

Manipulating a Narrative with Film Processes and its Implementation in Digital Marketing

For my project I will study into how each aspect can convey different emotions and then using these ideologies/theories I will produce a scene in unity which will convey a story plot. I will then rerecord multiple takes from different camera angles with different lighting before editing and adding music.

This will demonstrate the power each aspect has. These videos/scenes will be shown to numerous people for their feedback on what emotion they perceive the scene to convey.

Using feedback as my primary research I will create an advert/propaganda to show how a story can be twisted with the use of each aspect. This will also contain elements of secondary research into the field of marketing.

Project Plan

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 in unity	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 in unity	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

User Testing

- Focus groups
- Interviews
- Speaking aloud

Deliverables

- Documentation of user testing
 - Transcripts and data visualisation (data matrix, pie chart)
- Documentation of secondary research
- Storyboards
- Unity Scene
- Multiple videos to demonstrate secondary research
- Progress diary in the form of blogs
- Final advert video
- Report
- Poster
- Explainer video and script

Objectives

Project Objectives:

- Showcase how media can be manipulated to display one point of view
- Collect and record data from user testing
- Create a scene in unity 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 camera angles and lighting on portraying emotions
- Expand knowledge on how editing and music can convey emotions

Learning Objectives:

- How to create a story in Unity
- How to perform informative user testing
- What methods of marketing can manipulate a story
 - How are the use of camera angles, lighting, editing and music implemented