4

How did you integrate technologies – software, hardware and online – in this project?

> **MODERATOR**
> Candidates need to do more than read out their essay-like responses.

For the answer for this question I created a Prezi, another example of online software, to present visually all the technologies we integrated. I used a recording of my voice, taken with my phone, reading the complete answer as well. I recorded my laptop screen using CyberLink PowerDirector and then added my voice over the image.



Video on the original blog
https://vimeo.com/305557625

Conclusions



After finishing all the work related to the creation and evaluation of "Demure" I think I managed to learn a lot from all the stages. It wasn't easy and the whole process was very time consuming, mainly because we wanted every detail to be perfect. In the end, all our hard work payed off and we were very pleased with the final outcome.

Some more difficult parts were the editing of both the film opening and the creative critical reflection answers. surprisingly, it was easier to put together the two minutes of the film opening than the four answers. One reason for this was the length of the videos, even if for the two minutes of "Demure" Tea and I spent several weeks, the work we did was much easier. I had several technical problems when editing my answers, especially the one for question 3. The fact that I had almost 15 minutes of film which had to be fast forwarded made the MackBook I used work very slowly, it was a lot to render. I was also pressed by time and any difficulty meant another hour or two. I tried using my Dell laptop too, for the prezi for example, but it worked very slow as well.

For the film opening we spent so much time on it only because we worked on details and there were a lot more choices to make about music and color. We had no problems with the program we used or with the laptop. Because the trial we used of Adobe Premiere was over, I had to find other methods to make my creative critical reflection. Eventually I managed to finish everything on time, but now I know that I must make sure I have all the technology necessary for a project like this before I begin.

These were the only problems I had while making "Demure" throughout this school year. Otherwise, it was all a pretty smooth process, mainly because I tried to respect the deadlines our teacher gave us. I had time to deal with any unpredictable situations, and fortunately they weren't many.

I also learned a lot about the film industry while researching other film openings and looking for inspiration. I understood the conventions and I started noticing when they are broken or respected. For example, I noticed how in David Lynch's movies, no production houses or distribution companies are shown in the beginning, there are no logos as might be conventional for movies with a larger production. We also did this in our film opening, because we considered that our movie would be an independent production, we began directly with the story.

To conclude, the whole process of making this film opening was very complex and many aspects were new to me, but overall I enjoyed working and learning new things because I am passionate about filmmaking and the creative process behind it.