UFCFHQ-45-3 Comprehensive Creative Technologies Project: Progress Update	
Student Name:	Luke Hammond
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Award:	Digital Media
Project title:	Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing

Progress and Results

Since the initial proposal, the project has changed drastically, resulting in a new project altogether. This occurred in the early stages of the week commencing on the 13th of November.

Project Overview:

The new project will focus into the study of how cinematography can convey different emotions in media. Based on secondary research scenes will be produced in Unity or Maya which will convey a story plot. This scene will be rerecorded from different camera angles with different lighting before editing and adding music. These videos will be user tested.

Using feedback as the primary research an advert/promotional video will be created to demonstrate how a story can be twisted with the use of cinematography. This will also contain elements of secondary research into the field of marketing.

Research:

Prior to the research into the world of cinematography, there was a basics understanding due to previous courses in media, however, to create a piece which was effective for the purposes of the project a variety of outlets to gain more insight into the subject was imperative.

After the research, it was very apparent that each aspect of cinema had its individual place but when blended with a mixture of elements it created a piece which could be defined as a genre.

Progress Report:

During the development stage in Unity/Maya, an issue occurred. The assets that had been acquired online failed to render in the scene and a few textures were unable to load. This meant while the files were visible in the Maya project, they were not visible when a scene was rendered with however much lighting.

As a result, the media had to be produced via another software, after some research the alternative solution was a video game titled SIFU. However, SIFU does not provide the same freedom as Unity or Maya and has a rather complicated built-in editing software, which would prove a challenge to create a piece in a short span of time.

As a consequence of this, only one successful sequence was rendered which followed the same camera angles. To counteract this restriction, the video followed a story board containing numerous unique camera angles so users could experience the story from a multitude of different perspectives without hindering the viewing experience.

Artifact:

A total of eight videos to demo for user testing were created. Each video demonstrates a variety of different cinematic elements. Every aspect choice was a corresponding result of the secondary research conducted.

Additionally, a blog has been which is continuously updated after every milestone achieved in the planner.

User Testing:

Due to the current artifact being completed, the project has reached the stage of user testing, this is conducted via focus groups as well as one-to-one interviews. The results of these tests will be displayed in a variety of forms such as pie charts to show common words, a data matrix for responses, etc.

Objectives

Project Objectives:

- Showcase how media can be manipulated to display different points of view.
- Collect and record data from user testing.
- Create a scene that was developed from a storyboard.
- Drawing conclusions from research.
  - Create visual representations of data.
- Implement ideas from the field of marketing.

Research Objectives:

- Develop and expand knowledge of marketing.
- Research into effective user testing and ways of displaying data.
- Research into the impact of cinematography and how different aspects can be used for portraying emotions.
- Expand knowledge on how editing and music can convey emotions.

Learning Objectives:

- How to create a narrative story?
- How to perform informative user testing?
- What methods of marketing can manipulate a story?
  - How are the use of cinematic elements implemented?

Timescale

Month	Task	Days
November	Reading into camera angles	3
	Reading into editing	3
	Reading into lighting	3
	Reading into music	3
December	Storyboard scene	2
	Create scene	10
	Record scene	7
	Create GDPR forms	3

January	Edit scenes	7
	User testing	7
	Design poster	7
	Submit poster	1
	Poster presentation	1
February	Research	5
	Storyboard advert	7
	Create scene	14
March	Record and edit scene	10
	User testing	3
	Edit changes from user testing	5
	User testing	3
	Report	7
April	Report	20
	Video	3
	Submission of Project	1
May	Viva	1

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