

Media Studies

National 5



SQA Assignment

The Brief

You are going to storyboard the opening sequence for a feature length film using a stimulus from the options given.

You will need to negotiate your PURPOSE and your TARGET AUDIENCE, and indicate which stimulus you will use.

Purpose:

Your purpose should be to hook the audience so they will want to continue watching the film, and also to entertain as appropriate to the genre you choose (e.g. action = to excite/thrill, horror = to scare etc.)

Target Audience:

Your Target Audience should be appropriate to the genre and your purpose, and should inform the choices you will make about your content.

Level of finish:

You are being asked to make a detailed story board of 8-12 shots. You are not required to produce a finished film, but you should have very clear ideas about how you will use camera, sound and mise-en-scene to create meaning, and should annotate your storyboard with some of this detail. You will also be asked to write about how you create meaning in Section 2.

Stimulus Material:

Stimulus 1

William Pearl did not leave a great deal of money when he died, and his will was a simple one. With the exception of a few bequests to relatives, he left all his property to his wife.

The solicitor and Mrs Pearl went over it together in the solicitor's office, and when the business was completed, the widow got up to leave. At that point, the solicitor took a sealed envelope from the folder on his desk and held it out to his client.

'I have been instructed to give you this,' he said. 'Your husband sent it to us shortly before he passed away.' The solicitor was pale and prim, and out of respect for a widow he kept his head on one side as he spoke, looking downward. 'It appears that it might be something personal, Mrs Pearl. No doubt you'd want to take it home with you and read it in privacy.'

Stimulus 2

Okonkwo was well known throughout the nine villages and even beyond. His fame rested on solid personal achievements. As a young man of eighteen he had brought honour to his village by throwing Amalinze the Cat. Amalinze was the great wrestler who for seven years was unbeaten, from Umousofia to Mbaino. He was called the Cat because his back would never touch the earth. It was this man that Okonkwo threw in a fight which the old men agreed was one of the fiercest since the founder of their town engaged a spirit of the wild for seven days and seven nights.

The drums beat and the flutes sang and the spectators held their breath. Amalinze was a wily craftsman, but Okonkwo was as slippery as a fish in water. Every nerve and every muscle stood out on their arms, on their backs and their thighs, and one almost heard them stretching to breaking point. In the end Okonkwo threw the Cat.

Negotiating the Brief

Your Name	
Stimulus Chosen	
Intended Target Audience	
Intended Purpose	
Intended Genre	
Initial Ideas for the film (This should include reference to language, representation and narrative)	

Section 1: Planning

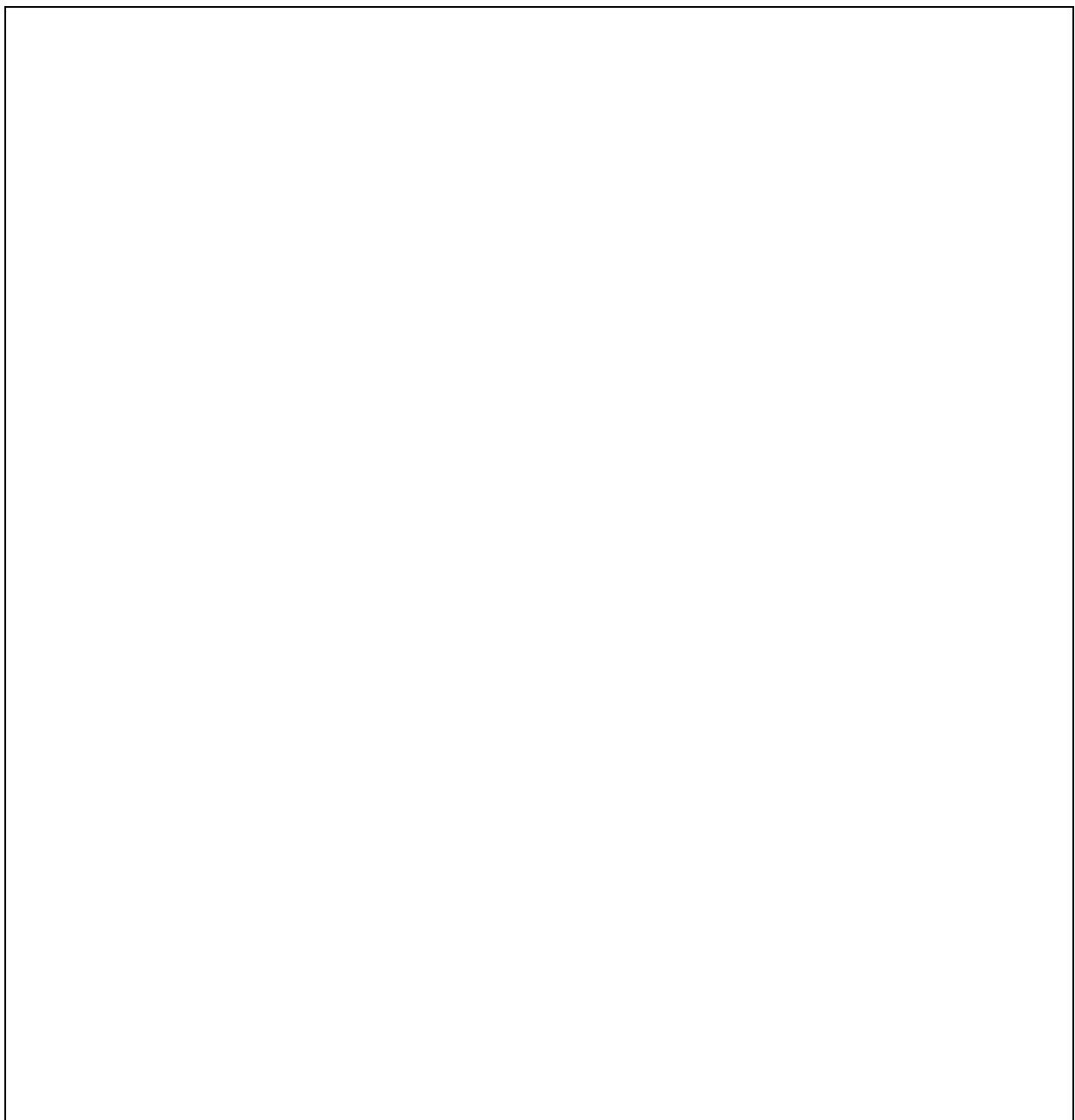
Audience Research

Describe what you discovered during your research into **Audience** and explain how this influenced your plans. (5 marks)

To complete this task you need to:

- Describe the research activity you undertook.
- Describe one aspect that you found out about the audience for your film.
- Explain what impact this will have on your creation of the film and why.

Repeat the above process for a further two aspects.



Section 1: Planning

Institutional Research: Internal Controls

Describe what you discovered during your research into **Internal Institutional Controls** and explain how this influenced your plans. (5 marks)

To complete this task you need to:

- Describe the research activity you undertook.
- Describe one aspect that you found out about the internal controls for your film.
- Explain what impact this will have on your creation of the film and why.

Repeat the above process for a further two aspects.

Section 1: Planning

Institutional Research: External Controls

Describe what you discovered during your research into **External Institutional Controls** and explain how this influenced your plans. (5 marks)

To complete this task you need to:

- Describe the research activity you undertook.
- Describe one aspect that you found out about the external controls for your film.
- Explain what impact this will have on your creation of the film and why.

Repeat the above process for a further two aspects.

Section 1: Planning

Research: Content Research

Aspect 1: Categories

Describe what you discovered during your research into **Categories** and explain how this influenced your plans. (5 marks)

To complete this task you need to:

- Describe the research activity you undertook.
- Describe one aspect that you found out about the external controls for your film.
- Explain what impact this will have on your creation of the film and why.

Repeat the above process for a further two aspects.

Section 1: Planning

Research: Content Research

Aspect 2: Representations

Describe what you discovered during your research into **Representations** and explain how this influenced your plans. (5 marks)

To complete this task you need to:

- Describe the research activity you undertook.
- Describe one aspect that you found out about the external controls for your film.
- Explain what impact this will have on your creation of the film and why.

Repeat the above process for a further two aspects.

Section 2: Development

Step 1: make your storyboard using media techniques and codes.

The work you produce for this step is submitted to the SQA for marking.

You should develop your content to the level of finish specified in the brief

You are expected to work independently to do this.

Remember that you need to ensure that the work is yours

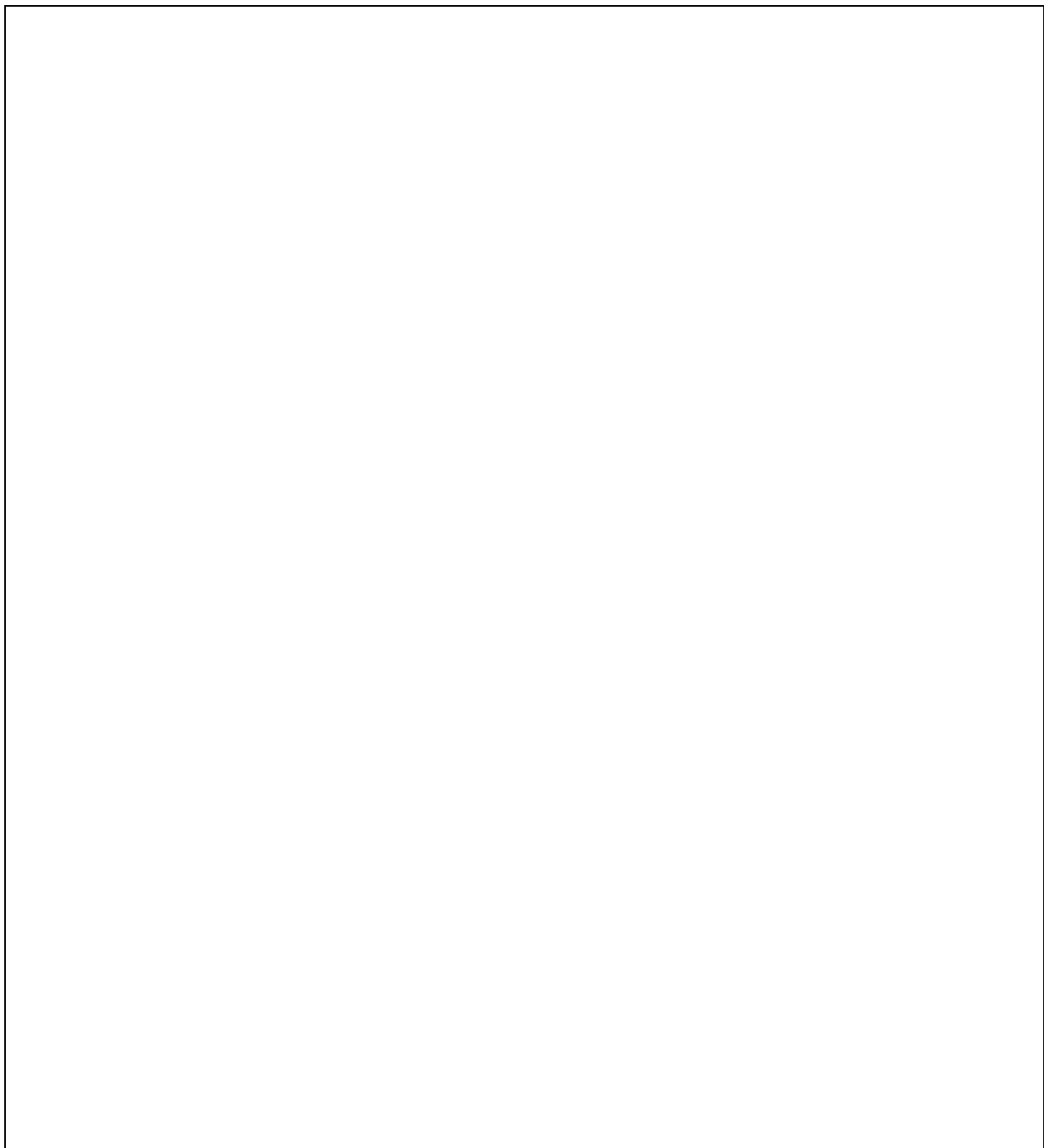
Step 2: explain your use of media techniques and codes by completing the development section of this workbook.

Section 2: Development

Identify one intended meaning and/or impact that you have created in your storyboard. (5 marks)

To complete this task you need to:

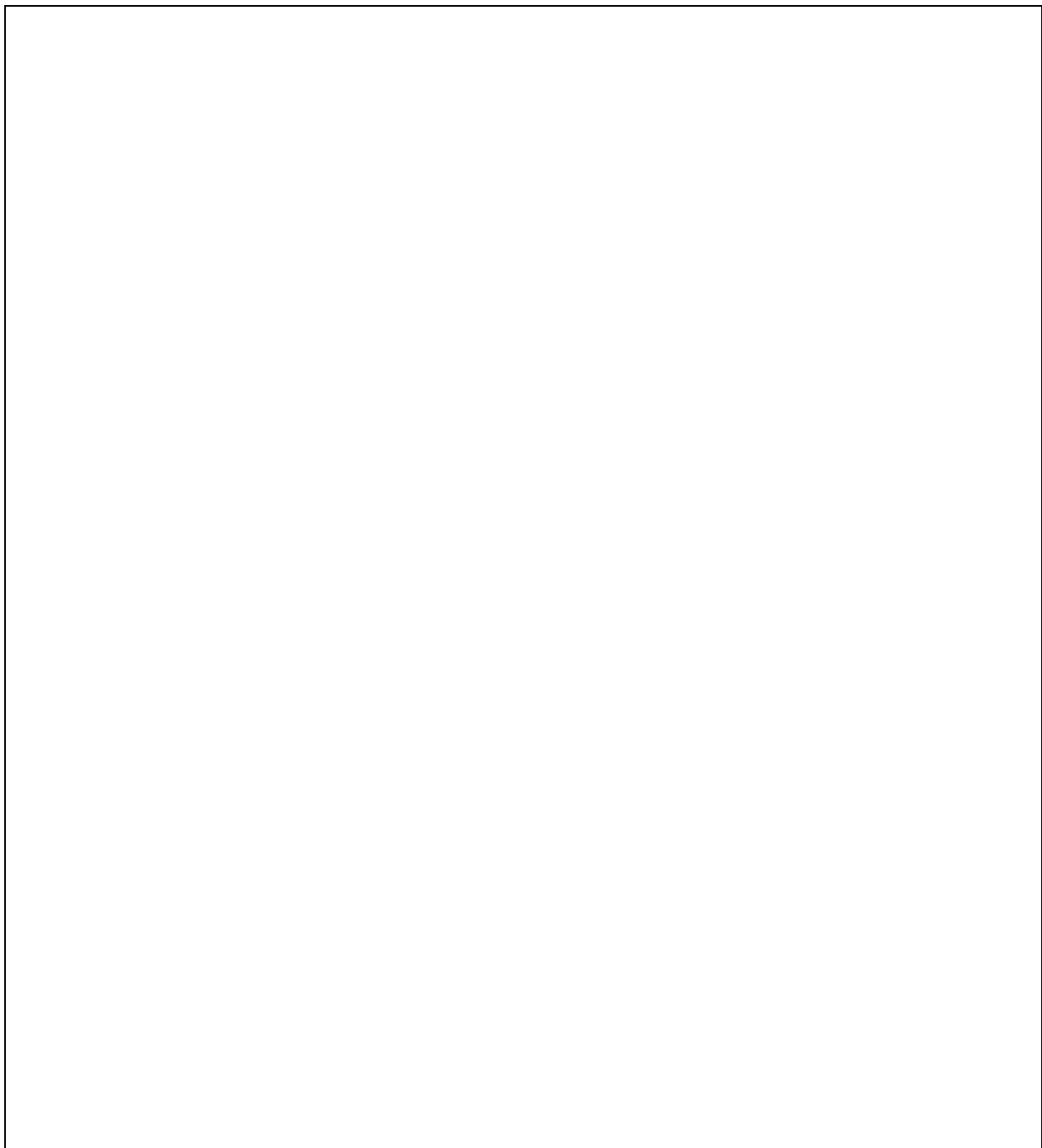
- Identify your intended meaning/impact.
- Describe the codes you have used to create the meaning/impact (remember to include the shot/panel numbers), using the appropriate media terminology. There should be at least two, but try to include more.
- Explain how the audience/viewer will interpret each of these codes. This should be a mixture of individual explanation of the code and how it combines with the other codes.



Identify a second intended meaning and/or impact that you have created in your storyboard. (5 marks)

To complete this task you need to:

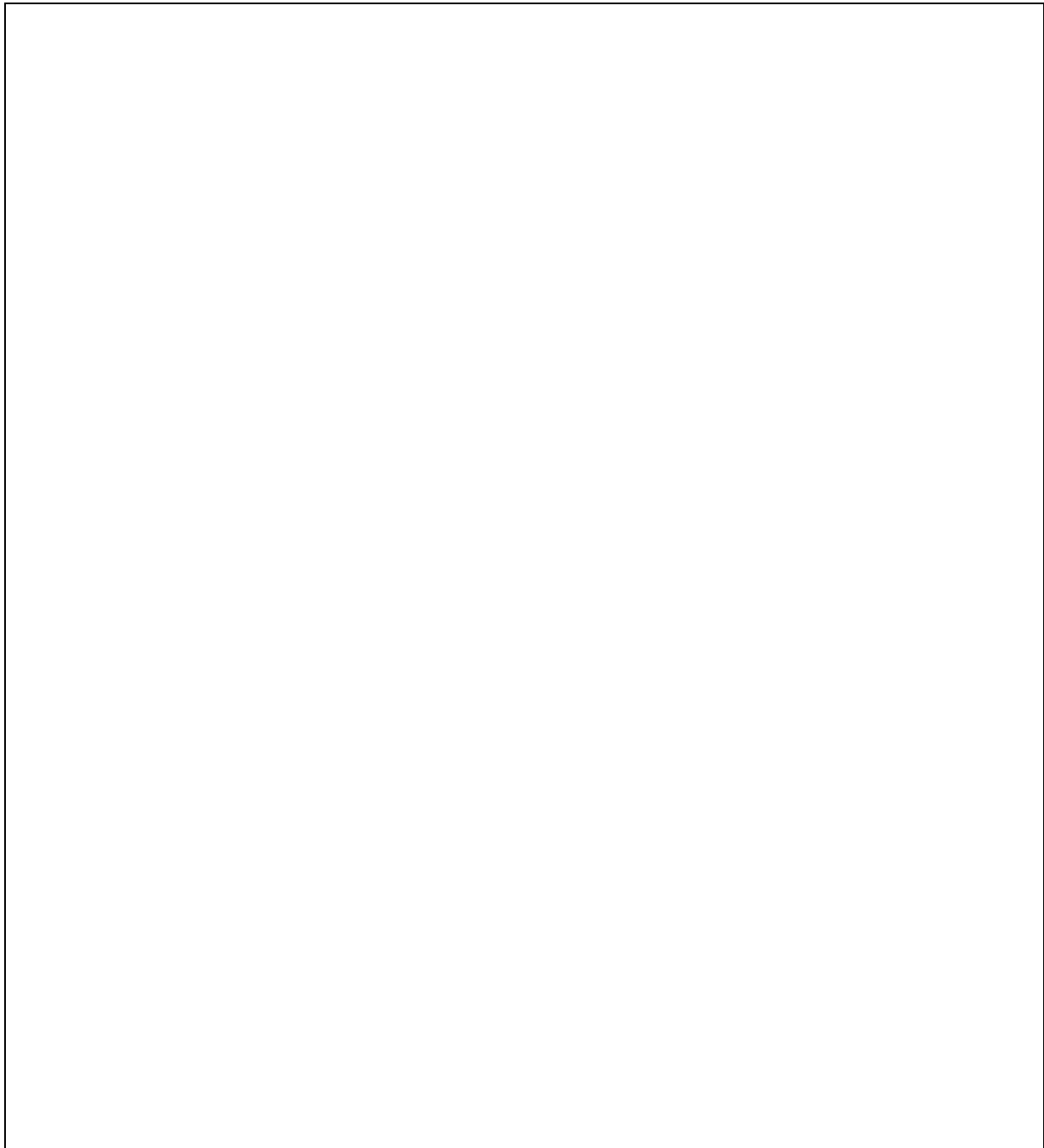
- Identify your intended meaning/impact.
- Describe the codes you have used to create the meaning/impact (remember to include the shot/panel numbers), using the appropriate media terminology. There should be at least two, but try to include more.
- Explain how the audience/viewer will interpret each of these codes. This should be a mixture of individual explanation of the code and how it combines with the other codes.



Identify a third intended meaning and/or impact that you have created in your storyboard. (5 marks)

To complete this task you need to:

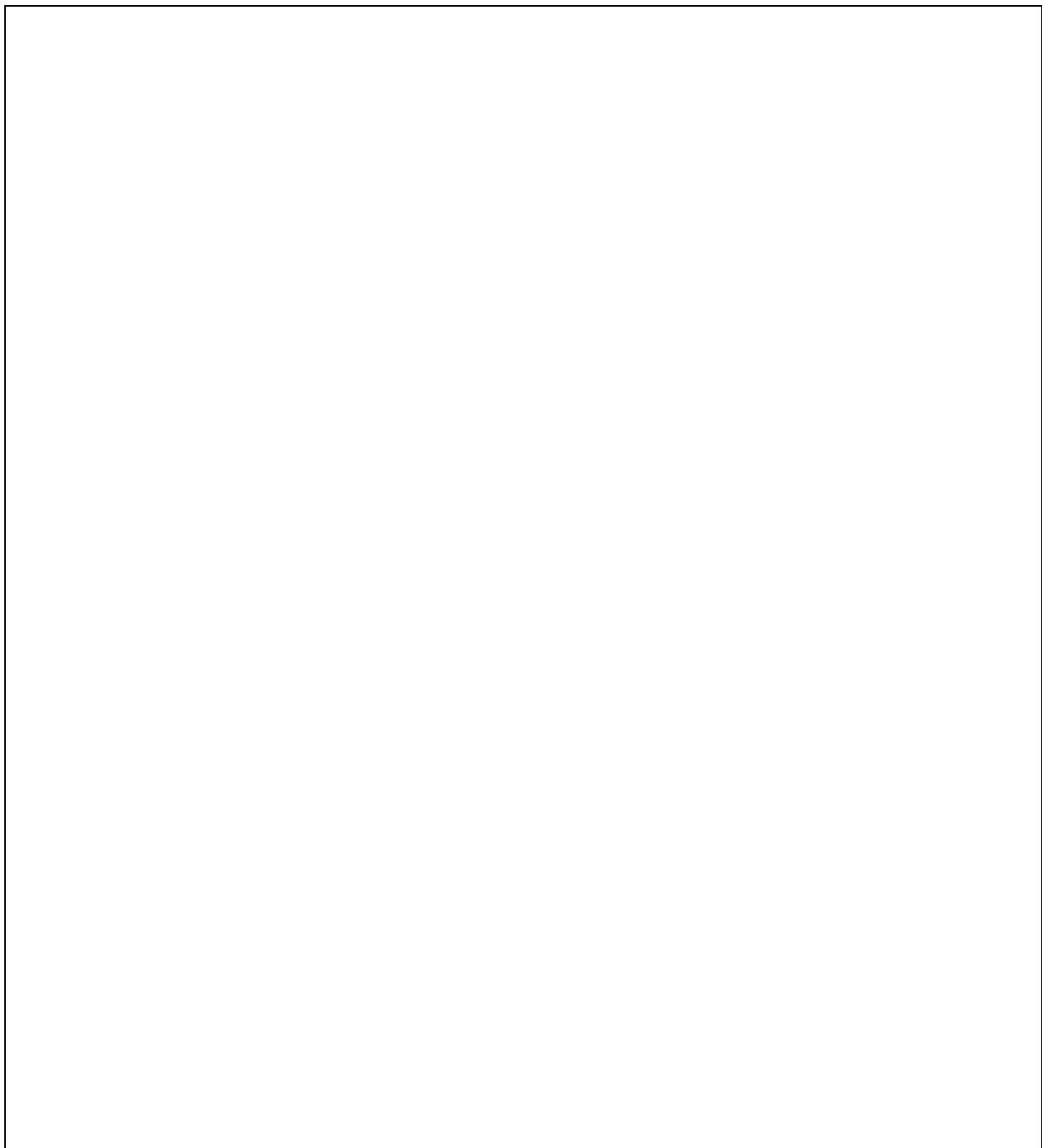
- Identify your intended meaning/impact.
- Describe the codes you have used to create the meaning/impact (remember to include the shot/panel numbers), using the appropriate media terminology. There should be at least two, but try to include more.
- Explain how the audience/viewer will interpret each of these codes. This should be a mixture of individual explanation of the code and how it combines with the other codes.

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Identify a fourth intended meaning and/or impact that you have created in your storyboard. (5 marks)

To complete this task you need to:

- Identify your intended meaning/impact.
- Describe the codes you have used to create the meaning/impact (remember to include the shot/panel numbers), using the appropriate media terminology. There should be at least two, but try to include more.
- Explain how the audience/viewer will interpret each of these codes. This should be a mixture of individual explanation of the code and how it combines with the other codes.



Identify a fifth intended meaning and/or impact that you have created in your storyboard. (5 marks)

To complete this task you need to:

- Identify your intended meaning/impact.
- Describe the codes you have used to create the meaning/impact (remember to include the shot/panel numbers), using the appropriate media terminology. There should be at least two, but try to include more.
- Explain how the audience/viewer will interpret each of these codes. This should be a mixture of individual explanation of the code and how it combines with the other codes.

