



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. Research ranges from books, articles, blogs and videos.

A few psychological pieces have been read to fulfil understanding of the impact of colours and music.

The last part of the background research will take place after the first round of user testing. This will be research into marketing which will tie in the cinematic elements.

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. Currently, the advert is thought to be made via Maya, however plans are subdue to change depending on the story board.

Once the video is created, user testing will be conducted and the video will change accordingly, this step will be iterated two or three times before writing the report.

Blog:

During production of my project I have been recording a blog on my notion. This is accessible via the QR code and showcases early production and any trials or problems I have encountered along the way. This will continue to be updated until the hand-in.



Videos:



Alongside my blog, one of my main artifacts are the videos I am producing to demo my work. These videos are accessible via my oneDrive by scanning the QR Code. Each video contains different elements from a multitude of genres which I discovered from my secondary research.