

UWE BSc Digital Media/ Comprehensive Creative Technologies Project

Consent Form

Student:	Luke Hammond
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Project Title:	Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing

Dear Participant,

This consent form will have been given to you with the Participant Information Sheet. Please ensure that you have read and understood the information contained in the Participant Information Sheet and asked any questions before you sign this form. If you have any questions please contact a member of the research team, whose details are set out on the Participant Information Sheet

If you are happy to take part in an interview, please sign and date the form. You will be given a copy to keep for your records.

- I have read and understood the information in the Participant Information Sheet which I have been given to read before asked to sign this form;
- I have been given the opportunity to ask questions about the study;
- I have had my questions answered satisfactorily by the research team;
- I agree that anonymised quotes may be used in the final Report of this study;
- I understand that my participation is voluntary and that I am free to withdraw at any time until the data has been anonymised, without giving a reason;
- I agree to take part in the research

**Participant:**

Name.....

Signature..... Date.....

**Researcher:**

Name: Luke Hammond

Signature: LukeHammond Date.....