

CCTP Questions

This research and questioning works in regards towards my final year dissertation project. The project is based on media and cinematography and how it can manipulate a perspective in digital marketing.

For this project, I will be having you watch footage from a game called SIFU. It is an action, martial arts fighting game, rated PEGI 16. If you feel uncomfortable at any moment, the research can be stopped and not used if you wish to back out, this is true for any time further down the line.

While watching the videos, I ask you to speak aloud and let me know how what you see and hear make you feel or what it makes you think of. This could be to do with the colour of the scene or perhaps the music and sound effects heard while watching.

During the process of these questions, you may feel pressured to deliver an answer or speak at all times, however silence or not having an answer is equally valid, you may want to disagree or critique the work, all of these I am open to hearing.

Thank you for being a participant in my work.

Need to be asked once:

- Did the camera angles convey a story for you?

Opening Questions:

- How did you feel when watching the video?
- Did you enjoy the video?

Video:

- What are your opinions on the framing of the video?
- Did any moments in the video satisfy your expectations?
- Did you have expectations in the video that weren't met?

Colour:

- What colours did you see and how did they impact the video for you?
- How did the colours make you feel?

Genre/Sound:

- Did the music and sound effects make you think of anything?
- What do you think was the intended genre of that video?
- Based on the music, what genre would you say the video represents?

Afterwards:

- What could have made *specific video* feel more like its intended genre?
- Can you name a scene from a *specific genre* movie that stands out to you and why?
- Do you have any questions for me or about the project?