**BTEC Extended Certificate**

in Creative Digital Media Production

**UNIT 3: Digital Moving Image Production**

Explore moving image productions, their purpose, audience and technical construction.

**Learner’s Name: Aaron Coleman**

**Learner declaration**

I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

**Learner signature: acoleman313@howcollege.ac.uk**

**Date: 02/03/2016**

# Introduction

## Formats

Moving pictures can take on many formats from TV to movies and even on computers these formats are used to entertain inform or persuade examples of this are as follows a television quiz would be entertaining for all who are watching while a short documentary would educate the consumer on the topic It covers

## Platforms

Moving images are distributed in many different ways such as by dvd disk or a streaming service like Netflix recently dvds have took a decline as everything is available online and will not wear or be lost forever unlike a dvd the downside is you may have to pay a subscription fee to watch it every week but a dvd it’s a one of payment although streaming services have a wider range as well as content only available to that service

# Why moving image productions are made and who they are for

## The purpose of the production

I have chosen the promotional clip of the Cadburys advert in which a gorilla plays the drums to a song in the background then ends with a picture of a Cadburys bar

## Target audience (demographics)

This advert is targeted towards family’s as well as children as a video of an animal playing the drums would draw kids in as it is something they have never seen before the song which is in the air tonight is an older song and would identify with the more middle aged families who were young when the song was released gorillas are animals which are more centred to boys rather than girls and so the advert could be more targeted to boys aged 5 to 12 any older and some teenagers would lose interest and skip the advert but younger audiences are not

# Use of key features in different types of moving image production

## Promotion - Advertising/promotional videos,

This advert is appealing more to the young demographic by having a gorilla a which appeals more to children then to anyone else while the music is older and appeals to older audiences the advert itself gives a buzz on how it is presented the gorilla is something that hasn’t been seen much and so it would cause a lot of buzz over the television and the advert would not be skipped as people would have liked it a lot cause it was exciting and gave them that buzz. The advert makes you want to buy the product because after watching the initial video which is of a high quality the consumer might think that the product is of a high quality and motivates them to buy it. The advert gives a direct appeal to the consumer as its quiet exciting and appeals to the consumer the second it comes on because of the elements in the advert such as the gorilla itself makes the consumers want to watch and appeals to them without having to even show the product to the very end

# Technical elements

**Mise en scène**

**The advert uses a wide range of props they used an actual drum kit the only thing that was not real and authentic was the gorilla that is because it is too difficult to obtain one let alone make it play the drums. The costume that they used looked authentic at the beginning I thought it was an actual gorilla until I looked it up as it real it looked like it was properly breathing like it was real but it was just a costume. The advert is set in an interior you see is small but has a lot of detail it appears to be a studio or stage with a purple background which is the main colour the company uses and the rest of the walls that you see are white and black.**

**Camerawork**

**In the advert they use a limited palate of colours black white and purple this is the three main colours of the product this helps people recognize the advert in the future the camera at the start moves slowly throughout the whole advert it then stays still after it zooms out of the gorillas face also during the start of the advert the camera goes for an extreme close up of the gorillas face to give it the appearance of a real gorilla with all the little details like the mouth moving it then zoomed out and was at a medium shot for the rest of the advert**

* **Sound (choose 3)**

**The advert uses the music to appeal to all ages the song in the air tonight is well known and so will resonate with people as it is very popular and will make people want to buy the product the music is really clear there’s no crackling or skips the song is perfect there is both on screen and off screen sound the off screen sound is the song and lyrics while the on screen sound is the drums but that may also be off screen as there is no evidence I could find to say otherwise**

**Editing (all 3)**

# For an advert the length of it is quite large at 1 and a half minutes the average advert is 30seconds to a minute but this is longer because the introduction takes about 50 seconds to set the mood for the main drumming. There is only one transition from the gorilla to the picture of the dairy milk bar the only sound throughout the whole video is the music and drums that’s it there is no stop to the sound until the end of the video.

# References

Gorilla Cadburys advert <https://www.youtube.com/watch?v=NHtEyDrD4oA>

Date accessed 2/3/2016