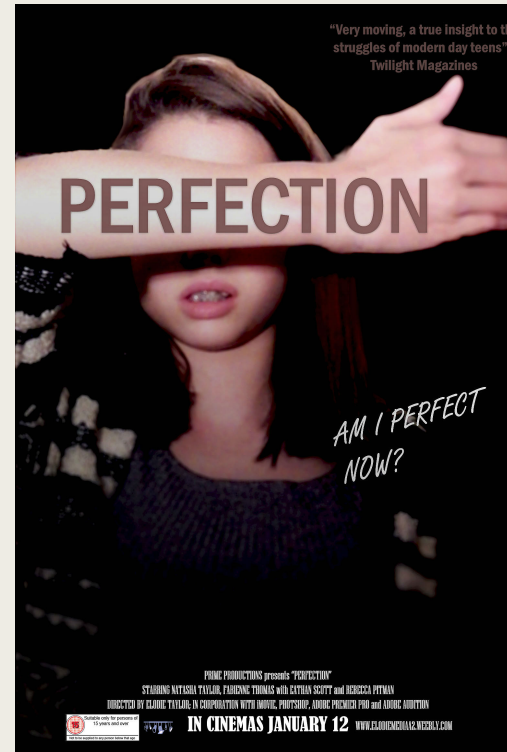


HOW EFFECTIVE IS THE
COMBINATION OF YOUR MAIN
PRODUCT AND ANCILLARY
TEXTS?

TRAILER



POSTER



MAGAZINE COVER



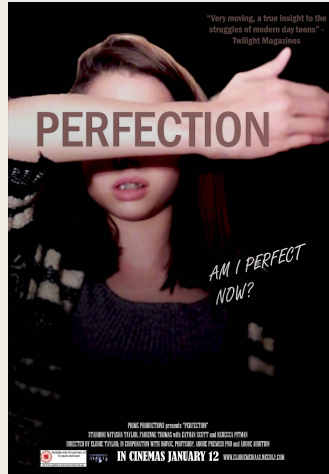
Intro

The main product (the trailer) provided as a base for its ancillary texts (magazine cover and poster). These texts help to reinforce and support the film's promotional campaign, therefore it's important that there is a clear link between each of the texts and for them to work in conjunction with each other in order to successfully attract the intended audience.

I have used similar themes, linking codes and conventions throughout all three of my texts in order for it to be clear that each text is promoting the same film.

Similarities	Differences
<ul style="list-style-type: none">• Themes: isolation, distress• Similar style between each product (e.g. font, mise-en-scene, general colour)• Emphasis on the protagonist, the portrayal of the protagonist• All products use eye-level close-ups (use of camera work)	<ul style="list-style-type: none">• The use of lighting and colour differs in the two ancillary texts

Portrayal of genre (codes and conventions)



- Dark colours (indication of sub-genre)
- Mid-shot
- Eye level
- I've conformed to the mainstream codes and conventions throughout the creation of my poster, this is so that my product is recognised as a film poster of the drama genre.



- Close-up
- Eye level
- Similarly to the poster, I have also conformed to the main product and genre conventions when creating this magazine cover. This is because the magazine is a generic film magazine, therefore, it has to appeal to a wider audience than just the audience for my film. Even though my film is mainstream anyway, it targets specific audiences whereas the magazine is more broad. In order to show this, I have incorporated a balanced colour scheme that will appeal to all genders and different film symbols such as the header (a film clipboard).



- Close-up
- Eye-level
- Slow editing
- Panning/ tracking shots
- I conformed to the main trailer conventions (for the same reasons as the ancillary texts). It's important to keep to the main conventions in each product in order for the products to look legitimate and aesthetically pleasing. Whilst in terms of gratifications my film is more informative rather than for entertainment purposes – the film still needs to appeal therefore, I have conformed to these conventions.



The 'Black Swan' (Darren Aronofsky- 2011) along with the 'Mindscape' (Jorge Dorado -2014) were the main influences behind the creative choices I made during the production of my poster. Influential conventions incorporated within own product:

- Immediate contrast of dark and glowing light

This lighting form is very effective in these existing products as they evoke different response from the audience. The stark contrasts represents differing ends of the spectrum which can suggest an unbalance, however, it can also be used to enhance the opposing colours. Only once we watch these films do we learn the significance between these contrasts – it's because of the enigmatic code that I have incorporated this technique within my own product. I have used this technique to symbolise several aspects including; the dark thoughts of Ava, the glowing light represents the gleam of hope for the character. Another symbolism is a visual representation (through colour) of the two sides of Ava (her dark thoughts and her initial innocence that's presented to us at the beginning of the trailer).
- Positioning of the character on the page

I took inspiration from the positioning of the characters in the above posters as these challenge the mainstream conventions for this genre. Similarly to the Black Swan Poster, my protagonist is positioned closer to the left third of the page. This is to subtly suggest Ava's marginalisation within her current environment and within her own mind.
For the small print, I conformed to the mainstream positioning of it on the page. I did this in order for my product to correctly be identified as a film poster.
- Positioning of the small print and review

For this convention, I followed it's mainstream positioning. I did this in order for the audience to easily recognise my product as a film poster.
- Hiding aspect of the character

I also took inspiration from 'Mindscape' in terms of the exposure of the characters' faces. Only half of their faces are revealed which suggests they both have something to hide, the mystery element is something that I also wanted to incorporate within my own product. I achieved this in a different way to the 'Mindscape' poster. In theirs, their faces are positioned on the edges of the page, whereas in 'Perfection' the full face is visible on the page, however, Ava's arm is covering the majority of it. The idea behind this is to evoke varying questions from the audience, which they will only learn the answer to through watching the film.



The Empire magazine covers were the main influences behind the production of my own magazine cover. I used the Empire brand as my references as they are a very reputable company with a very iconic, world-recognised brand. The magazine's masthead is always positioned on the top third of the page, this follows the mainstream convention of general magazine covers. The masthead is positioned here because through research, it's been identified that this is the first point of the page that readers look at; for this reason, I put a lot of emphasis into the creation of my own masthead. Looking at it from a distance now, I recognise that it's not as bold and obvious as the 'Empire', however, I made it 3D which challenges the normal convention. I did this in attempt to create an iconic brand. Similarly, the set up of the text, mirrors how its composed in the Empire magazine. The way in which the text is presented differs in each magazine cover, this is usually dependent on the main image. Initially, I had planned to position my text on the right hand side however, throughout the production process, it was obvious that this would get in the way of the main image.

Character Representation

The protagonist is similarly represented throughout each of the texts. This consistency is important as it allows the audience to gain a reasoned impression of the character. The appearance of the character remains the same in order for the audience to be able to recognise her and create a connection with her. As her expressions are also similar, we gain more of an understanding of Ava as a character.



However, having said this, there are slight differences in the different products which indicate her different states of mind i.e through the use of colour and lighting. Whilst the appearance of the character remains the same, the use of colour have different connotations and visually represent Ava's types of thought. She is represented through close-ups and medium close-ups.

Through all of these visual elements, we are able to conclude that Ava is a troubled character. In the trailer, she first appears all light and bubbly (as a young girl should be), however, we also witness a drastic juxtaposition in which she is also seen harming herself. The extreme differences puts the audience on edge, makes them question what has happened and entice them to find out more. The two ancillary texts reinforce the different sides of Ava (as previously mentioned) – through colour and lighting.

Audiences

My primary audience for the film are youth ranging from 15-19 year olds.

My main aim was to target my audience through the use of a neutral/balance colour scheme that will appeal to all genders. The use of the pitch black background in the poster appeals to a wide audience. Black is a common shade worn and liked by my target age group. It also has many connotations and these can vary based on the audiences personal experiences- some of which hopefully, link to the themes of the film, therefore, I thought this would be most significant for the audience as well as symbolic of the film.

'Perfection' on both the magazine cover and the poster is also a neutral, 'skin colour'. This is also in order to attract both genders as this tone isn't associated to a particular gender.

My secondary audiences are adults/parents. This audience isn't necessarily targeted through the print texts, but mainly through the trailer. The appeal is created through the film's content/ themes and messages which parents will be able to learn from and value.

More analytically, my audience is an active one due to all the symbolic codes embedded throughout each of promotional productions, they will be able to recognise the deeper meanings of the film as well as the ones presented on the surface. I have purposefully encoded these products, based on modern society (social and cultural knowledge) in order to provide the audience with a realistic window into the life of a modern teenager, however, due to the majority of my audience being an active one, there might also be negotiated readings of the texts (Stuart Hall).