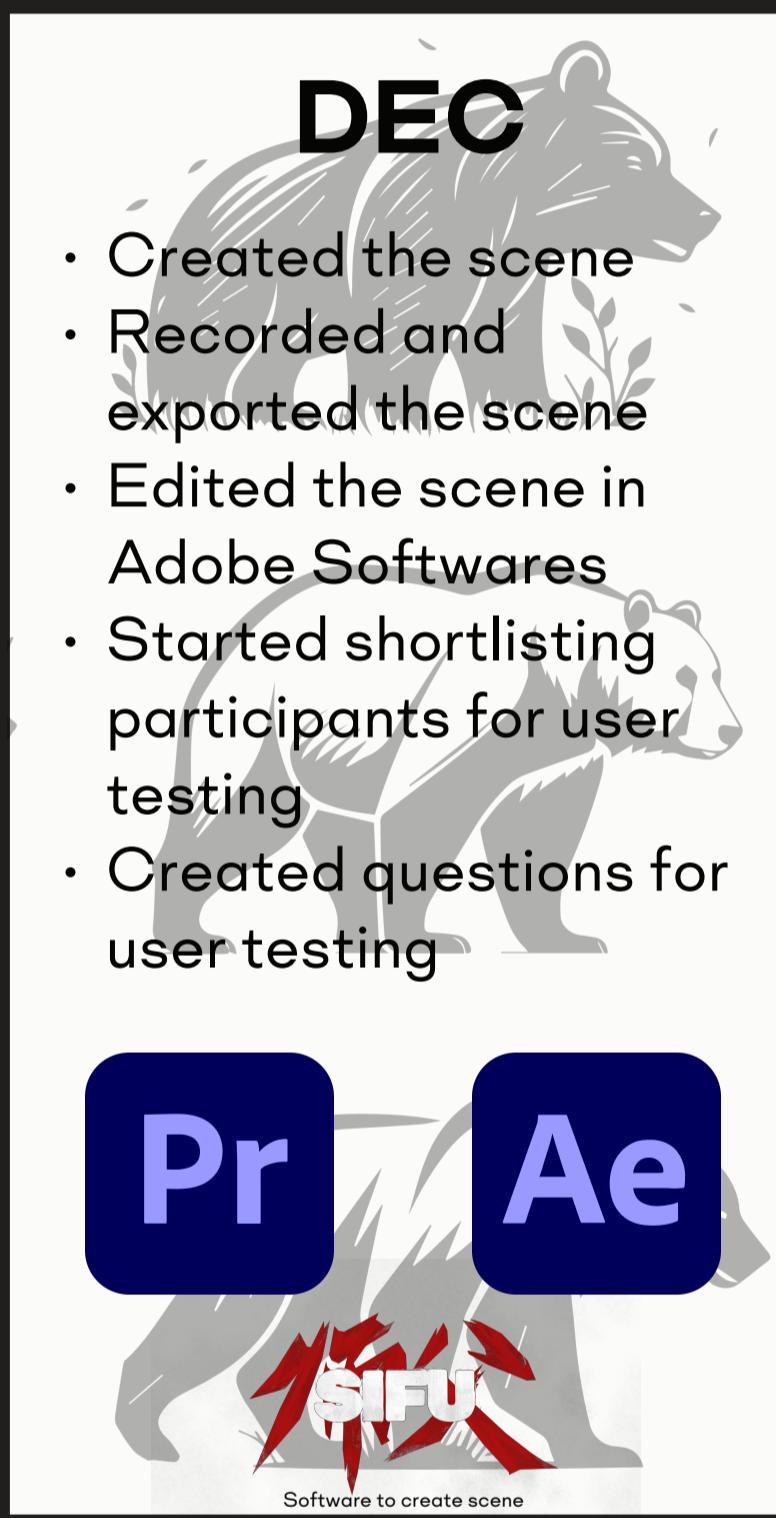


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DIGITAL MEDIA



COMPREHENSIVE CREATIVE TECHNOLOGIES PROJECT

UFCFHQ-45-3



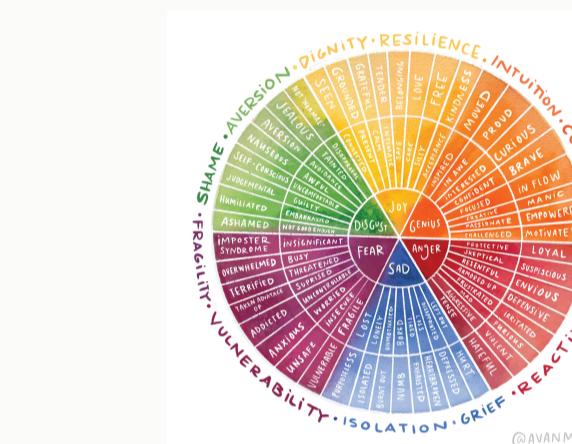
UX

Prod.

# Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing

## Background

This project is fueled by the research conducted into various cinematic elements from, post-production as well as on-site shooting.



"A good story is judged by the emotional impact it has on its audience. Adding interest to your story triggers this emotional response"

Jackson, G. (2010) *Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling* [online]. Oxford: Routledge. [Accessed 22 November 2022].

## Aims

The aim of this project is to create an advert/promotional visual that showcases a narrative that can be manipulated and twisted through the use of cinematography.

To achieve this, secondary research into cinematography as well as marketing will be conducted, alongside gathering primary data from user testing.

This user testing will have participants watch videos that will contain elements from multiple genres. The elements used will be key components found in background research.

## Next Stage

Data gathering from user testing will be placed into visual representations such as a data matrix and pie charts.

Following this, research into marketing will commence which alongside the primary research which will form a story board for the advert.

"As video becomes easier to use, less expensive, and more called for, you will see exorbitant numbers of businesses and people using video in their marketing."

Tasner, Michael (2011) *Video marketing taking video to the next level* [online]. N.J.:FTPress Delivers. [Accessed 18 January 2024].



What digital marketing entails

## Blog:

During production of my project I have been recording a blog on my notion. The blog showcases early production and any trials or problems I have encountered along the way.

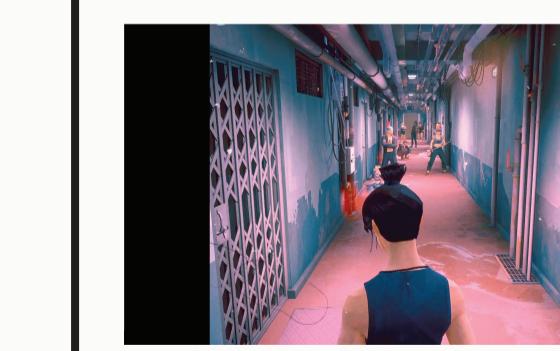


## Videos:

One of my main artifacts are the videos I am producing to demo my work. Each video contains different elements from a multitude of genres.



Scene from Siflu - in the scene the colour grading, aspect ratio, sound, music and camera angles have been altered to accentuate the action genre.



Scene from Siflu that has been created to look similar to a light-hearted kids/family movie - in the scene the colour grading, aspect ratio, sound and music have been altered to contrast the original scene.

## Cinematic Elements

- Camera angles - How we are meant to perceive shots
- Colour - Colour can evoke emotion or memories
- Lighting - Help determine the mood of your scene
- Aspect ratio - make scenes feel tight or free
- Editing - preserves or enhances a scene
- Music/Sound - Sets the tone of the scene and can exaggerate on screen visuals