



FILM EDUCATION - BE CREATIVE COMPETITION



Be @creative is a unique and exciting production competition for UK students aged 11-19, offering recognition for creative talent plus great prizes for individual winners and their schools.

Working to a real-world creative brief, students research, design and produce an original marketing campaign to encourage young people to choose official film, TV and video and support the UK industry.

Response to the Brief:

The key stages I will follow for this brief is:

1. Plan and develop ideas
2. Produce
3. Presentation and feedback
4. Submit to final Boards
5. evaluate

To complete these stages, I need to:





1. Read the brief so I understand the task in hand
2. Research the client
3. Learn about copyright
4. Create questionnaires for my target audience
5. present data from questionnaire
6. Generate ideas for my campaign through Mind maps and spider diagrams
7. Create rough designs
8. Peer evaluation
9. Refine Designs



Research Into Past Campaigns

Anti-Piracy Campaigns



Campaign	Big Idea	Strengths	Weaknesses
 <p>HOME TAPING IS KILLING MUSIC 1980's poster created by the British Phonographic Industry.</p>	The concept of this campaign is showing the idea of death to the British Phonographic Industry. The big idea is home taping is killing the music industry. The statement blackmails the audience into thinking they are pirates if they home tape music.	The Strengths of this campaign is the logo itself is visually interesting. It shows a clever design and the heading is very bold and makes it stand out. The smaller text at the bottom of the image 'AND IT'S ILLEGAL' is a very strong statement which will	The weakness to this campaign is that there are no videos to help spread the campaign. This effects where the logo can be seen such as only in magazines rather than adverts on the television etc. The idea of the the person killing the industry is over the top.
 <p>Movie Piracy is a Crime 2000 US created video that was localised for the international regions.</p>	The Big idea is that the video equates stealing movies to larger crimes such as stealing cars and handbags. The video makes the audience feel like criminal and uses emotional blackmail.	The Strengths in this campaign is very fast and the use of the micro elements makes the video visually interesting. The music featured in the video is very dramatic and makes the audience feel like a criminal.	The weaknesses is that they are making a link between stealing a car and downloading a movie. The people who see this video are people who have bought movies, The people downloading movies will not see the video and
 <p>Knock off Nigel 2007 Campaign created by the Industry Trust.</p>	The idea of this campaign is that illegally downloading things is socially unacceptable. The tune makes the person downloading illegally feel embarrassed.	The strengths of this campaign is the tune which is catchy and will stick in your mind.	The weakness is that the tune even though it is catchy is very irritating and actually lacks the main point of how bad illegally downloading is which makes it easy to ignore.
 <p>You make the Movies 2009 Campaign created by the Industry Trust</p>	The idea behind this campaign a positive message which praise the audience for buying a cinema ticket. The campaign makes the audience feel like they are part of the movie as they are involved in the	The choice of videos are very entertaining and easy to watch. The statement in the video talks about the UK film industry even if the audience is watching a Hollywood blockbuster, buying the ticket will help the UK film	The choices of the videos may not appeal to everyone one in the audience which may have an effect on who will pay attention to the campaign.



Schedule

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	19th November Produce schedule	No Lesson	Collect and present questionnaire results	No Lesson (At Home) Look at other existing campaigns	No Lesson
2	Brainstorm Initial Ideas	No Lesson	Start producing developing ideas	Start producing developing ideas	No Lesson
3	Start producing developing ideas	No Lesson	Start developing pitch and creating presentation	Create presentation and pitch	No Lesson
4	Pitch	No Lesson	Present Presentation and pitch (possible Feedback)	Pitch (possible Feedback)	No Lesson
5	Refine Designs	No Lesson	Refine Designs More feedback	No Lesson	No Lesson

Week	Monday	Tuesday	Wednesday	Thursday	Friday
6	Refine designs	No Lesson	Start Evaluation	Submit Work 10th January	No Lesson
7	Evaluation	No Lesson	Evaluation	*DEADLINE 17th JANUARY*	No Lesson



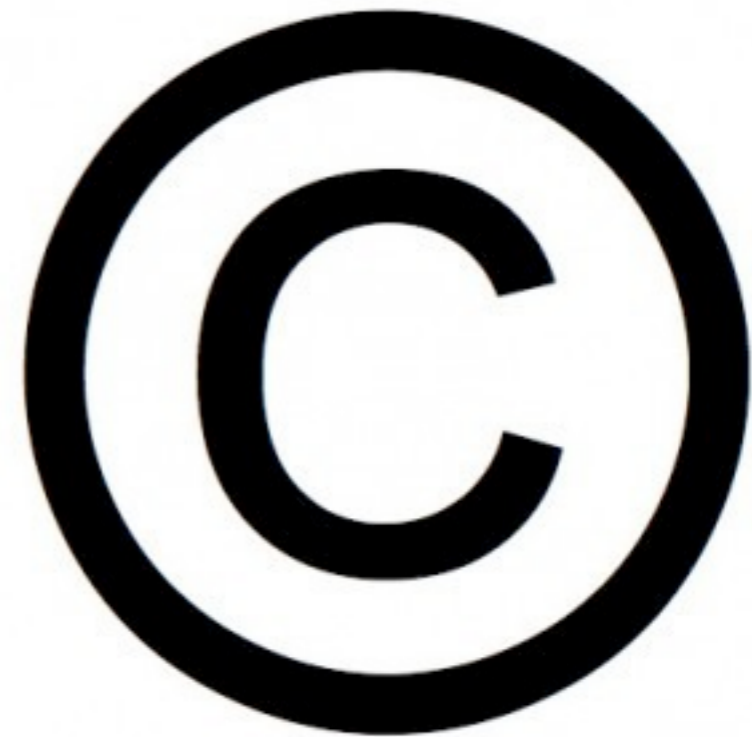
My research

What Is Copyright ?

Copyright is used to protect any ideas that become a physical form such as books, Music, songs, games, photographs etc..

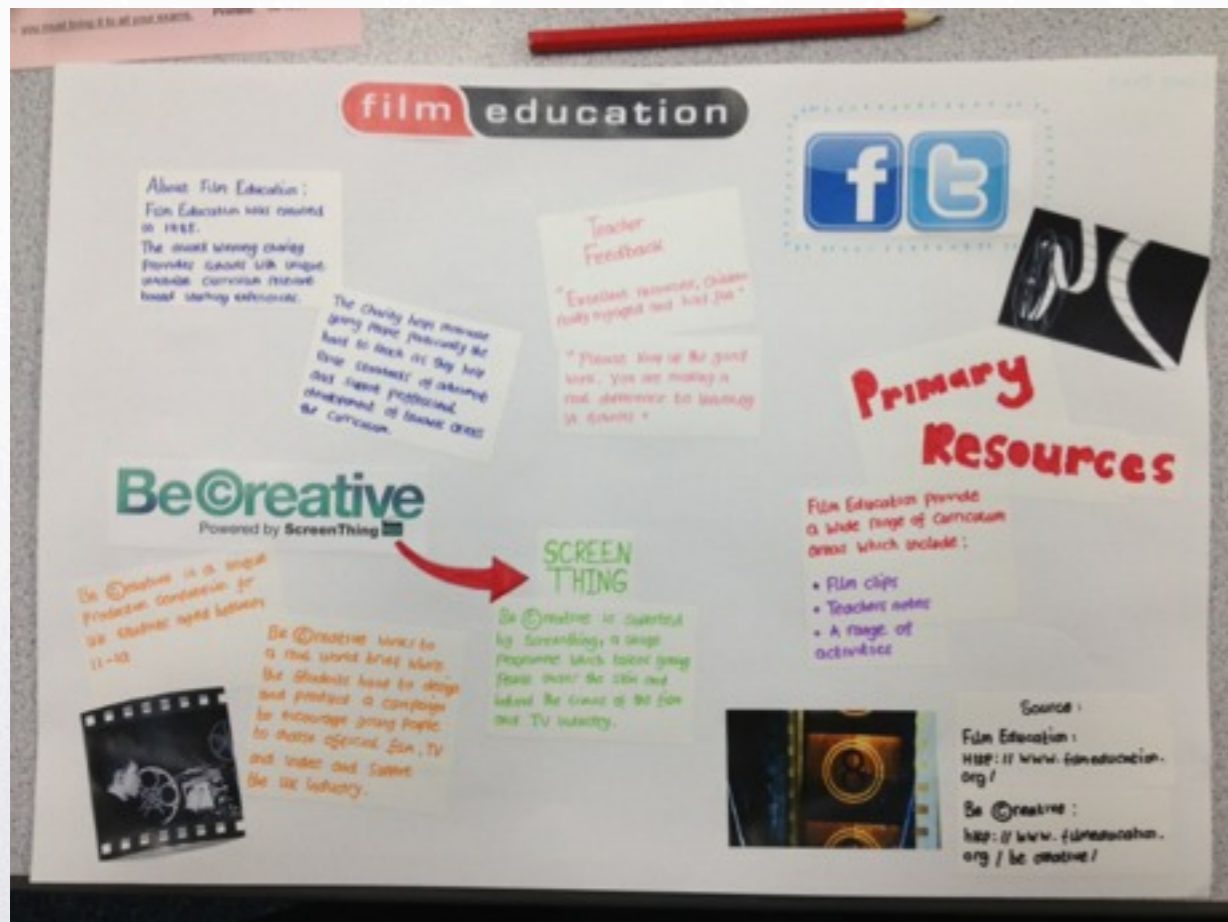
The copyright protection is automatic at the point of the creation. Both Published and unpublished work can be protected.

The copyright is normally owned by the creator of the work e.g. Authors, composers, directors etc..





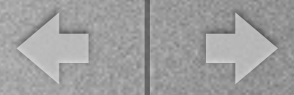
My research



I did some research for two clients film education and the film industry. We split the two pieces of research onto two A3 sheets of paper. When researching the client, what I looked for was:

- About them
- The style of their website
- Competitions
- Reviews
- History
- Awards

I also added the sources from all the websites I found with all the information I gathered.



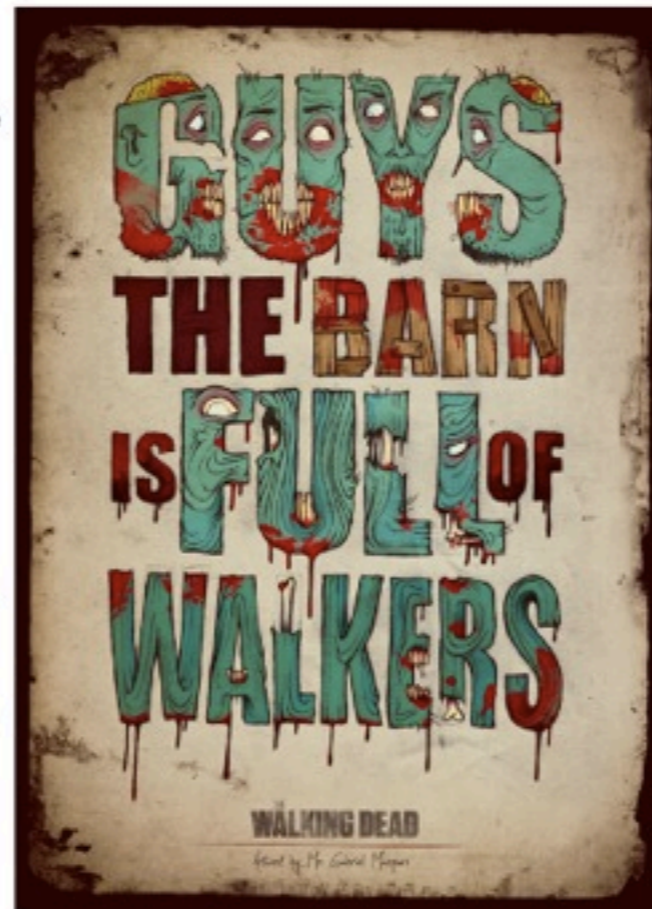
My research

TYPOGRAPHY POSTER

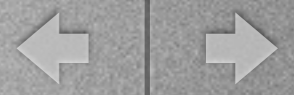
I chose this poster because it looks visually interesting. What drew me into this poster was the typography which are zombie characters that are transformed into text.



The poster has a select colour palette. I think the green is very effective as it represents a zombie flesh colour, its is also very bold which makes it eye catching. What also makes typography interesting is the level of detail that is shown as it is representing what The Walking Dead could feature as it gives the audience an idea of the location and the mood.



The poster also looks as if it has had a sepia toned effect added to it to make it look old and exposed to the elements which makes it look more realistic. I think the selected palette in the poster are well contrasted together as the colours create meaning and represent the genre of what the poster is advertising.



My research

VECTOR POSTER



The reason I chose this image was because I like the simplicity of it and how the characters are not very detailed as they look very square with straight, pointed edges.

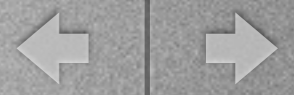


I like the colour palette used in this poster which is a variety of vibrant yellows which contrast very well together to make the background. The characters have no outline as they are block colours, I like the use of the black for the shading which gives the characters more depth.

The poster is visually interesting and easy to look at as it doesn't feature a lot of detailed content but contains enough imagery to tell the audience who the poster features and where it is set.

THE INCREIBLES

The Typography is very easy to read as it has a black background. The font colour matches the background of the poster making it contrast well together.



My research

PHOTOGRAPHIC POSTER



The photographic poster is most commonly seen advertising such things as television programs or films.

The photographic poster I found which stood out to me was for the television show dexter. This poster is minimalistic as it only features Dexter the character holding a knife with blood splattered in the background in the shape of angels wings.

The palette in this poster only consist of a few colours the most vibrant being red for the blood and the logo type. The rest of the palette being very dull blues and grays.

Even though the poster is minimalistic, it tells the audience everything they need to know about who dexter is as he holds a knife and there is splattered blood behind which is in the shape of wings which are placed as if they were on him. Dexter's body language shows that he looks calm and normal with a sense of underlying danger.



My research

British Film and TV Industry Questionnaire

Age:

Gender: M F

What was the last Campaign poster you saw ?

In what way did it effect you ?

Have you brought a DVD or a film or television program in the past month ?

Have you illegally watched a film or television program in the past month ? If so why do you choose to do so ?

Would you buy a DVD if you had the money and wanted to watch the film or program or would you try and find it for free online ?

Do you use any official streaming services which could include Netflix and LoveFilm ?

Do you watch any catch up on demand services such as BBC iPlayer, ITV Player, 4OD, Sky Go ?

I created a questionnaire to collect results from my target audience. The questions I asked were basic questions giving me a rough idea on how many people from my target audience watch films and television programmes either going to the cinema and buying the DVD or watching it for free online.



Questionnaire Results

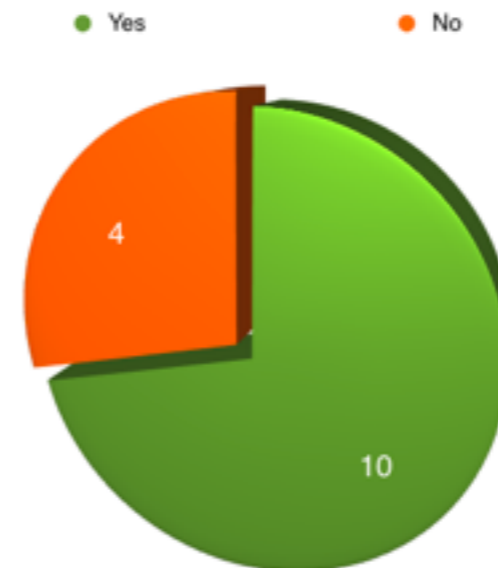
In my questionnaire, I put Qualitative and Quantitative questions for people to answer as it would help me understand more about what to do for my campaign.

My first qualitative question I put was **"What was the last campaign poster you saw ?"** People responded with various campaigns they recently saw which included Piracy, Animal abuse, Health campaigns such as cancer and air ambulances, and drugs. I followed the question on to say **"In what way did it effect you ?"** where people would respond with a quantitative answer.

Have you brought a DVD in the past month ?



Have you illegally watched a film or television program in the last month ?

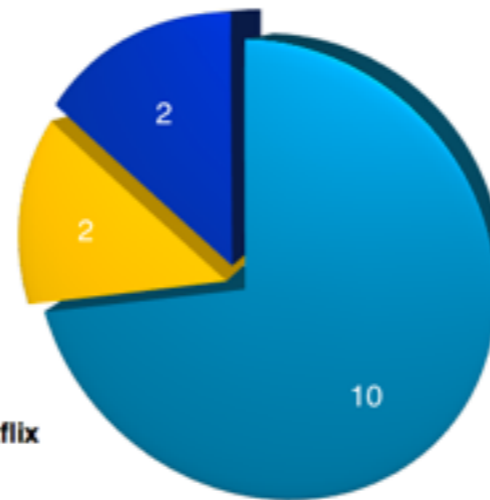




Questionnaire Results

Would you buy a DVD if you had the money or would you still watch it for free online ?

● Buy DVD ● Find Online ● Rent DVD



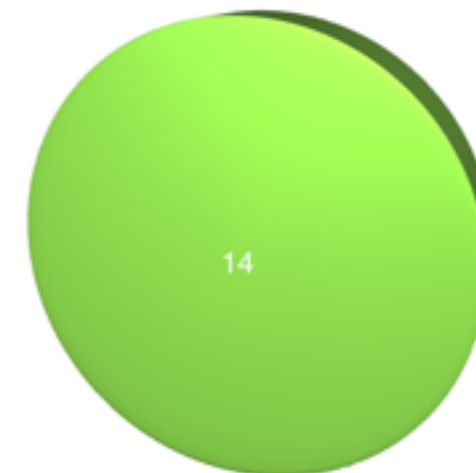
Do you use any official streaming services which could include Netflix and Love film ?

● Yes ● No



Do you watch any catch up on demand services such as BBC iPlayer, ITV player, 4OD and Sky Go ?

● Yes ● No





Research Into successful Poster Campaigns



This is one of the most famous poster campaigns and most successful. In 2008, this poster was created by Shepard Fairey for the presidential election. The design of the poster was created in one day where Shepard Fairey then immediately sold 350 in a street. The poster then became more recognised where it was then widely distributed. The poster was then approved by the official Obama Campaign making it one of the successful symbols in Obama's campaign message.



Research Into successful Poster Campaigns



Another successful poster campaign was Batman Arkham City the video game. These posters were advertised everywhere months before the game was released to show the audience a glimpse of the characters. These posters are very basic as they feature no text only a single character on a plain white background, This was used to put all the attention on the character. I remember when I saw the first campaign poster of Batman in black and white showing the bright red blood which I knew straight away was the new release game and it made me very excited to see the campaigns that followed.





Research Into Equipment

I have decided to make my final posters on Adobe Illustrator. The reason for this is because I have recently had tutorials on the basics of how to produce images. In Illustrator, the technique I will use is to get the image I want to use of the internet and then using it to trace over in Illustrator. I will use the pen tool to make the lines and curves and the object tool to make shapes. The materials I will need to produce the work is a Mac and the Adobe Illustrator software.





Adobe Illustrator work



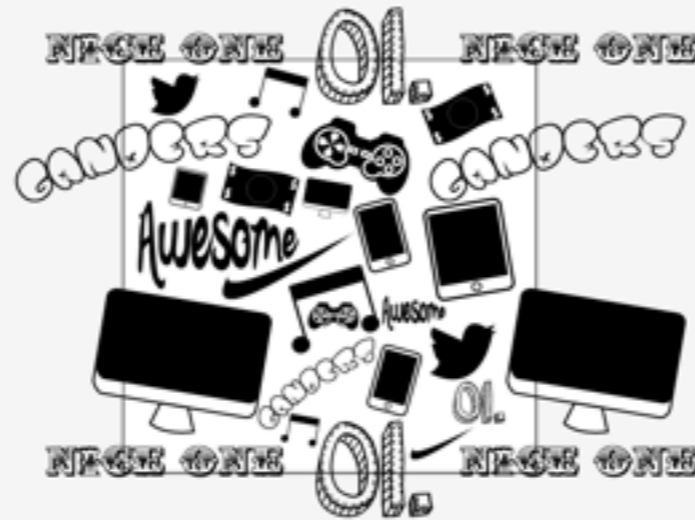
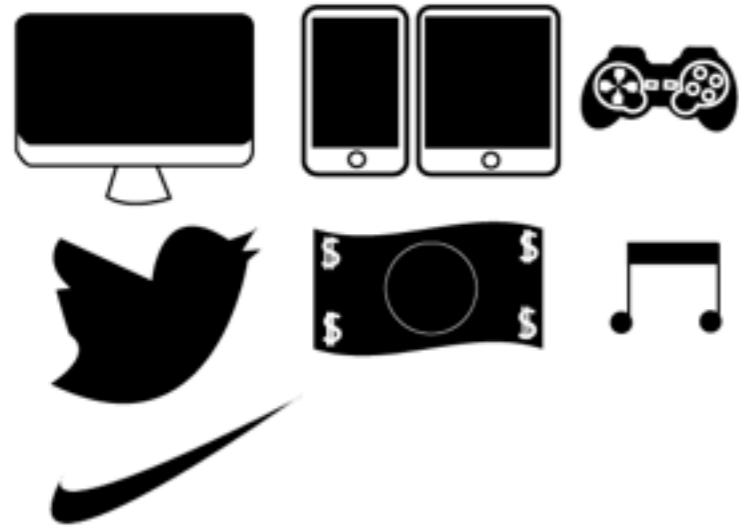
I watched a short video on Julian Opie and how he developed and created his work. I then made my own version of my portrait in his style.

I then had to copy the face using the pen tool where I firstly set the photo's opacity to 60% which enabled me to see the anchor points that I am Placing. With the pen tool, I created an anchor point and used the curves to draw around my face. I used shit+C which let me move the anchor point if I wanted to.

With the pen tool I created a new object for each part of my face such as the face, ears, neck, eyes, nose, mouth and hair. I focused on the basic parts first so I did the outline of the head, neck and hair. Once I had completed drawing around my face, I then had to make the lines black and thicker. When I created the eyes, I used the alt key whilst selecting the circle object which enabled me to get a perfect circle, I then added another white circle in the black to give it more detail and depth. After creating my face, I then added colour to the skin, hair and I also added colour to the eyes to make them stand out. I also added highlighting to the hair to make it look more detailed and give the audience an idea of how the hair flows.



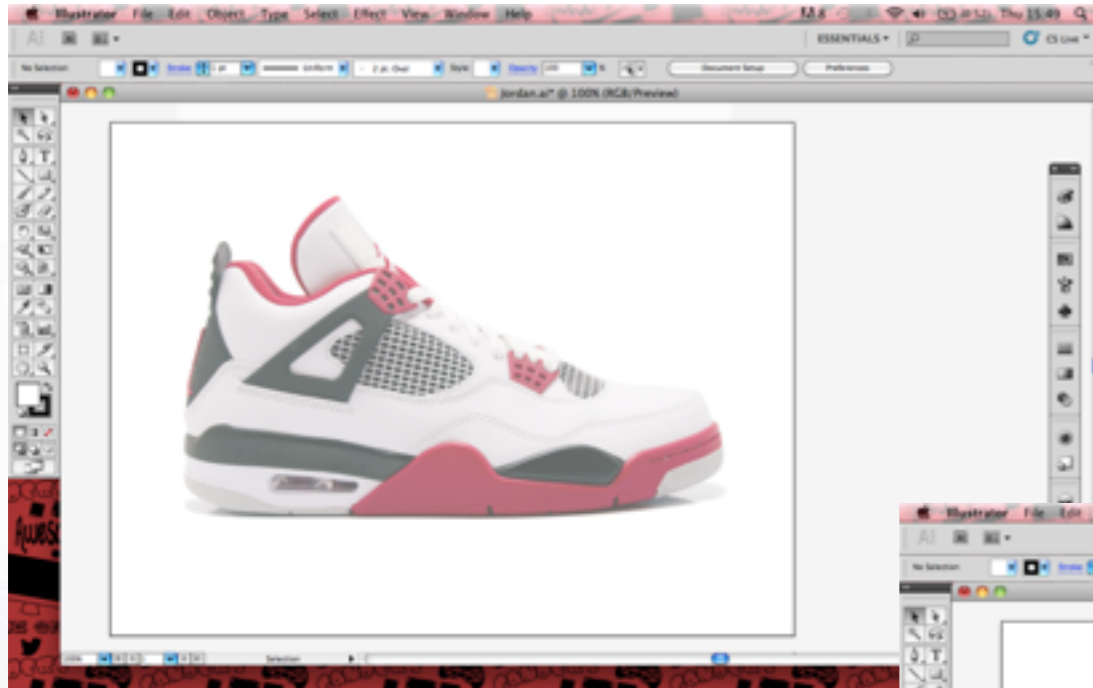
My Wallpaper



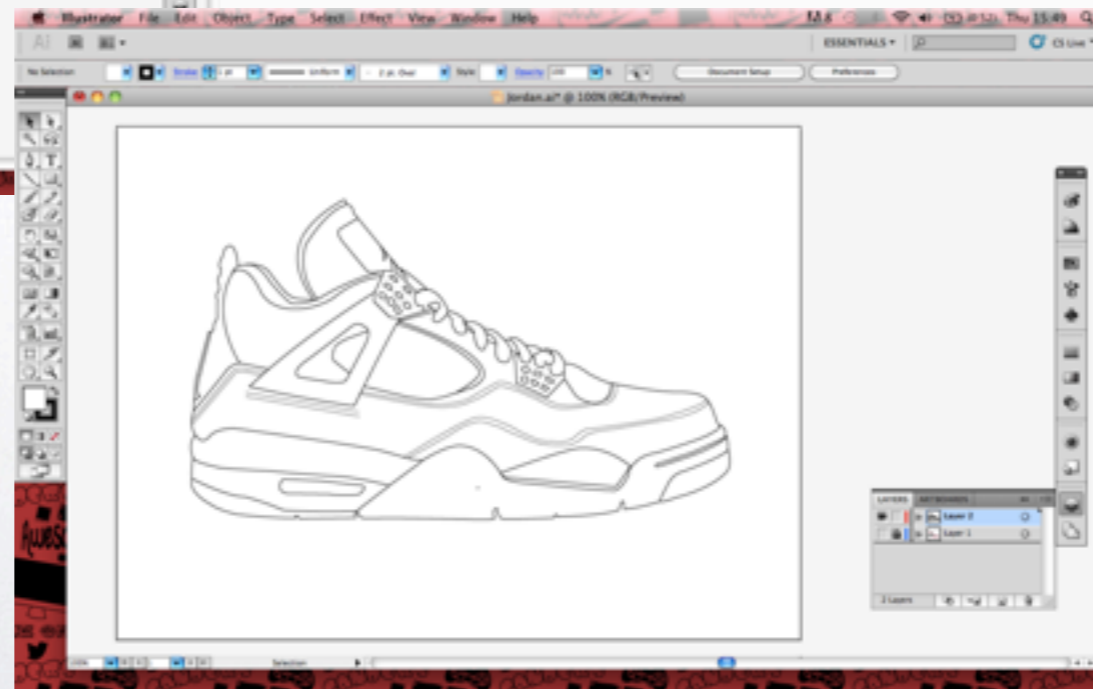
This is my Wallpaper I created on Adobe Illustrator and Photoshop, The pictures above cover the processes I had to make to achieve the final wallpaper.

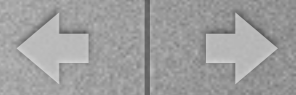


Adobe Illustrator Work



In Adobe Illustrator, I picked an object in which I reproduced. I used the pen tool to copy over the object. I used the curve ability in the pen tool to help me draw over the trainer.



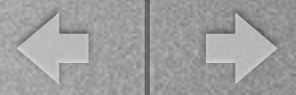


Drafts and Initial Work

Poster 1

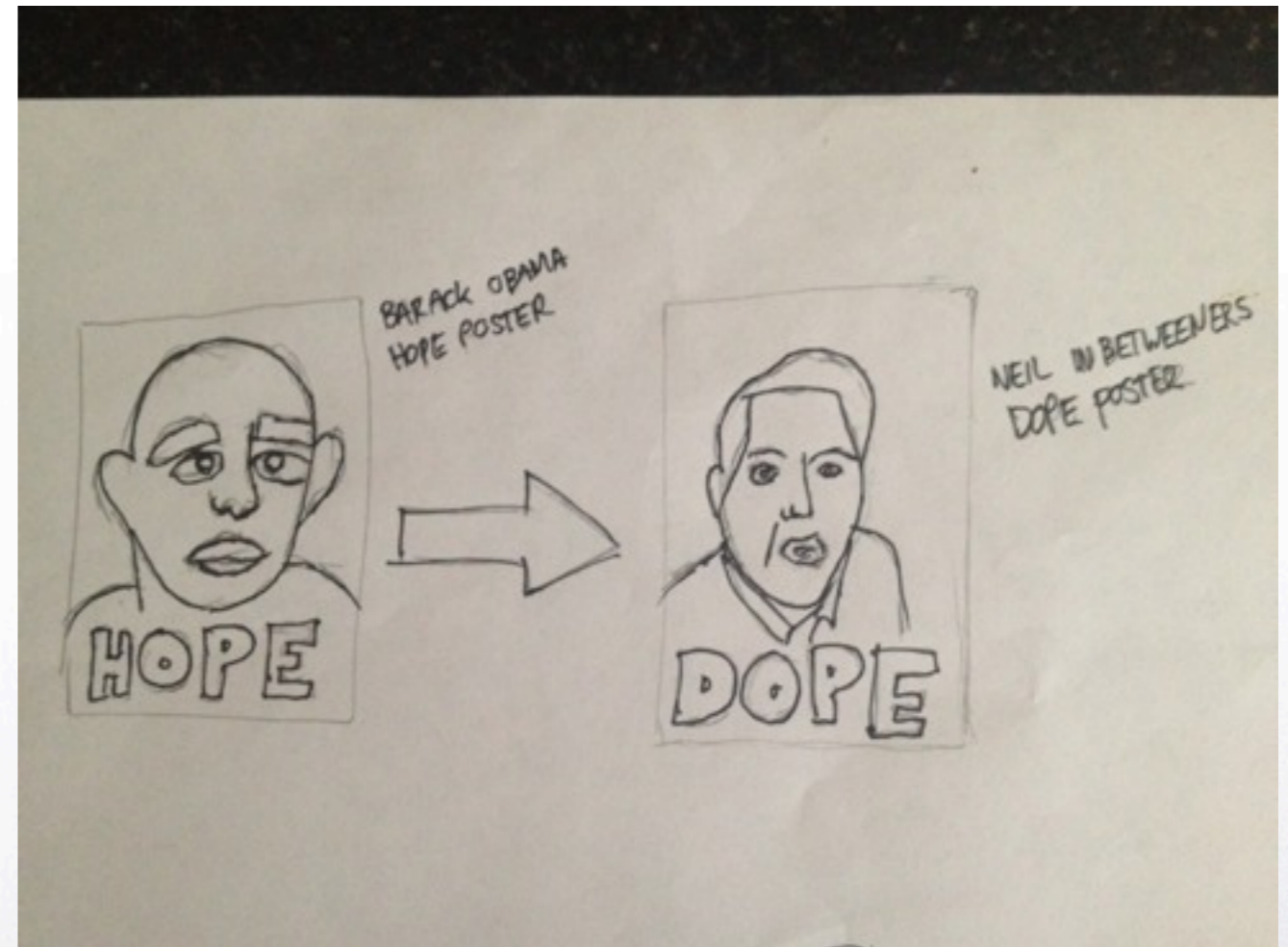
For this poster, I wanted to feature film characters that are most recognisable for being British. The characters shown are going to be silhouette's as I want them to be very bold and as they are so well known, they don't need all the detail and colour. The two characters I have chosen are Harry Potter and James Bond. Behind the characters is a big Union Jack background. I chose this so that the poster would have some bright colour and it contrasts well with the characters showing they have a British background. or the slogan, I wanted to how the audience the best of Britain s characters so I chose '**Best of British**' I then the header saying '**without you, we don't exist. Your support is essential**' This tells the audience how important they are in supporting the industry.





Poster 2

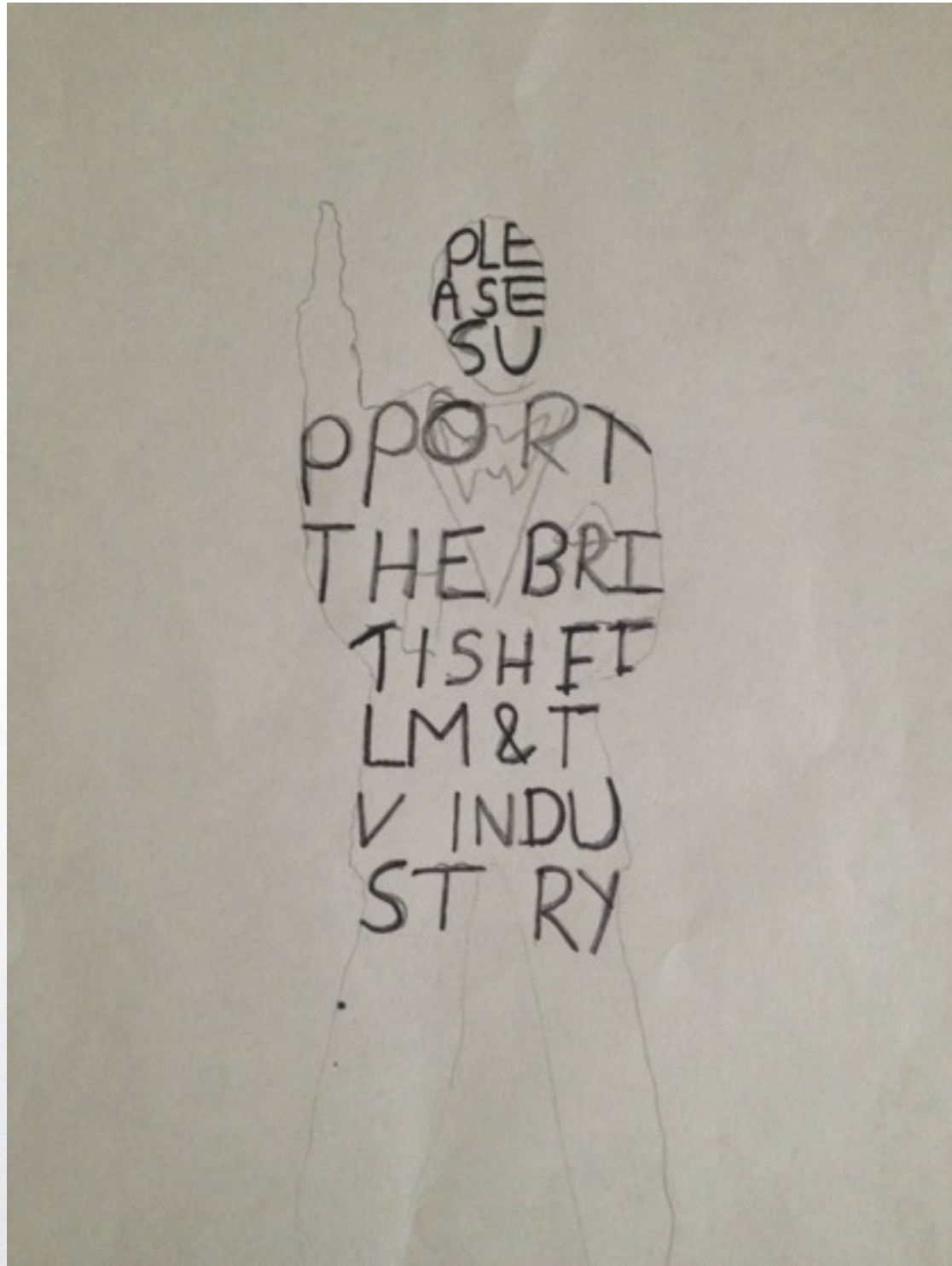
In this poster, I wanted to have the same idea from the Obama presidential campaign in 2008 created by Shepard Fairey. For my idea, I chose Neil from the inbetweeners, I chose this character because he is well know and easily recognised for the age of the target audience. Instead of 'HOPE' for the header of Obams's poster, I chose DOPE which describes the character and works well with the original as they rhyme.





Poster 3

For this poster, I took the idea from the famous Uncle Sam 'we want you' poster in world war 2. In my version, It features Harry Potter pointing his wand at the audience having the same posture as Uncle Sam. For my slogan, I kept the 'we want you' header but added 'to support the British film & TV industry' At the bottom of the poster, I added a sentence saying 'Without you, the magic wont happen'. I thought this was a good approach to supporting the industry as it doesn't sound bad or desperate and it works well the Harry Potter character.



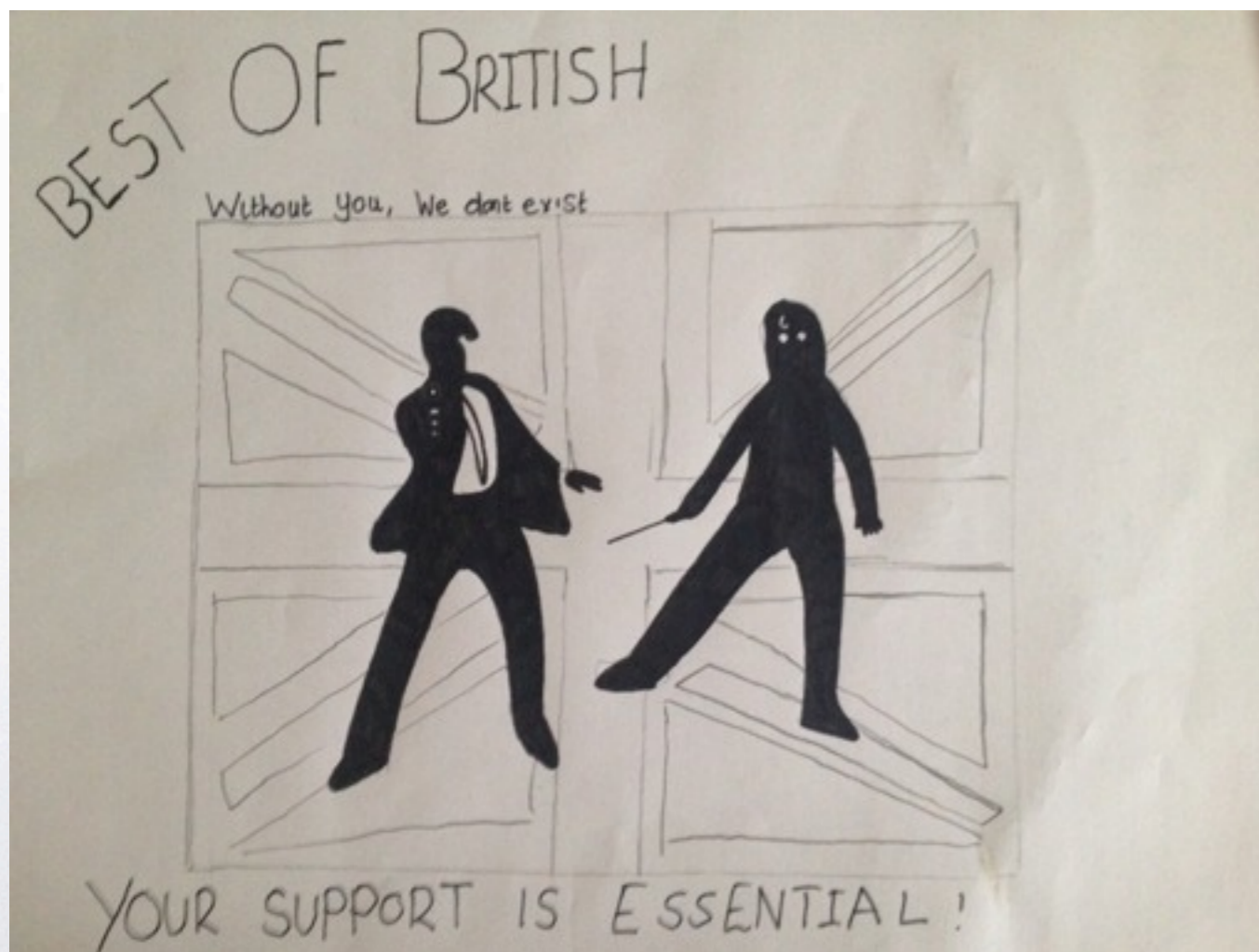
Poster 4

For my last poster idea, I wanted it to be very basic only featuring what is essential, I wanted to have a plain typography poster but after designing it, it looked to plain and boring. I overcome that by taking a popular British film character and making the body from the text. the character I chose was James Bond as he is easily recognisable by just the outline of his posture and gun.



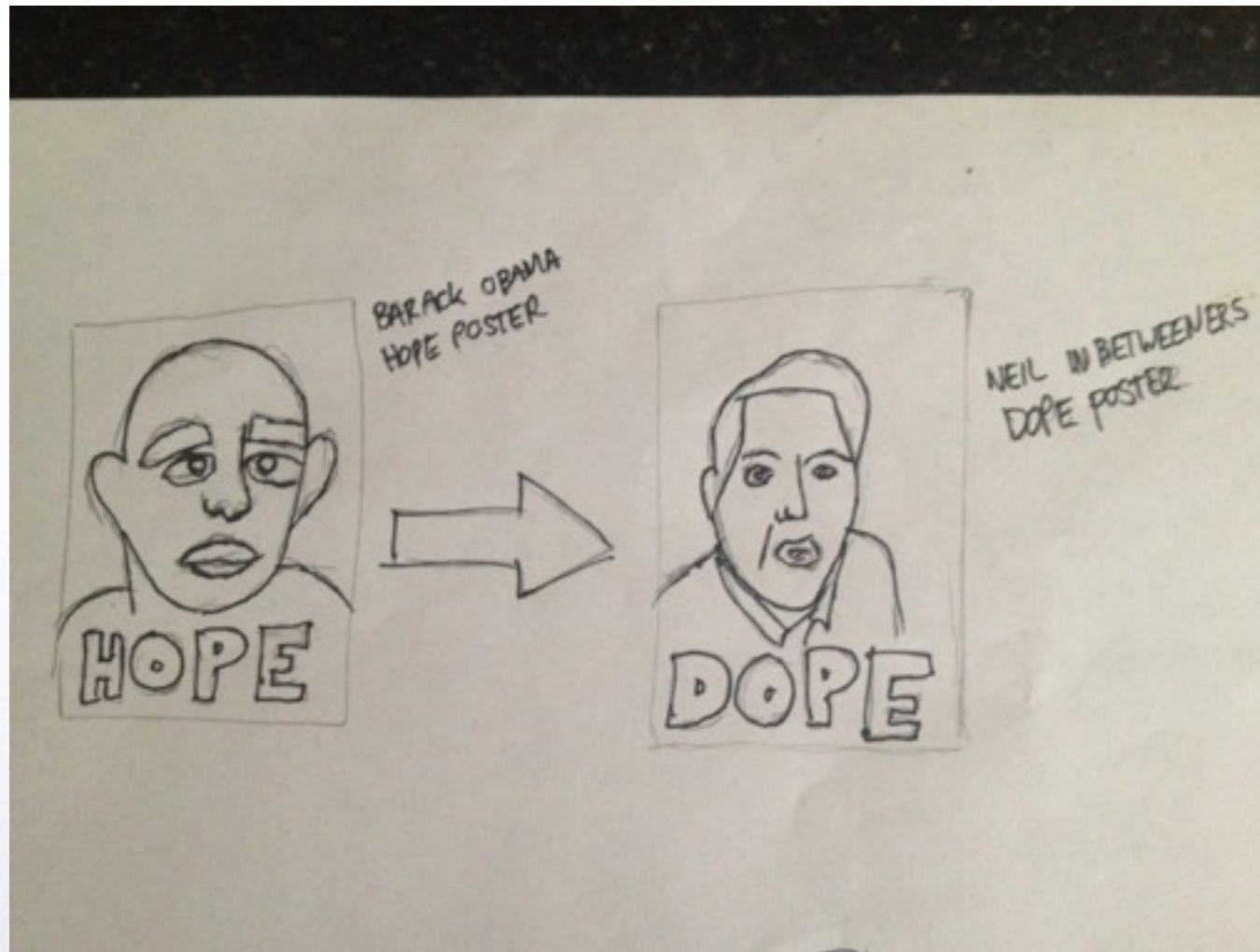
Feedback From My Target Audience

After designing my 4 posters, I invited my peers to look at them at give me positive feedback and constructed criticism about them.



My peers liked the idea of this poster very much, they like the choice in characters and how they are presented as silhouettes. They also commented on the Union Jack as the background which they said is a good idea and works well with the characters. They said the slogan '**Best Of British**' is short and to the point as well as '**Your support is essential**'

The constructive criticism I received was the header '**Without you, we don't exist**' which was thought to sound too desperate, They said if it were to be more light hearted it would work very well. One suggestion I had was to focus on one character in particular and create a header around that certain character. What also needs to be changed is the positioning of the text as at the moment it looks very random. After receiving all the feedback, I was happy with the comments made. What I have decided to have only one character featured in the poster, That character is James Bond as I am making another poster based on Harry Potter. I have also made adjustments to the text to make it look overall a lot neater.



Poster 2

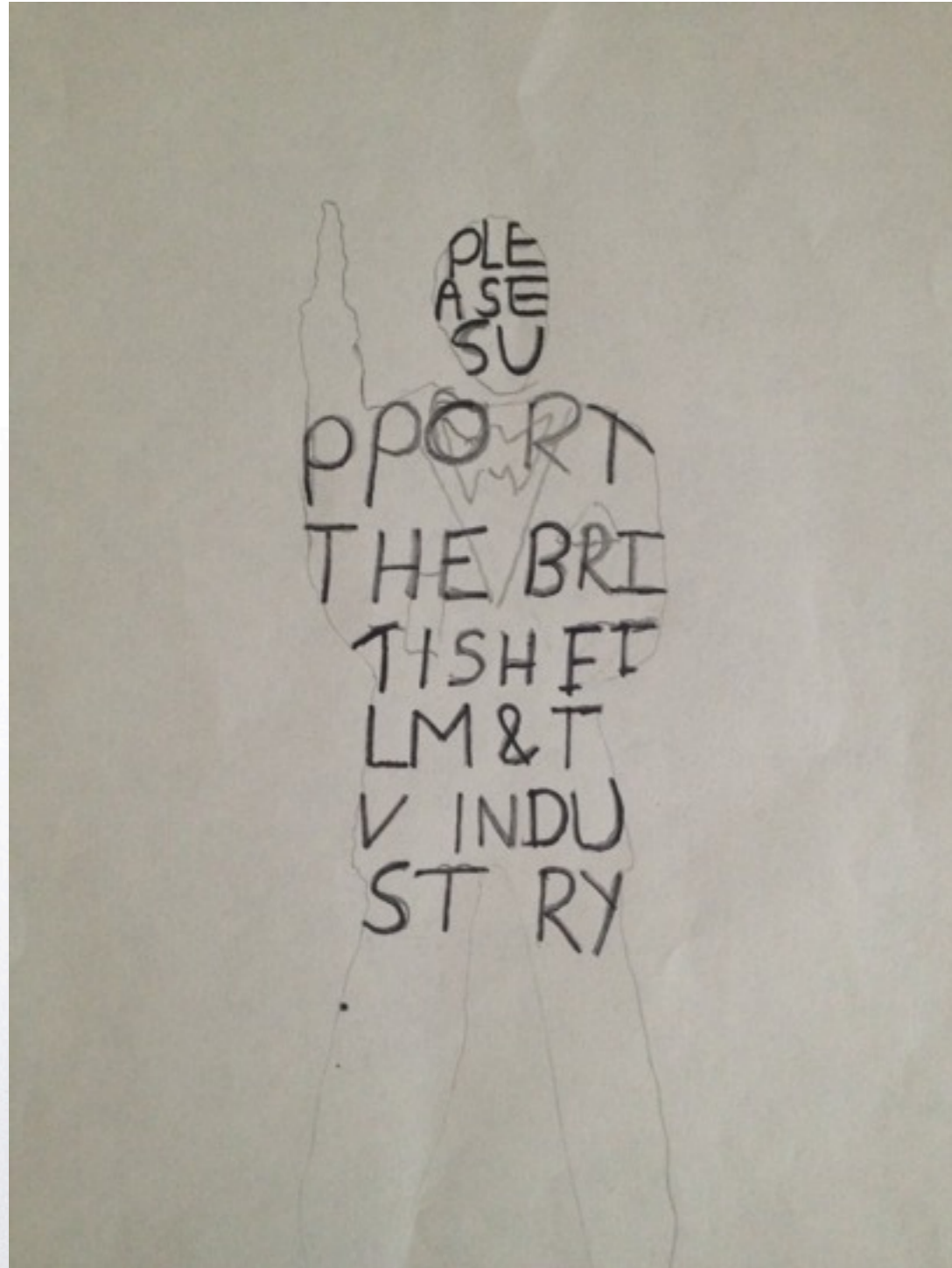
many people thought the idea of this poster was a lot better than how it is portrayed. Some people found it confusing until I told them where I got the inspiration from. People also thought that the slogan for the poster '**DOPE**' didn't sound very professional.

It's because of this I have decided not to choose this poster as a final design.



Poster 3

I received lots of positive feedback on this poster, people thought Harry Potter using the Uncle Sam idea works very well. They also thought the slogans were very interesting and funny how it relates to Harry Potter. I didn't receive any constructive criticism for this poster only that the drawing of Harry didn't look identical which I will be creating digitally for the final poster.



Poster 4

A lot of people thought this idea was very unique and visually interesting. They like the simplicity of the single figure with the text constructed to make up the body. They thought the text was simple but clear but some people found it quite difficult to read.

After receiving the feedback, I am happy with the comments and to follow on from it I have decided to use this idea for a final poster. I am going to change where I put the text mainly focusing on his body not including the head. I am also going to space out the words to make them more clear and easy to read.



Final Poster 1



My first poster is based on James Bond which I have created a silhouette of in After effects. I then made the Union Jack as the backdrop for the poster.

For the slogan, I wanted it to be clever and witty referring to James Bond, I wanted it to make an impact on the audience.



Final Poster 2



We Want

You !

To Support

The British

Film & TV Industry

WITHOUT YOU,

THE MAGIC WON'T HAPPEN !

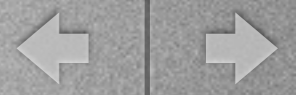
This is my second poster I based on Harry Potter, I created the illustration in Adobe Illustrator and for the slogan, I used the official Harry Potter text to help express the theme of this poster.



Final Poster 3



This is my third and final poster design. I used Adobe Illustrator to create it. I managed to use the text to make up the body which I wanted to achieve. Overall I am very happy with this design.



Posters In Public



This is my Harry Potter campaign on the side of a London bus.



Posters In Public



This is my James Bond Campaign On the side of a public phone box.



Posters In Public



This is my second James Bond Campaign on a billboard.