Comprehensive Creative Technologies Project: Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing

Luke Hammond
Luke2.hammond@live.uwe.ac.uk
Supervisor: Richard Wakeling-Gentle

Department of Computing and Creative Technology
University of the West of England
Coldharbour Lane
Bristol BS16 1QY

Abstract

This project demonstrates the ability of digital marketing and cinematography working collaboratively to influence a narrative perceived by an audience. This was done through creating videos using SIFU & Unity before being edited in Premier Pro & After Effects. The final output of this project was an advertisement created for a fictional charity, *Free From Captivity*. The goal of this project is to support findings in both collective fields as well as produce more results towards that by showcasing suitable user experience methodologies. Results garnered from this project clearly indicate that cinematography and digital marketing can work in combination to produce a narrative that fulfil a business intended output. This can be seen as nine out of ten people, believe the final artifact accurately fulfilled its purpose of influencing a narrative.

Keywords: cinematography, digital marketing, marketing, user experience, unity, post-production, propaganda, advertisement

How to access the project

Final Video:

- Video discussing the project - https://youtu.be/kalZp5LBFvY

Initial Artifact Videos:

- Original SIFU Scene - https://www.youtube.com/watch?v=vM22u9yPy_0
- 1 - https://www.youtube.com/watch?v=1Ds4mfHNtvA
- 2 - https://www.youtube.com/watch?v=GUsEXRDlNnc
- 3 - https://www.youtube.com/watch?v=APUiMnt7X1Q
- 4 - https://www.youtube.com/watch?v=R2Q2DgPWPGs
- 5 - https://www.youtube.com/watch?v=JY6Sq4R1WvM
- 6 - https://www.youtube.com/watch?v=n_AbAkTIJec
- 7 - https://www.youtube.com/watch?v=CvZMY-aaqaE

Air Pollution/Industry Videos:

- Anti Industry - https://www.youtube.com/watch?v=a8GaxVqelT4
- Industry - https://www.youtube.com/watch?v=hVHsHJ5dxh4

Free From Captivity Advert:

- Zoo Scene - https://www.youtube.com/watch?v=mTy0sOMDSu0

Notion:

- Project Blog - https://shadow-shadow-7bf.notion.site/CCTP-Blogs-139eec841de340e4a5a7685eedff816a

GitHub:

- Unity Scene Files - https://github.com/RandumbFluke/CCTP-Unity-Scenes

1. Introduction

The project explores how cinematography can work in collaboration with marketing skills and tactics to produce an effective piece of media to either demonstrate an ideology or sell a product. The significance of researching into various aspects of cinematography is to access which element can draw the most emotional response when desired.

Emotion is a key part of user experience (UX) and marketing which can allow for the best and most accessible product (Thomas, 2020). This is imperative as the project is looking to gain an emotional connection with the users/customers, in an attempt to influence their thought process in favour of one particular product.

A lot of digital marketing is in the form of blogs, or graphic pieces such as posters dedicated towards digital upload rather than print(Thomas, 2020). However, with the rise in video and its more accessible nature it is coming to the forefront but is still outshone by older forms of marketing (Chaffey, Ellis-Chadwick, 2022). Therefore, the ultimate result of the project is whether cinematic elements can be used to engage support or whether the more traditional marketing tactics are more influential even in a cinematic piece.

Additionally, the project is geared towards being very UX central with heavy reliance on engaging with participants for primary research. The primary research collected will work alongside pre-existing secondary research to further reinforce the content, providing new evidence to support initial findings.

1.1. Deliverables

- Documentation of user testing and secondary research
- Unity scene animations created for advertisement
- Videos to demonstrate secondary research
- Project blog
- Final advertisement

1.2. Project objectives

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

2. Research questions

All research questions work towards the final objective of creating an advertisement piece that leverages elements of cinematography and digital marketing. These questions provide objectives to work towards during the production of the final artifact.

- How to create a narrative story using cinematography, specifically: camera angles, colour, lighting, aspect ratio, editing and sound. Additionally, how do they portray and manipulate emotions?

- How significant is the use of post-production in encompassing these elements in the creation of a final product?

- What is the most effective method of user testing to produce qualitive and quantitative results which can be analysed and represented in a variety of forms such as pie charts, data matrices, etc?

- What is the most accessible formatting of research which can allow collaboration with existing secondary research?

- What are the existing forms of digital marketing and how does cinematography rank?

- How can cinematography be seamlessly implemented to create a piece that works as a successful alternative to existing marketing formatting?

- What is the difference between traditional marketing compared to digital marketing and which approach is most fitting towards cinematography and its implementation?

3. Literature review

The research conducted for this project covers some of the main principles of cinematography and their role in creating a cinematic piece. Additionally, investigation into marketing tactics was equally studied as well as previous examples of it in the form of propaganda.

3.1. Cinematography

Following the research findings for the project, it was clear that many of the sources were accurate in their interpretation of cinematic elements and their influence upon audience emotions. This also highlighted a natural priority list of which factors were more important in resulting in emotional responses. This shows clear indication which elements may need uplifting to provide more influence in the final artifact but also the elements that are essential to the creation of an emotional piece and need the most attention.

3.1.1. Camera angles & framing

Framing is one of the basics for cinematography but is a significant element in creating an innovative and creative piece (StudioBinder, 2020). Framing is used to isolate and focus attention on what we are looking at (StudioBinder, 2020), allowing for tension but also drawing focus from the audience. However, framing isn't solely geared towards cinematography but can also be found in art. Edward Hopper is an example of an artist who often shrinks the subject to occupy only a small portion of the framing allowing their surroundings to engulf them (DefinitelyOwen, 2016). This allows cinematography to equally take inspiration from art pieces as well as similar videos in the medium.

While shot size and framing as discussed are utilised to isolate what we are looking at. Camera angles are geared towards creating a perception for the audience to view them through, providing another layer of meaning to the video (StudioBinder, 2020). Camera angles come in a variety of forms allowing the subject to be interpreted from a wide range of emotions based on how the camera is positioned for example, close-ups provide a level of connection as the audience is able to immerse themselves within the tension felt when facing off against the character on screen.

3.1.2. Colour

"Colour can affect us emotionally, psychologically and even physically, often without us becoming aware," (Risk, 2020) inherently humans are

drawn to colours and through media as well as our natural environment have come to perceive specific colours to symbolise/represent certain emotional responses. One such example is the colour red with connotations to danger in the Middle East whereas in China, red symbolises luck and happiness (EriksenTranslations, 2020). If a scene is created predominantly with consistent features, the implementation of cooler tones, can create a scene that feels sinister and suspenseful. Whereas warmer tones, can create a sense of relief and relaxation (Creative Path Films, 2020).

This knowledge is then used and translated into cinematography, classic screen theory states that colour can heighten the emotional impact of a scene (Frierson, 2018). Utilising the main aspects of colour; hue, brightness, saturation and contrast, a cinematic piece can convey numerous emotions even from the same scene. Therefore, colour can be manipulated to reflect the mood of a scene and personality of its occupants (Jackson, 2010), for instance a dark drabby scene may be occupied by our protagonist decorated in a bright pink showcasing that even in such a dark world they are the last shining ray of hope.

The use of such a powerful tool allows the director to skip exposition and can allow the audience to instinctively analyse the emotional thoughts and feelings of an area or subject without being explicitly told what they are. When working in unison with camera angles it enhances a scene for the audience, after all, a picture is worth a thousand words.

3.1.3. Lighting

Lighting, like colour can be broken down into various forms. The focus for this project is ambient lighting, practical lighting and motivated lighting. Ambient lighting is found naturally in a scene such as streetlamps or sunlight, which provide a sense of realism to the scene enabling a connection to be established with the audience's familiarity to as setting. Practical lighting refers to any light source that can be seen in the frame. Motivated lighting means there is a logical or reasonable justification for the light in a scene such as external lighting to help an audience potentially see in a dark scene. (StudioBinder, 2022). Lighting is often used to produce or enhance colours on a scene, therefore colour and lighting work collaboratively to help determine the mood of a scene (Jackson, 2010).

Cinematographers measure colour temperature, in units called Kelvins. These units work along a spectrum which at certain intervals can produce a variety of colours to help intensify a scene (StudioBinder, 2022).

Utilising this knowledge, the lighting team must find the balance between light and shadow, also known as the contrast ratio. "High-key lighting is a term that expresses a low contrast ratio… Low-key lighting on the other hand uses a high contrast ratio." (StudioBinder, 2022). Therefore, high-key lighting is used for brighter and happier scenes due to the ability to emulate sunlight and reduce darkness within a scene. Whilst low-key lighting is used for more sinister and dramatic scenes as it simulates nighttime in movies – this is heavily used in more noir and horror style movies (Jackson, 2010). The significance of such methodology is the ability to create emphasis and a focal point for the audience to engage with, this technique can transform a complex scene with many details into one that is easy to read and understand (Jackson, 2010).

3.1.4. Aspect ratio

Aspect ratios are not confined to how a video must be shot, it can be morphed and changed inside of the scene. Aspect ratios could make someone feel very claustrophobic and tight within a scene or it can make you scenery feel massive and overwhelming, there are many different ways to convey a message with it (Tomorrows Filmmakers, 2018). A famous example is in the Hunger Games when Katniss who the audience has been viewing in close-ups with a tight black border first arises into the games. During her ascent the borders proceed to open and convey the vastness of the area and the magnitude of the task ahead, while also implying the insignificance of her existence in such an area.

A shift in aspect ratio should be subtle in motion so it isn't obvious but still registers in the audience's mind (Tomorrows Filmmakers, 2018). In this case the border opening emphasises the uncomfortable feeling in the audience but also implies they are just another onlooker alongside the many others in the world of the Hunger Games.

3.1.5. Editing

Editing or post-production is where the narrative comes to fruition, "the editor takes source footage and turns up the art." (Frierson, 2018) However, editing follows its own rules and many editors have their own style, for Murch, emotion, is at the top of the list, it is the thing that you should try to preserve at all costs. (Murch, 2001) This is similar to the approach of the project due to the goal of having users connect with the final piece and draw emotional connections with it. Murch goes on to say, "if you have to give up something, don't ever give up emotion before

story," clearly demonstrating the significance of an emotional connection with the audience.

To keep emotion at the forefront, editors must create a piece that flows seamlessly from scene to scene without ruining the concentration of the audience. Dmytryk states, the editor should change the shot only if the change improves the scene – there must be a positive reason for the shot change (Frierson, 2018). When this concept is working in association with smooth cuts and rhythm it creates a naturally flowing piece.

This links to Pearlman's ideas that "editors use their innate "kinesthetic empathy" or "corporeal imagination" to read the rhythm in rushes, and their own bodies to write filmic rhythm" (Frierson, 2018). In other words, editors naturally empathise with an audience and create a piece that will sustain immersion from their own inherent need to have a piece that does so. This links to Dmytryk's previously stated idea of creating a natural flow to the edit by switching scenes when necessary, maintaining a smooth emotional narrative.

3.1.6. Sound

Editing and sound work together to create a believable narrative but also emphasise elements of the story. Sound can be broken down into two elements, diegetic or non-diegetic. Diegetic sounds refer to sounds that are found within the scene whether that is on or off-screen. Whereas non-diegetic sounds are only heard by the audience members and not the characters on screen (BBC Maestro, 2023). An example of this is music. While it can be diegetic it is very often non-diegetic and used as a tool to heighten emotion of the scene (Frierson, 2018). Therefore, Yang and Chen believe, "music cannot be composed, performed, or listened to without affection involvement" (Yang, Chen, 2011). Similar to colour, music from as far back as human history has been used to symbolise moods or evoke emotions. However, music is arguably more subjective. For Yang and Chen emotions found in music studies are often broken into "expressed emotion, perceived emotions and felt (or evoked) emotion." In literal terms, the former is what the artist wants to express to the listener while the other two refer to how it is perceived (Yang, Chen, 2011).

While music is an influential tool in cinematography, it needs grounding with visual elements, particularly colour. "Music perception is intrinsically subjective and is under the influence of many factors such as cultural background, age, gender, personality, training, and so forth" (Yang, Chen, 2011). When working in conjunction with visual elements, music and sound easily elevate emotional responses garnered from the visual stimulant of cinematography.

3.2. Marketing

The final part of the project is leveraging cinematography for effective digital marketing. The project, therefore, must have an established definition of "Marketing." This project heavily follows Thomas' Watertight Marketing book which reiterates marketing, and emotions work intrinsically with one another. "Having an emotional connection can be all-important in getting people over that final hurdle." She further states, emotion is arguably the most important because it begins and ends the process. Additionally, it is also powerful because it's something that happens to users, beyond their conscious control (Thomas, 2020).

Combining this ideology alongside the cinematic elements previously discussed, emotion is the key factor to building a bridge between these two elements. Thomas, slightly lays out a narrative which can easily be accentuated by cinematography, "what you need is an interlinked series of messages that starts with emotion, move on to logic and then return to emotion." Previous statements have been reminiscent of this quote from Thomas and shows the possibility of cinematography being effective for marketing.

However, video isn't the only media piece for marketing, one successful example of effective marketing is the use of poster propaganda. Propaganda is notoriously considered negative, with bad implications. However, as Miller states, "'Propaganda' in its proper meaning is a perfectly wholesome word, of honest parentage and with an honourable history." Miller argues, this thinking has since changed and is now as simple as "let another group of citizens express opposing views, and they are promptly labelled with the sinister name of propaganda" (Berneys, Miller, 2005).

Propaganda, defined by the oxford dictionary means, "information, especially of a biased or misleading nature, used to promote a political cause or point of view." This definition has very strong implications to marketing due to wanting to build an "emotional connection," as Thomas states, "positive and negative emotions… can make an excellent basis for your messaging." While all media is biased in one way or another so is marketing due to the need of wanting to sell a product or ideology to a user, "something doesn't need to be a lie to become propaganda, it doesn't need to be from the government, and it doesn't need to be about a country being the root of all evil" (Second Thought, 2023).

Propaganda is arguably all around but is only noticed when done incorrectly, this is where marketing is used to steer it towards a focus customer group, and ultimately is accomplished through methods like cinematography due to the seamless intake of information from an audience. As Bernays states, "If the public becomes more intelligent in its commercial demands, commercial firms will meet the new standards."

4. Research methods and ethics

The methodology for answering the research questions will be established methods used in the field of UX. These will involve user testing in the form of voice recorded interviews conducted individually or in a focus group. This is due to focus groups often bringing out users' spontaneous reactions and ideas (Nielsen, 1997). Additionally, interviews allow you to discover what a user really thinks as you gain access to their inner thinking (Nielsen, 2012). The project will also conduct a survey created on Google Forms. While creating questions, care was taken to avoid influence or guidance for user answers and thus most responses remain unbiased as much as possible.

The initial round of user testing contained a sample size of fifteen participants including focus groups. Findings have been presented in a research findings documentation.

As for the surveys this will be a more concentrated group of ten individuals to outline the definitive result of the project. This will provide a qualitative set of data due to questions being focused on specific cinematic and marketing techniques. Before the survey stage, a pilot test will be conducted to determine whether the questions and artifact need altering. The findings of this will be revisited further in the report.

The research conducted for this project were ethically approved via UWE Bristol's Faculty Research Ethics Committee. All participants before signing a consent form were required to read through a GDPR form as well as an information sheet regarding the project. This was also the case for the Google Forms survey conducted. Data collected via voice recordings were anonymised under new titles such as Participant A, Participant B, etc. Once each voice recording had been transcribed for the data matrix, they were soon deleted. Users are allowed to withdraw from the project at any time whether that is in present day or in the future. In regard to Google Forms, all answers are instantly anonymous so nobody viewing will be able to pinpoint who responded in what manner.

Music and sound effects for videos were gained from Pixaby, licensed under the Creative Commons Zero (CC0) licence (CC0 Content) (pixaby, 2024).

5. Practice

During the process of the project a few issues had to be overcome to produce the desired outcome. This involved problem-solving, changing strategies/approaches to certain aspects of the project as well as learning new techniques to gain the most out of artifacts.

5.1. Initial artifact

The projects first goal was confirming and supporting the conducted secondary research through the creation of a series of videos demonstrating cinematic elements. The video was originally to be created in Maya, which would allow for control over lighting, camera angles as well as movements of the scene. Each scene was storyboarded via a screen capture from Hogwarts Legacy. However, due to a technical issue in importing assets, the idea was soon scrapped, and a new software was chosen. Although, this new software/idea had to emulate as much freedom that Maya provided, the project therefore had to decide its next direction from the following:

- Creating the assets from scratch – however the artifact is not meant to demonstrate the authors 3D modelling abilities and with thus slow the process of the project.

- Creating a scene in Unity – while ideal towards the project's goals, the author was in an understanding that only a first-person point of view could be displayed.

- Creating the scene in a game – many games have the ability to replay but don't provide functionality towards changing lighting outside of post-production.

- Creating the scene in-person – a very difficult solution due to the need for equipment and personal to record the scene as well as reliance on environmental conditions.

- Recreating a trailer from pre-existing post-production clips – would not suit the brief due to clips having received existing post-production treatment.

The alternative software chosen was a game called SIFU (Sloclap, 2022), this was chosen due to the theatre/playback mode. Thus, allowing for the creation of cinematic pieces (see Fig 1).

Fig 1: SIFU Replay Editor

However, the game has limitations such as lighting control or the most obvious problem, it has a pre-established genre. The original Maya creation was a simple storyboard of a character walking down a flight of stairs before entering a grand hall, a rather genre neutral piece. Whereas SIFU is inherently an action, martial arts fighting game, resulting in all scenes being action heavy.

Fig 2: Original SIFU Scene

As seen in Fig 2, the cool colours of the game imply sinister undertones as established in section 3.1.2, this is reinforced by the grimy environment. This posed a challenge in the project as displaying elements of the romantic genre as an example, would be a subversion of the action displayed. However, the project took the approach of using such challenges as a way to reiterate the research and instead confirm the significance of cinematic elements such as colour and sound (see Fig 3).

To keep all the footage on equal standing, all eight videos shown to participants in user testing followed the same sequence of events with the same camera angles. This resulted in videos with specific elemental changes such as colour, lighting and sound added in post-production.

Fig 3: SIFU Scene After Post-Production

The final consideration for using SIFU was the age rating being PEGI 16. As a result of this, all participants for user testing were required to be of the age of sixteen, however this was soon changed to eighteen, once videos had been rendered after post-production due to dark undertones in certain videos.

5.2. User testing

As mentioned previously, the first round of user testing was to assess whether the research gained was of valid use. To engage with the participants, they were partaking in interviews as well as asked to speak aloud when viewing videos. Questions were geared towards enjoyment, feeling and thoughts towards cinematic elements. As a conclusive end to each video, all participants were given a chance to guess the intended genre for the videos. The intent of this question was to assess whether the cinematic elements fulfilled their intended purpose. To showcase the results of user testing pie charts and data matrices were created to be compiled into a user testing document.

For many participants the action was neutral to the genres appeal due to heightened cinematic elements balancing the scene. This was evident in Video 3 (see Fig 4), where Participant D stated, “it didn’t feel as serious even though the action was still there. The lighting and the music made it rather jolly.” The idea that if one element is oversaturated with detail, can counter another was an interesting thought process and appeared commonly throughout the view time of other videos. This means, if a video was created to reflect horror in its colouring but the sounds were more comical in nature. The oversaturation in sounds could affect a user’s perception of the genre to be more comical than horror based.

Fig 4: Pie Chart for Video 3 – Comedy

Another factor that became clear was to not underestimate the audience in their understanding of screenplay and cinematography. Audiences will put up with a lot of change or momentum shifts as long as it makes sense by the end of the sequence. This can be seen with video 5, the no genre video. Video 5 invoked a lot of thoughts and feelings during the interviews but also while watching. According to Participant F, "I didn't quite understand what I was watching, and I ended up getting caught trying to figure out what I was watching rather than watching." This was due to the jump between colour and greyscale as well as the music changing in accordance with the colour. While the confusion was very apparent (see Fig 5), Participant C stated, "it caught my interest, but I was still confused." This confusion was due to visual and audio changes of elements happening on the screen, but many concluded it was juxtaposition to demonstrate a dream state against reality.

Fig 5: Images from Video 5 demonstrating the contrast between scenes

The project had now acquired data in the form of primary research that not only supported and reflected secondary research but allowed for the project to move towards its final artifact with data to reinforce future choices.

5.3. Unity

During the mid stages of the project, it became apparent the project needed an artifact created from beginning to end, to showcase cinematic elements in their optimal use. Due to falling short of doing so with the first artifact, the second and final artifact, which holds the intention of bringing all the elements together needed a software such as Maya or Unity. Unity was selected as the designated route due to the accessibility it gives with the use of assets and libraries pre-installed. As the project is predominantly focused on cinematic elements rather than the on-screen movement, Maya was not selected as a choice due to its main usage around 3D modelling and animation.

Cinemachine is a convenient tool for creating short animations within Unity due to its ability to house multiple forms of camera angles such as a dolly camera angle to the freedom of creating a dutch angle. It made all shots possible, especially some possibly considered hard in a real-world setting such as arial establishment shots, due to the need of funding. After following a few tutorials, the researcher soon paired Cinemachine with the Timeline package to begin recording the created scenes, using Unity assets.

Fig 6: Unity Layout Using Cinemachine & Timeline

These scenes, using assets from the unity asset store, were developed from an initial storyboard to demonstrate the impact of air pollution (see Fig 7).

Fig 7: Air Pollution Storyboard

5.3.1. Pilot testing

Following the creation of the initial video (see Fig 8), the project ran a pilot test with two participants. During the view time of the video, they were informed of the intention and conceptual idea of the video. Feedback predominantly aimed towards the video not fulfilling its intention and was rather off course.

The video had failed and was in need of rework visually but more importantly conceptually. It was clear from the viewing; viewers fundamentally struggle with seeing the positives to air pollution as a topic but also the video did not deliver that was the message. This was significant as it implied the cinematography and digital marketing techniques were not established in a way that influenced the narrative.

Fig 8: Shots from Air Pollution Videos

5.4. Design brief, user personas & storyboards

The original idea of air pollution was changed to a more empathetic issue, animal captivity within Zoos. Taking inspiration from a user experience approach, a design brief was created to keep thoughts on track as well as towards a specific agenda (see Fig 9).

DESIGN CHALLENGE SUMMARY: (A brief overview of you design challenge)

There has been an increase in non-endangered animal captivity within zoos which is altering an animals ability to be released into the wild.

With no action being taken to rehabilitate the animals there has been an increase in animal captivity that has resulted in animals no longer capable of returning to the wild.

The charity *Free From Captivity* want to create a video that raises awareness of the situation and improves living conditions within zoos but also holds zoos accountable for the damage to animals.

This will be accomplished through a 30-45 second advert targeted towards young teens to raise awareness for themselves as well as their parents.

Fig 9: Design Challenge Summary from Design Brief

The idea of establishing a purpose for the advert was taken a step further by creating a fictional charity, *Free From Captivity*. This allowed for a targeted approach towards the advert, with a fixed goal/outcome. The process from this point involved creating user personas towards the target audiences as well as the charity itself. The goal for the advert is to educate the personas as well as influence their decision to engage with the issue (see fig 10).

- Free From Captivity – a charity seeking to increase awareness of the benefits and pitfalls of zoos. Being a very modern and social media heavy company, they are seeking a video to be accessed across all platforms.

- Caroline Shaw – a parent who cares for their children, she doesn't want them to be shown harmful content.

- Rebecca Cloud – a young teen who loves animals and the world around her who often watches tv to see glimpses of animals in her favourite shows. Typically asks her parents for objects/activities advertised on the TV.

Fig 10: User Personas

A decision was made to create one video, which will showcase both sides of the story rather than two contrasting videos. The reasoning behind one video was a result of the previous user testing which demonstrated that two contrasting videos were potentially not effective if neither point can come across to the viewer. Instead, one video allows for digital marketing and cinematograph to display their ability to influence a narrative in one sitting. Additionally, this avoids potentially biased answers in user testing as users will interpret two videos as contrasting and perhaps answering questions in the way the project desires. Therefore, the narrative will display that zoos are enjoyable and there is no guilt for going to one and seeing exotic animals (see Fig 11). However, the dark undertones such as poor animal conservation and living conditions should be considered. The intended advert will be reminiscent of Video 5 – No Genre. Although, utilising the personas and design brief, the video will contrast in a more formatted way, as stated by Dmytryk videos should only change when necessary (Frierson, 2018). Taking into consideration feedback from participants, such as Participant H saying, "if you wanted to escalate it, do it gradually. If you wanted to go from greyscale to colour… leak in colour."

Fig 11: Visiting Zoo Storyboard

The advert is designed to air during children tv to target the youth, by influencing their thoughts on the matter they will push for change, thus influencing the true target audience - parents. Parents/adults are the true people who can bring about change to the situation, however, to get them to move they need a strong catalyst – children. Following the user personas, the parent likes to accomplish their child's aspirations and therefore, hitting an easily influential audience will achieve the main goal of reaching the parent. For this to happen an emotional response will

need to be triggered within the children inside of a 30-45 second timespan as that is the length of the advertisement. In this timespan, a problem needs to be suggested, accompanied by a call to action for the children to seek their parent.

WHAT ARE YOUR CONSTRAINTS? (These might include ethics, specific factors relating to your location or users)

- Keeping the awareness child-friendly as they are the target audience
- Reaching the primary target audience of parents through a child relaying the information to them
- Making the video informative so children learn and can pass on the correct information to their parents

Fig 12: Design Constrains from Design Brief

While the narrative and outcome have been considered, the project faces a few 'constraints' (see Fig 12). The advert needs to be child friendly as to not scare the children from never going to zoos as that is not the intention. Additionally, this would neglect the needs of a parent's user persona, due to wanting to keep their child safe. The video should instead engage a child's love for animals as well as play on their desire to make change, resulting in parents fulfilling their child's desire.

5.5. Advertisement

The narrative plot for this story was kept simple but engaging. The video appears to start as a Zoo advertisement, pushing for the audience to visit their Zoo, however a twist in the action at the end of the story displays the unfortunate circumstances of the penguin. The tonal shift is accompanied by different lighting, created within Unity (see Fig 13).

Fig 13: Zoo Colouring Visual Contrast

The final video was created using a mixture of Adobe Premier Pro and After Effects (Adobe, 2024), similarly to the videos created for SIFU. Following the events of the storyboard and the emotional points that needed to be hit, the editing was used in a way to exaggerate shots through the use of colour changing/grading as well as motion graphics for transitions. This was concluded after the previous pilot testing for the air pollution videos, where the main point of feedback was a lack of narrative and emotional response. To not miss such pivotal aspects for the next video, elements were pushed to their limits. For instance, colouring was used in a contrasting way to convey the intended emotions, accompanied by suitable music and sounds, which reflected and elevated the on-screen action. This was a direct result of the user testing stated earlier, by oversaturating one element it can guide a user's attention and steer it towards the intended message.

One such instance can be seen when accentuating the tonal difference in Fig 13. While already clear, emphasising the lighting through further colour grading brings a more impactful message to the audience (see Fig 14), this was reinforced when pilot testing was run for this scene and the green lighting in the shot of the penguin was requested to be decreased due to the colour being rather ominous.

Fig 14: Zoo Colouring Visual Contrast After Post-Production

Wanting to make the scene more empathetic and relatable to the audience dialogue was added to the human characters to verbally showcase their excitement and amazement of their surroundings. This juxtaposes the penguin's narrative of silence, the only sound to be heard is the non-diegetic sound of music.

5.6. User testing

The results from user testing demonstrate that the implementation and exaggeration of elements added post-production were of powerful effect. One participant stated, "The different tones of blue help to add both joy (through the light blue) to the scene as well as the sadness through the dark blue/black of the penguin scene." This opinion was rather unanimous and supports the decision to alter the colouring and lighting of the scene. Rather conclusively, many of the users thought the video achieved its required goal and in a very accessible manner. A common thought from users was worded elegantly by this user in particular, "the dark lighting in the final scene was very sad. It was also a sharp flip to invert the perspective from the people to the penguin. This completely changed the tone of the film."

Fig 15: Pie Chart Display Results from User Testing

Overall, the results of the video seemed rather positive, and it appears to have hit the desired outcome. However, the narrative was misunderstood by many because of the final dark twist at the end. While the contrast of the video did induce thought and understanding of animal cruelty, it had failed in informing the audience that there should be no guilt in visiting zoos to see their favourite animals. Many took the video as awareness to boycott zoos rather than stand-up for the zoos and the animals. Therefore, a required change for the video would be the beginning portion and creating an atmosphere of welcoming, this can be reiterated in the final portion of the video which contains text informing users of the current situation.

Fig 16: Display of Text from Free From Captivity Advertisement Video

6. Discussion of outcomes

Ultimately, the goal for the project was to manipulate a narrative using elements from cinematography working in collaboration with marketing techniques. This was initially achieved through the first artifact demonstrating cinematic elements altering a set narrative to change perception on how the actions are perceived. This is significant as it fundamentally showcases the effect cinematography holds upon a narrative, but it needed to be taken a step further and encompass the marketing techniques to gear the narrative in a linear manner. Such ideology was displayed and achieved through the final artifact, which had foundations within marketing and mainly propaganda as a marketing tool. The final video onboarded the approach of a target demographic, derived from marketing techniques, to steer the narrative. Therefore, leveraging more control of the cinematic elements that needed usage to manipulate a narrative.

The conceptual part of this project was procured from secondary research in the field, which the project works as a way of validating these findings. It reinforces the concepts of cinematography and its usage in video to draw on people's emotional responses to specific techniques. One such example utilised in this project is, saturated colours feeling happier and inviting, in comparison to desaturated colours which have connotations to more depressing feelings and creating a sense of unease. While this is just one example, the project has its foundations in the research from the marketing and cinematography fields, which it upholds their findings and showcases them to full effect.

Additionally, the project contributes towards these fields by employing user experience methods to gather primary research and data. While this data supports research in the field, it also is an addition to the argument created from the sources of this project.

6.1. Response to research questions

As previously established the overall goal of the project was achieved, and alongside it, the research questions had been answered. The creation of a narrative was explored, using cinematography to immerse the audience in their viewing and withdraw emotional responses. Cinematic practises were used at all stage of creation, from initial recording to post-production video editing. The significance of post-production as a tool was exhibited by the initial videos, which were predominantly altered cinematically through post-production software's to produce engagement within the audience. These were recorded by making use of the best suited UX methodologies. In this case, focus groups, interviews and surveys were applied to portray the emotional responses from users. Furthermore, the representation of these findings was created in a manner to work succinctly within the cinematography field as well as be viewed in a variety of forms best suited for the potential readers preference.

In addition, various forms of marketing tools were explored and placed in comparison to video. While video may not be as strong as a tool as blogs (Deiss & Henneberry, 2020), it is becoming increasingly influential in the modern world (Chaffey & Ellis-Chadwick, 2022). The project aimed to develop this growth by applying cinematography to video and create an emotional piece which stands equal with image. This was done so by exercising current marketing/digital marketing techniques but also taking influence from past ones, such as early propaganda.

While the project has proven the capabilities of cinematography and marketing working collaboratively, it has not explored the possibility of all marketing techniques. This would need a more focused project towards individual marketing tools as well as a bigger pool of users to derive data from. Therefore, another methodology process, which focused more on data gathering could have been a more efficient approach for this specific goal. This is due to the need for more quantitative data whereas this project aimed for more qualitative data. As a result, the project produced a finite amount of data to effectively answer whether cinematography and marketing of all forms can produce a successful product. However, as stated the research demonstrates that cinematography can be used alongside digital marketing for triggering emotional responses within users.

6.2. Evaluation of approach

The project successfully achieves its ultimate goal, however there are a few areas which could be improved for a more significant conclusion.

6.2.1. Small scale findings

The findings for this project, while showcasing the capabilities of cinematography and digital marketing as collective tool, is solely proven on a small scale. This may potentially question the results in a readers mind due to it lacking quantitative data. Therefore, the project would require a larger pool of participants to perhaps validate its findings. While not necessary, this may reassure potential researchers into trusting the project as a reliable source. However, that would be the next stage in the project as the current state focuses on qualitative data.

6.2.2. Proficiency in Unity

As Unity is not a strong skill of the researchers, the project potentially did not have sufficient development resources for producing a publishable advertisement. However, the graphics quality and animation of the scene were not the focus of the project. Whilst Unity is a great software for approaching this project, attributable to the accessibility and freedom to allow for artistic expression. Future studies with a wider range of professional resources could allow for improved camera control and editing methods. This could potentially amplify the findings stated in this report.

6.2.3. Cinematography

The project acknowledges, that the cinematography highlighted is not all the elements that is utilised when creating cinema. It uses the concepts as the main foundation and thus produces results from it. This project could be escalated by a future researcher within the film field to produce a piece that is well executed, employing the cinematic elements featured in this project as well as others that have been overlooked. A project such as this may benefit from a larger research team with a wider range of specialties, particularly in marketing allowing the project to make strides towards a definitive answer as to whether leveraging cinematography for effective digital marketing. Nonetheless, the project provides an answer that is conclusive, which utilises forms of cinematography and marketing.

6.3. Alternative approaches

While the artifacts created for this project fulfilled their intended objectives, there was a multitude of ways to come to the conclusion. Such methods were briefly mentioned previously, like recording in-person shots or recreating trailers from existing clips. The reason the project avoided these approaches were for copyright and resource reasons. While in-person recording can convey more emotional responses, due to instant connection with real people on-screen. The producer would need to scout believable actors, scenery as well as develop good mise-en-scene (arrangement of scenery and props on a screen/stage), alongside recording and editing the project. Although, this could make for a more believable narrative and induce marketing techniques better. Therefore, as an alternative approach it could possibly fulfil the desired outcome of the project in a more emotional influential way.

Similarly, the usage of SIFU was an effective method for supporting secondary research, however, the original intention of using Maya, may have been a more fruitful showcase of cinematography. Thus, creating another approach to validating the findings. Maya would have allowed for an unbiased original genre and successfully showcase the individual capabilities of cinematography with numerous videos showcasing specific elements, reminiscent of the SIFU videos. While, possibly time consuming in creating animations and potential models, the freedom possible with camera and lighting would have worked more effectively than the restricted usage of it in SIFU.

Lastly, the final artifact could successfully display the combination of marketing and cinematography through a variety of video ideas without some reliance on text. Having videos purely video and removing text can make for a heavy hitting narrative as users draw their own conclusions from an open narrative. Another idea is creating two videos instead of the one to truly

exhibit two contrasting narratives and finding if the audience is swayed to one or the other. This could be similarly done for two videos displaying the same narrative and again finding the one that has big pull factor. While these are compelling narratives, by giving an audience two videos, you force them to compare. This could possibly lose the effective marketing side of the project due to them being inclined to answering user testing how they perceive you want them to answer. Therefore, another approach could be the creation of one video, showcasing a concept that is inherently negative. The challenge being to manipulate/influence the narrative to appeal to the audience and make them second guess their judgement. However, this may have a few ethical issues attached to such a concept.

7. Conclusion and recommendations

Predominantly, the project was successful in its findings and reiterating the effective collaboration of digital marketing and cinematography in influencing a narrative. This is evident from the results of user testing in the initial artifact stage but primarily from the final artifact where nine out of ten participants stated, the video demonstrated the intended purpose of influencing a narrative (see Fig 17).

Fig 17: Responses from google forms survey

Furthermore, when asked if participants could expand on their understanding of the video, many provided an in-depth explanation into the goal of the video. Additionally, a few participants acknowledged the subversion of expectations to create an emotional response through the usage of colouring and sound.

This project lays the foundations for a full marketing strategy due to the creation of a design brief and user personas, the only fundamental aspect missing is a competitor analysis which was out of scope. Once these have been completely established a new or extended approach to the project could be taken. Another such approach could be furthering the development of *Free From Captivity* by mixing the cinematography with various other media outlets, such as graphics or blogs. This in turn would also fulfil the last research question which was not satisfied.

Building upon this, the approach could take a six-month project plan which could allow for the creation of a fictional social media page where similar videos are created every two weeks, alongside various other content. This will not only garner a bigger research capacity, due to having the internet as users but also will allow for authentic marketing results derived from videos influenced by cinematography. Moreover, a second account could be made, highlighting the same issues but using either different content besides video or perhaps a video only account which intentionally subverts or neglects the usage of cinematography.

On a wider scale, this project can be used to reaffirm the current understanding of cinematography. Additionally, the project provides another input and source towards cinematic elements as a summary of all, rather than an individual look at each element. Furthermore, providing another outlook on marketing and video being used cooperatively and how effective it can be used on a smaller scale. This would also allow another to approach the project and potentially upscale it, using the method stated above or through a new approach.

The results from this could possibly clarify whether cinematography for video marketing is effective, as well as the usage of video as marketing in general is an effective tool. This could allow for quicker decision making in a business environment. Due to being able to identify, whether the approach of video is useful to their marketing needs or another approach is more suitable.

Overall, the project provides an answer that leveraging cinematography can be used for effective digital marketing. While this is indicated on a small scale, it can easily be upscaled and provide a more elaborate answer to the findings of this project. These findings will further reinforce the secondary research conducted into cinematography and digital marketing as well as provide enough evidence to support the conclusion of this project.

8. References

Adobe (2024) *After Effects* (2024) [computer program]. Available from: https://www.adobe.com/uk/creativecloud/renew/resubscribe-cci.html?gclid=Cj0KCQjw8pKxBhD_ARIsAPrG45nUD8rIzHABcB5C2oKwoUGi_oAUITY-eVF2q2aL8h_5fsk8AVRnaPAaAnX4EALw_wcB&mv=search&mv=search&mv2=paidsearch&sdid=F89JZKCP&ef_id=Cj0KCQjw8pKxBhD_ARIsAPrG45nUD8rIzHABcB5C2oKwoUGi_oAUITY-

eVF2q2aL8h_5fsk8AVRnaPAaAnX4EALw_wcB:G:s&s_kwcid=AL!3085!3!436521414954!e!!g!!adobe%20after%20effects!10105625998!106997350968&gad_source=1 [Accessedm 26 December 2023].
Adobe (2024) *Premier Pro* (2024) [computer program]. Available from: https://www.adobe.com/uk/creativecloud/renew/resubscribe-cci.html?gclid=Cj0KCQjw8pKxBhD_ARIsAPrG45ljBmCU7ir9P8ZGMwZXjXusHK8ZX1YZyEJXwWcWNo1JpgRLsV54T0IaAlukEALw_wcB&mv=search&mv=search&mv2=paidsearch&sdid=F89JZKCP&ef_id=Cj0KCQjw8pKxBhD_ARIsAPrG45ljBmCU7ir9P8ZGMwZXjXusHK8ZX1YZyEJXwWcWNo1JpgRLsV54T0IaAlukEALw_wcB:G:s&s_kwcid=AL!3085!3!436521415398!e!!g!!adobe%20premiere%20pro!10105625998!106997352368&gad_source=1 [Accessed 26 December 2023].
BBC Maestro (2023) What is the difference between diegetic sound and non diegetic sound. *BBC Maestro* [online]. [Accessed 21 April 2024].
Bernays, E. (1928) *Propaganda* [online]. Horace Liveright [Accessed 28 January 2024].
Bernays, EL. Miller, MC. (2005) *Propaganda* [online]. Brooklyn, N,Y:Ig Pub. [Accessed 28 January 2024].
Chaffey, D. Ellis-Chadwick, F. (2022) *Digital Marketing* [online]. Eighth Edition. Harlow: Peason Education, Limited. [Accessed 28 January 2024].
Creative Path Films (2020). Color Temperature & Emotion | Film Lighting Techniques. *YouTube* [video]. 20 November. Available from: https://www.youtube.com/watch?v=A_aymULfI1Y [Accessed 18 November 2023].
DefinitelyOwen (2016). How To Convey Emotion Through Cinematography. *YouTube* [video]. 08 December. Available from: https://www.youtube.com/watch?v=8_ZZBUhICwE [Accessed 18 November 2023].
Deiss, R. Henneberry, R. (2020*) Digital Marketing* [online]. Hoboken, New Jersey: For Dummies. [Accessed 28 January 2024].
EriksenTranslations (2020) How Translating Colors Across Cultures Can Help You Make a Positive Impact. *EriksenTranslations* [online]. [Accessed 21 April 2024].
Frierson, M. (2018) *Film and Video Editing Theory: How Editing Creates Meaning* [online]. Milton: Routledge. [Accessed 22 November 2023].
Jackson, C. (2010) *Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling* [online]. Oxford: Routledge. [Accessed 22 November 2022].
Murch, W. (2001) *In the blink of an eye: a perspective on film editing* [online]. Los Angeles, California: Silman-James Press. [Accessed 22 November 2023].
Nielsen, J (1997) The Use and Misuse of Focus Groups. *Nielsen Norman Group* [online]. [Accessed 24 October 2023].
Nielsen, J. (2012) Thinking Aloud: The #1 Usability Tool. *Nielsen Norman Group* [online]. [Accessed 24 October 2023].
OxfordLanguages (2024) *Oxford Languages*. Available from: https://languages.oup.com/ [Accessed 18 April 2024].
Pixaby (2024) *Pixaby Terms of Service*. Available from: https://pixabay.com/service/terms/ [Accessed 18 April 2024].
Pixaby (2024) *Stunning royalty-free images & royalty free-stock.* Available from: https://pixabay.com/ [Accessed 26 December 2023].
Risk, M. (2020). How to Use Color in Film: 50+ Examples of Movie Color Palettes. *StudioBinder* [blog]. 27 July. Available from: https://www.studiobinder.com/blog/how-to-use-color-in-film-50-examples-of-movie-color-palettes/ [Accessed 22 November 2023].
StudioBinder (2020). Ultimate Guide to Camera Angles: Every Camera Shot Explained [Shot List, Ep. 3]. *YouTube* [video]. 29 June. Available from: https://www.youtube.com/watch?v=wLfZL9PZI9k [Accessed 18 November 2023].
StudioBinder (2022). Ultimate Guide to Cinematic Lighting – Types of Light & Gear Explained [Shot List Ep. 12]. *YouTube* [video]. 24 October. Available from: https://www.youtube.com/watch?v=r2nD_knsNrc [Accessed 18 November 2023].
Thomas, B (2020) *Watertight Marketing: The Proven Process for Seriously Scalable Scales* [online]. Second Edition. Human Business Thinking. [Accessed 20 January 2024].
Tomorrows Filmmakers (2018). Aspect Ratios | Tomorrow's Filmmakers. *YouTube* [video]. 16 November. Available from: https://www.youtube.com/watch?v=BdPsyLtlamM [Accessed 21 November 2023].
Yang, Y. and Chen, H. (2011) *Music emotion recognition* [online]. Boca Raton, Fla. : CRC ; London : Taylor & Francis distributor. [Accessed 22 November 2023].

9. Bibliography

Angus Davies (2021). How To Create Emotion In Cinematography. *YouTube* [video]. 15 May. Available from: https://www.youtube.com/watch?v=mWkjmRG5bp0 [Accessed 18 November 2023].
Atwell, P. (2017) *What is the resolution of the movies in large theaters (seating more than 300)?.* Available from: https://www.quora.com/What-is-the-resolution-of-the-movies-in-large-theaters-seating-more-than-300 [Accessed 27 December 2023].
Bence Mervay (2022) Make a Unity cinematic in 5 minutes! - Tutorial - Unity, Davinci Resolve. *YouTube* [video]. 03 September. Available from:

https://www.youtube.com/watch?v=1MNCG4bSSM4 [Accessed 16 March 2024].
Creative Path Films (2020). Color Temperature & Emotion | Film Lighting Techniques. *YouTube* [video]. 20 November. Available from: https://www.youtube.com/watch?v=A_aymULfI1Y [Accessed 18 November 2023].
Djisso (2022) [Sifu] How To Use The Replay Editor - Easy Guide. *YouTube* [video]. 12 December. Available from: https://www.youtube.com/watch?v=FfkKkjZcHt4&t=648s [Accessed 21 December 2023].
Dmytryk, E. (1984) *On film editing: an introduction to the art of film construction* [online]. Boston: Focal Press. [Accessed 22 November 2023].
Film Riot (2020). Cinematography Basics: The Emotion of Color. *YouTube* [video]. 10 December. Available from: https://www.youtube.com/watch?v=JpCmnN0ijUc [Accessed 18 November 2023]
FXhome (2019). Understanding basic camera shot psychology. *YouTube* [video]. 10 April. Available from: https://www.youtube.com/watch?v=ITYLbETI0u8 [Accessed 18 November 2023].
Hendershot, N (2023) Propaganda. *Journal of Intersectionality* [online]. 7(1), pp. 69-71. [Accessed 28 January 2024].
iHeartGameDev (2021) How to use Cameras in Unity: Cinemachine Overview and Brain Explained!. *YouTube* [video]. 05 December. Available from: https://www.youtube.com/watch?v=P_ibDJhFVMU [Accessed 16 March 2024].
iHeartGameDev (2022) How to use Cameras in Unity: Cinemachine Virtual Cameras Explained. *YouTube* [video]. 22 January. Available from: https://www.youtube.com/watch?v=asruvbmUyw8 [Accessed 16 March 2024].
Knibbs, J. (2023) Number of visible stars drastically falling, warns study, as 'skyglow' affects night sky. *The Standard* [online]. 20 January. Available from: https://www.standard.co.uk/news/visible-stars-drastically-reduced-skyglow-pollution-b1054495.html [Accessed 29 February 2024].
Mulier, L. Slabbnick, H. Vermeir, I. (2021) This Way Up: The Effectiveness of Mobile Vertical Video Marketing. *Journal of Interactive Marketing* [online]. 55 (1), pp 1-15. [Accessed 28 January 2024].
Norman, D.A (1998) *The Design of Everyday Things* [online]. London: MIT. [Accessed 26 October 2023].
Royal College of Art (2023) *Reflections on Inclusivity: Design Inclusive with Patricia Moore*. Available from: https://www.rca.ac.uk/news-and-events/news/design-inclusive-with-patricia-moore/ [Accessed 26 October 2023].
Sloclap (2022) *SIFU.* Standard Edition [Video Game]. Sloclap. Available from: https://www.xbox.com/en-US/games/store/sifu/9p7pf6zp3958 [Accessed 21 December 2023].
SmartAir (2024) *Does Air Pollution Have Any Advantages?.* Available from: https://smartairfilters.com/learn/smart-air-knowledge-base/does-air-pollution-some-advantages/ [Accessed 29 February 2024].
Tasner, Michael (2011) *Video marketing taking video to the next level* [online]. N.J.:FTPress Delivers. [Accessed 15 January 2024].
The Canvas (2023) A Guide to Propaganda. *YouTube* [video]. 29 January. Available from: https://www.youtube.com/watch?v=8i_Zw1Itv40 [Accessed 28 January 2024].
The Verge (2015). How filmmakers manipulate our emotions using color. *YouTube* [video]. 11 Ocotober. Available from: https://www.youtube.com/watch?v=0ZZgiSUyPDY [Accessed 18 November 2023].
Unity (2017) Using Cinemachine: Getting Started. *YouTube* [video]. 27 November. Available from: https://www.youtube.com/watch?v=x6Q5sKXjZOM [Accessed 16 March 2024].
World Health Organisation (2024) *Air Pollution*. Available from: https://www.who.int/health-topics/air-pollution#tab=tab_1 [Accessed 29 February 2024].

Appendix A: Project Log

Task	Date
Cinematography research	13/11/2023 - 27/11/2023
Scene creation	29/11/2023 – 22/12/2023
Scene editing	26/12/2023 – 28/12/2023
User testing	01/01/2024 – 15/01/2024
Marketing research	24/01/2024 – 29/01/2024
Unity creation	06/02/2024 – 28/03/2024
Video editing	28/03/2024 – 01/04/2024
User testing	01/04/2024 – 08/04/2024
Report	07/04/2024 – 25/04/2024

Appendix B: Project Timeline

Appendix C: Assets used in the Project (not included in word count)
This is a list of project assets: all source materials used in the project. Clearly state which were produced by yourself and which were not. If not produced by yourself, include their reference, and status with regard to copyright/ creative commons licensing.

Appendix E: Design brief and user personas

Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing

User Testing Documentation

Contains results from the first round of user testing for the project and ethic forms.

Shown in the form of pie charts, data matrices, diagrams and critical analysis.

Appendix D: Ethics forms and user testing results

UWE BSc Digital Media/Comprehensive Creative Technologies Project

Information Sheet

Student Name & Faculty:	Luke Hammond, Faculty of FET, University of the West of England, Bristol
Email:	Luke2.hammond@live.uwe.ac.uk
Project Title:	Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing
Research Type:	Interview, Observation and Focus Groups

Invitation paragraph

You are invited to take part in research taking place at the University of the West of England, Bristol. Before you decide whether to take part, it is important for you to understand why the study is being done and what it will involve. Please read the following information carefully before accepting the role.

What is the aim of the research?

The research is looking at 'Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing'. My research questions are to help in contributing towards pre-existing research as well as develop on it to create an artifact that displays how film/marketing tactics can create a story with two meanings. To help answer these questions I will be conducting an interview with participants to gain insight into the matter. The aim of the interviews will be to collect information that will be made anonymous.

The results of my study will be analysed and used in a Report made available on my personal portfolio website. The anonymised results may also be used in conference papers and peer-reviewed academic papers.

Why have I been invited to take part?

As a student, I am interested in gaining information about your experience & views so the interview will ask you about these things. We will not be asking any questions about personal information. The purpose of the questions will be to gain information about your experience and any views you may have on the matter.

Do I have to take part?

You do not have to take part in this research. It is up to you to decide whether or not you want to be involved. If you do decide to take part, you will be given a copy of this information sheet to keep and will be asked to sign a consent form. If you do decide to take part, you are

able to withdraw from the research without giving a reason before 1st December. Deciding not to take part or to withdraw from the study does not have any penalty.

What will happen to me if I take part and what do I have to do?

If you agree to take part, you will be asked to take part in an interview. This will be conducted by Luke Hammond. The interview will take approximately 20 - 40 minutes either in person or over a call.

The subject and focus of the discussion will be 'Manipulating a Narrative with Film Processes and its Implementation in Digital Marketing'. Your interview will be recorded; however, participants will be made anonymous and will later be referred to as 'Participant A' etc.

What are the benefits of taking part?

By taking part, you will help increase the understanding of how marketing tactics can be used in a manipulative manner to convey a story. In addition to this, you will be reinforcing or challenging pre-existing research, which will contribute to furthering the field.

What are the possible risks of taking part?

We do not foresee or anticipate any significant risk to you in taking part in this study. If, however, you feel uncomfortable at any time you can ask for the interview to stop.

What will happen to your information?

All the information that you give will be kept confidential and anonymised. Hard copy research material will be scanned and stored electronically in accordance with the University's and the Data Protection Act 2018 and General Data Protection Regulation requirements; original copies will then be destroyed. Once the project is complete all information provided will be disposed of. Any university computer used for data analysis will be password encrypted. No personal information will be shared, sold or passed onto third parties. Research will strictly be used for the purpose of this project. Voice recordings will be destroyed securely immediately after anonymised transcription. Your anonymised data will be analysed together with other interview and file data, and we will ensure that there is no possibility of identification or re-identification from this point.

Where will the results of the research study be published?

A Report will be written containing my research findings. This Report will be available on the University of the West of England's open-access Research Repository as well as my personal portfolio website. A copy of the Report will be made available to all research participants if you would like to see it. Key findings will also be shared both within and outside the University of the West of England. Anonymous and non-identifying direct quotes may be used for publication and presentation purposes.

Who has ethically approved this research?

The project has been reviewed and approved by the Faculty/University of the West of England University Research Ethics Committee. Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England at:

Researchethics@uwe.ac.uk

What if something goes wrong?

Any concerns, queries or complaints will be handled by my UWE Supervisor or Director of Studies

What if I have more questions or do not understand something?

If you would like any further information about the research or would like to withdraw, please contact in the first instance:

Name:	Luke Hammond
Email:	Luke2.hammond@live.uwe.ac.uk
Telephone:	07490182344

Alternatively, you can contact my UWE supervisor:

Name:	Jack Ruskin
Email:	Jack.ruskin@uwe.ac.uk

Thank you for agreeing to take part in this study.
You will be given a copy of this Participant Information Sheet and your signed Consent Form to keep.

Please note: Any email sent to either Jack Ruskin or myself will be answered within 3 working days.

Privacy Notice for Research Participants

Purpose of the Privacy Notice

This privacy notice explains how the University of the West of England, Bristol (UWE) collects, manages and uses your personal data before, during and after you participate in 'Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing'. 'Personal data' means any information relating to an identified or identifiable natural person (the data subject). An 'identifiable natural person' is one who can be identified, directly or indirectly, including by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

This privacy notice adheres to the General Data Protection Regulation (GDPR) principle of transparency. This means it gives information about:

- How and why your data will be used for the research;
- What your rights are under GDPR; and
- How to contact UWE Bristol and the project lead in relation to questions, concerns or exercising your rights regarding the use of your personal data.

This Privacy Notice should be read in conjunction with the Participant Information Sheet and Consent Form provided to you before you agree to take part in the research.

Why are we processing your personal data?

UWE Bristol undertakes research under its public function to provide research for the benefit of society. As a data controller we are committed to protecting the privacy and security of your personal data in accordance with the (EU) 2016/679 the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (or any successor legislation) and any other legislation directly relating to privacy laws that apply (together "the Data Protection Legislation"). General information on Data Protection law is available from the Information Commissioner's Office (https://ico.org.uk/).

How do we use your personal data?

We use your personal data for research with appropriate safeguards in place on the lawful bases of fulfilling tasks in the public interest, and for archiving purposes in the public interest, for scientific or historical research purposes.

We will always tell you about the information we wish to collect from you and how we will use it.

We will not use your personal data for automated decision making about you or for profiling purposes.

Our research is governed by robust policies and procedures and, where human participants are involved, is subject to ethical approval from either UWE Bristol's Faculty or University Research Ethics Committees. This research has been approved by the Faculty Research Ethics Committee. Application reference number: 2715. Any queries, comments or complaints can be directed to researchethics@uwe.ac.uk.

The research team adhere to the **Ethical guidelines of the British Educational Research Association (and/or the principles of the Declaration of Helsinki, 2013) and the principles of the General Data Protection Regulation (GDPR).**

For more information about UWE Bristol's research ethics approval process please see our Research Ethics webpages at:

www1.uwe.ac.uk/research/researchethics

What data do we collect?

The data we collect will vary from project to project. Researchers will only collect data that is essential for their project. The specific categories of personal data processed are described in the Participant Information Sheet provided to you with this Privacy Notice.

Who do we share your data with?

We will only share your personal data in accordance with the attached Participant Information Sheet and your Consent.

How do we keep your data secure?

We take a robust approach to protecting your information with secure electronic and physical storage areas for research data with controlled access. If you are participating in a particularly sensitive project UWE Bristol puts into place additional layers of security. UWE Bristol has Cyber Essentials information security certification.

Alongside these technical measures there are comprehensive and effective policies and processes in place to ensure that users and administrators of information are aware of their obligations and responsibilities for the data they have access to. By default, people are only granted access to the information they require to perform their duties. Mandatory data protection and information security training is provided to staff and expert advice available if needed.

How long do we keep your data for?

Your personal data will only be retained for as long as is necessary to fulfil the cited purpose of the research. The length of time we keep your personal data will depend on several factors including the significance of the data, funder requirements, and the nature of the study. Specific details are provided in the attached Participant Information Sheet. Anonymised data that falls outside the scope of data protection legislation as it contains no identifying or identifiable information may be stored in UWE Bristol's research data archive or another carefully selected appropriate data archive.

Your Rights and how to exercise them.

Under the Data Protection legislation you have the following **qualified** rights:

(1) The right to access your personal data held by or on behalf of the University;
(2) The right to rectification if the information is inaccurate or incomplete;
(3) The right to restrict processing and/or erasure of your personal data;
(4) The right to data portability;
(5) The right to object to processing;
(6) The right to object to automated decision making and profiling;
(7) The right to complain to the Information Commissioner's Office (ICO).

Please note, however, that some of these rights do not apply when the data is being used for research purposes if appropriate safeguards have been put in place.

We will always respond to concerns or queries you may have. If you wish to exercise your rights or have any other general data protection queries, please contact UWE Bristol's Data Protection Officer (dataprotection@uwe.ac.uk).

If you have any complaints or queries relating to the research in which you are taking part please contact either the research project lead, whose details are in the attached Participant Information Sheet, UWE Bristol's Research Ethics Committees (research.ethics@uwe.ac.uk) or UWE Bristol's research governance manager (Ros.Rouse@uwe.ac.uk)

v.1: This Privacy Notice was issued in April 2019 and will be subject to regular review/update.

UWE BSc Digital Media/ Comprehensive Creative Technologies Project

Consent Form

Student:	Luke Hammond
Email:	Luke2.hammond@live.uwe.ac.uk
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…….

The following pie charts are a reflection of key/common words that were spoken aloud when watching the videos.

Figure 1 - *Key Words Spoken Aloud During the Play Through of Video 1*

The data from this pie chart showcases that many found the video entertaining and a reflection of the medium it was just trying to convey. Nearly 50% of key words from participants was the word cool, which reiterates the cinematic/trailer feel they got when watching the piece. This cinematic feel is further invoked by the camera angles as Participant H stated, *"I liked the different camera angles as well, especially the cut to the security footage cam as well as the more adventurous ones like the ankle height one. Having a lot of different perspectives of the same scene helped liven it up".* Furthermore, as shown in the chart, the word "perspective/s" is used a number of times to describe the scene, a key component of an action movie.

Figure 2 - *Scene from Video 1*

Video 1	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectatons?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	It's quite satisfying, like I'm playing a game and I've killed a room full of people with a massive score multiplier. It's exciting, it has that energy to it.	I enjoyed the video	Theres a corridor, its lit okay, obvious obstacles for them to overcome, its very clear what is going on	Yeah, definitely. It's obvious from the beginning the character is going to beat all these people so I wouldn't say I was disappointed	I wouldn't say so, I was going in for the very first time, so I didn't really have expecations as I didn't know what to expect	The first thing I see is a lot of blue, it's quite cold looking. I wouldn't say the environment is neccessarily safe but rather feels potentially quite dangerous. The first thing I looked at were the walls and paint is chipped off and stuff and we were placing in an environment that is not the nicest and not neeressarily that welcoming.	Cautious, if I had to put it down to one word	The drumming kind of sound effect is quite fast paced and gave me like jungle or tropical vibes. Similar to indiana jones being chased through the rainforest	It's an action for me	I would say it still stays in the action lane but due to it being quite up-beat maybe it is a bit comedic. Like an action comedy.	I'm not sure, every box was checked for me. The music was fast-paced, the action was good, the camera shots were cutting quickly.	Indiana Jones raiders of the lost ark, where he is retrieving the ark and he has to make his way through the nazi vehicles and him engaging with oncoming enemies. The one thing that stood out to me when watching this video is the character, this person we are watching is dealing with each person at a time and it gives me the same vibe.
Participant B	looked like a good game, I wouldn't say I felt any particular kind of way	yeah	It was a bit jumpy and times and it looked like frames were missing	the beating up was satisfying	I thought it was going to be a bit more polished and I thought it was quite jumpy at times	orange I suppose which is quite eye-catching	I don't know	it adds to it but I wouldn't say it was very thought invoking		action, fighting	if the fights were a little bit smoother, felt quite jumpy at times	karate kid, where he has the jumper and is fighting the kids
Participant C	I was kind of shooked, that's why! wasn't saying much, it was very impressive, very cool, well coloured and well choreographed. I felt excited, the music definitely helped and I think as you started the video straight to 100, I thought "oh yeah", it definitely caught my attention	yeah, I would watch again	Good, maybe the transition from different perspectives could have lasted longer from some angles, some of the angles were very crispy and very good but then all of a sudden we were moving, but i enjoyed it	From the get go where she started hitting people with her bottle you could tell there was a lot of love and care, so there was no instance of disappointment	it was all reached	colour palette was very grey, blue so the sharp reds definitely stuck out to me but it was bright so I could see all that was going on but the reds stood out to me	kind of anonymous, all the enemies were dressed in green, very mysterious, very dark and with her with red showed a colour of resistance to fight the baddies	my first thought was donkey kong, but it moved to walking into a big style arena. You knew something was happening and it was about to kick off	martial arts, hack and slash, street fighter	action adventure with a little spark of romance	It's difficult as you kind of have the fight scenes, more vocal audios would have been nice and could have enhanced the fight scene	manel movie shang-shi where he is a lone martial artists fighting against a group of people, there were a lot of comparisons between that movie
Participant D	it wasn't overtly aggressive, it led you down the corridor with her	Yes	You could see everything that was going on, on-screen and went in close when it needed to	I liked the way you could hear the weapon hitting the person	No, I don't think so	Blacks and greys generally, for the topic was pretty accurate and where they were fighting, looked like it should	It didn't really, didn't make me think either way, they weren't too bright and they weren't too dark, you could see everything	No, not really the music sounded like a game but I did like the sound effects, I did specifically pick out the sound effects of the weapon	A fight game	Action I suppose	I don't know I think it was pretty good, you got the fight scene and you got the close up of the fight scene and you got the sound of the weapon, I think it was pretty comprehensive	Transporter 2, where he is doing all that business with the fire hose, or just any scene in john wick
Participant E & F	I don't think I felt any particular way, I just thought it was someone good trying to get through a corridor of bad people. I thought it was dramatic, I was also quite surprised by the brutality of it.	It was well put together	Can't say I noticed anything but if I saw it with a different border or ratio I may notice	I didn't particularly have any expectations going in	No not for me. I did think it was a well edited video. I did like the bit where it followed the camera down to the bottle, it was very cinematic	I just thought it was a lot of blue and grey and I don't particularly remember there being a lot of blood but I guy remember a lot blue and grey. It was quite shaded and shadowy.	I just concentrated on her fighting rather than the colours being a character themselves. It made the colours feel less cartoon like, say you had the palette of mario which was blue and yellow. That would change the whole thing though. It would do, but you could watch the whole thing with people in down clothes and it would be quite different	I liked the music, it made me root for her, trying to get though these people, rather than the sense of urgency that you felt	Martial arts, action. I would say it was an action in the way john wick is an action	The music reminded me of john wick. Theres a marvel fight scene on a bus and the music felt like that, very intense and up-beat, like the good guy was prevailing	Did it for me, and you had already kind of guessed it from the beginning	I just found the music really positive and that you're rooting for the person. Reminded me of the raid and hard boiled which are both shot in confinded spaces and people have got to be creative and use their environment to get through
Participant G	I don't like watching these sort of punch'em ups	No, I didn't enjoy it but I thought some of the movements were quite good but the way the characters fought was a bit cheesy	I suppose it had a lot of different angles, it had a lot of moments where there were close ups as well as pulling out to see the scene	I think the most interesting thing about it was the CCTV, that was a good twist	No, I don't think so	There were greys, lots of dark grey in the corridor, that kind of gave it an urban feel and the flashes of reds for symbols was nice	Gritty feel, was quite dark and made a sense of danger	No	Just a punch'em up	Action, I guess. Kind of punches	More novel ways of killing people, better weapon choices as well	Die hard has some good actions scenes, using the props as well as navigating around the scene to get away or block the attackers
Participant H	It was exciting and I think the cuts helped with that, having it on time with the music was also a good touch, it kind of kept the flow and the pace up. Having different camera angles as well all helped with the theme of a kung-fu movie	Yeah, it was exciting, there was kung-fu in it. You beat 10 people with a pipe which was quite brutal but pegi 16	It was wide screen, you could see a lot of what was going on. I liked the vignette around the screen, made it darker, more moodier. I liked the different camera angles as well, especially the cut to the security footage cam as well as the more adventerous ones like the ankle height one. Having a lot of different perspectives of the same scene helped liven it up	I didn't know what to expect going in	Again, I didn't really know what to expect going in. I guess I had an expectation of a big fight scene and that was met	The colours of the wall were quite pale which contrasted with the floor which was quite red. The camera angles helped place people in the scene so they stand out from the background. When you got a shot like the opening scene where they are all there and then a scene further on they're all clumped together trying to fight the character. You've also got the red sash on the main character which kind of keeps them in perspective and keeps them in focus.	They served the purpose of the scene but I wouldn't say it made me feel a kind of way. But it helped in distinguishing the walls from the floor and keeping track of the main character	the drum soundtrack did make me think of a martial arts movie, it is very reminiscient of that. I think that is what you were going for and having it on the beats made it feel like a music video or trailer	Martial arts, gives off fast-paced trailer	Trailer kind of feel, theres never lull in the tempo. There are no breaks in this one	It has action in it, it is quite wide, perhaps more scenes closer in on the movement to convey the power of the strikes. Removing the distant feel from the characters would be nice	New top gun movie. It is quite difficult as it is a lot of planes but they do a good job of conveying the agility of the plane as well as the affect on the pilot. It does this through outside shots of the plane before cutting in close on the pilot so you can see what is going on in their head. It shows quite well what the character is going through as well as what they're doing.
Participant I	Pretty badass and good to see that she could hold her own	Yeah, there wasn't blood or things which I thought was quite good	It was okay, the footage was easy enough to follow	I liked the way she did hand to hand combat with the women instead of beating them up with a pole	It was short, I wanted to see her get to the end of the corridor	It flicked to black and white and one point, and since it did that I would have preferred it stayed like that until the end of the video instead of the 3 or 4 seconds it was on the screen. It didn't seem to follow why it did that	I would have preferred the black and white but because they're all in black it might have made it hard to pick them up. I don't think the darkness of the theme was there with the colours	No	Fighting video, martial arts	Action	Ironically, twisting the music to more western as it felt like a stand-off	Bruce Lee when he had to fight the guy who killed his sister
Participant K	Hyped	Yeah	I liked that it followed different pov. and the CCTV shot was cool, added a movie element to it	Yeah, everyone got beat-up. It was fun	I thought it would be better if she took a fall at least one but she didn't	A muted grey and the CCTV bit was cool, made it feel like a crime/thriller	Tense	A karate movie, a battle sequence or a James bond movie	Crime, action kind of thing	I like the music, kept it up-beat, it was eerie or scary. I believe it fits what I previously said but different music could have portrayed the intention better, like a mission impossible soundtrack	Music change, maybe on-beat when they hit someone	Any kind of spy movie where the enemies come out of nowhere
Participant L	run-of the mill in terms of fighting games	Yeah	Definitely made to feel not claustraphobic but like there is limited space, makes the audience have to engage with it	I liked the part where they picked up the pipe	No, not really	Kept it plain on the side and the top which is a general colour of life. The colours were quite dull but the characters were well illuminated by the space lights.	I didn't feel any kind of way about the colours, they weren't offensive or a let down, they just felt necessary	The tempo of the music and the heavy use of lower mids and bass tries to make it feel like it is an action intense atmosphere	Action or like action adventure	the same	The entire clip was based on action, so I don't know	One shot scene in daredevil, where he is fighting off enemies in a one shot. It also reminds me of a mission in fallout 4 where you fight off against Kellog
Participant M & N	I was intrigued, didn't really know what I was anything	Yeah, yeah it was good	the borders made it look more cinematic, looking down the hallway and see people approaching	I liked when it cut to the CCTV bit. I liked the final fight combo	I thought it did what it needed to	Oranges, I saw mostly grey	they were quite dull, wasn't much standing out to me	I was more focused on the fight than the sounds	Action	Thriller, up-beat fast paced, it compliments the action	I think it did its job, some more close ups to feel the impact of hits	Any movie with jackie chan, reminded me of the marvel movie with jackie chan in the lift surrounded by enemies.
Participant P & Q	Excited, I thought it was cool, so I guess excited.	Yes. Yes	I thought it was well framed, at first I thought it was just going to be from behind but as the videos pans round you can see everything you need to see	When that person got their head smashed against the wall with the pole. I was expecting something gory. It wasn't gory it was just very intense in the way it happened. And with the sound you could feel the impact	I don't think so, I guess my expectation was that there would be a gun because its framed like an FPS. Yeah but I was happy there wasn't so I guess that was an expectation that wasn't met in a good way.	The colours were quite muted so it was nice to have that one main pop of colour. I liked the fighting and the circles it creates which you can see as you go down the corridor	Like I knew exactly what was going to happen. It looks like an image of where a fight scene is about to happen. Like the muted tones	I think the music went well, it didn't overbear it, it just went well.	Action, originally I thought fantasy because she had a chain on her but it changed as she started to beat people up	Action still, the constant beating drums helped in building intensity.	It was quite minimal on voice coming from the main characters mouth. So more the vocal element from her	The only thing I can think of is Kill Bill, where she fights in the big building and kills all of those people. Yeah that was the first thing I thought of, it is very reminiscient of that.

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant I
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 3 - *Key Words Spoken Aloud During the Play Through of Video 2*

During the viewing of Video 2, many participants found the video rather humorous due to the contrast in visuals and music, especially near the latter half of the video when a saxophone is introduced into the music. This *laughter* was a reflection of their confusion, as declared by Participant A, *"The slow kind of jazz bar feel understates what you're watching… it is such a big contrast. However, I would say it feels more cinematic than the first one, but it is also funnier". Participant* A wasn't the only one to feel this way as stated by the focus group pertaining to Participant P and Q, *"I was entertained but entertained because it felt wrong, but also gangster like, close to a 1920s noir vibe".* I believe video 2 successfully accomplished the noir genre and even gained a few *empathetic* feelings along the way, but the improvement as stated by many lies in the music being changed to fit the narrative of the clip.

Figure 4 - Scene from Video 2

Video 2	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectations?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	Its interesting, the colour is different from the first clip I watched as it is obviously in black and white. I think the music makes such a big different for me. The music kind of juxtaposes what you're actually watching in the video. The slow kind of jazz bar feel understates what you're watching, it is very relaxed and very chilled. It is almost like it is poking fun at what is going on in the video as it is such a big contrast. I would say it feels more cinematic than the first clip but it is also funnier.	I would, yes	The colour is the main thing, black and white. It lends the clip a darker vibe, it seems more serious than the first clip. It reminds me of Casino royale at the start, I don't know if that is to do with the music but it is giving me a similar vibe to that. the framing of the video is dark not just because it is black and white, it just feels more sinister	It has a humour to it due to the music choice, I would say I enjoyed the clip perhaps over the first one due to the music	I anticipated maybe a switch up of the music as the scene and music did not fit together	It is black and white, it has a colder feel to it. Maybe if the video had more hue or saturation it would feel warmer but black and white is very cold and stoic. Makes me feel like the character is very emotionless in what they're doing	Cold and distant as I don't see black and white on a day-to-day basis	Yes, it gives me a jazz bar vibe, people smoking cigars, it is a very elegant music choice	I still think it was like an action piece but in my mind maybe due to the music or black and white it has a spy kind of feel to it	Musical	Flashback sequence if you were to visually change it	Casablanca, is black and white which has the heavy kind of mood to it, very pessimistic perhaps, it reminds me of parts in that. One of the characters Rick has a jazz bar noir dark setting to it
Participant B	I enjoyed that more	I did	Seemed more like an old detective show, it didn't seem to me as jumpy in black and white	I did find that more satisfying to watch but that might be personal taste more than anything else	No	Black and white, felt like a more past tense scene	It excited me more in black and white but took out the brutality of action	Detective, jazz vibes, back stage in an old jazz bar vibes	Old timey. I'm not sure it almost had hints of romance to it in the music	Jazz and blues	I think you hit the nail on the head with that one	Spider noir from spider verse
Participant C	I felt there was more of an emotional connection to the character in this one. The black and white lighting, the numbness of the sounds makes the viewer ask why is she fighting them, what has caused her to snap. Brings a more emotional side to the character and makes the viewer more interested in her story	Yes, more so than the first one	It was good, a lot of the audio queues were very good, I think the fight scenes were still very smooth and very good, felt slightly comedic as the nice music was playing in black and white and the character is slamming these people, which counters each other which is quite unique. It could have benefitted from more slow moments from the character to see how beating these people up makes them feel	From the beginning, I felt emotionally invested in the character, when it panned down to the bottle I was thinking had she been drinking before this battle, I was rather invested in the context	Because you started with that instant connection with the character it would have been nice to see the climax and how the character was feeling between fights. More focus on the character could have skyrocketed it	Black and white, which set the tone and the mood. You spoke to me without saying anything	Empathetic, intrigued	Yeah very unconventional, they were numbed. It was confusing as I felt relaxed but not visually	Drama action with a bit of comedy	Murder mystery drama, psychological	The colour palette fulfilled that but the music did seem quite comedic, so more feeling shown in the fight	Sin City is what appeared in my mind, crime fighting
Participant D	I quite liked that one	Yeah, definitely different	It is interesting to see it from a different angle	I enjoyed the video, different take on a fight scene	No	Black and white, did make it more interesting	More restful, easier as there isn't much going on	Quite romantic and melancholic, was like a story or reinactment someone was telling	Detective	Thriller but the music was quite romantic but the action wasn't	I'd tribute noir to older and more historical looking, that could be accomplished by changing clothing and setting	Spencer Tracey detective shows
Participant E & F	I didn't like it, I wouldn't carry on watching it. It felt like an entirely different scene. Same footage just in black and white but the sound at the beginning was fine but as it progressed the music didn't fit and put me of completely. Was that because of the rhythm of it? Yeah, it didn't fit, I expected someone to walk into a 1930s jazz club. The beats didn't quite marry up to the footage. I thought she was going to get beat before she got to the end like this was going to end well. I thought they would get through but with a sense of reluctance but the sax at the end did slightly ruin the immersion of the video. The music and colouring felt quite sad.	No, I didn't enjoy that one at all. Not as much as the first one	I didn't notice anything different visually but it felt different. Was it narrower? Maybe, it felt more enclosed but to me that was because of the sound and colour	As a whole it was less satisfying because it wasn't what I expected to see, in the first one everything went well together but here the genres kind of clashed which was hard to accept	I thought it would be better, but about four bars in I switched off completely, but it felt more violent maybe due to the colouring giving you less to look at	It was all monochrome, which was quite sad	Sad and meedy. Yeah melancholy but the music was also kind of semi romantic. Yeah, you were expecting the nice looking lady to walk in as the band is playing	some 1930s movie, casablanca. A romantic jazz club. A lovely lady walks in and perhaps the music stops for a second as she walked in. Had that occured having left the club and they enter this corridor which provides context but as it is, it is quite disjointed from what you're seeing	Film noir	Film noir, art house	Some of the angles and close ups on eyes and fists, slowed down instead of being manic. Less brutality	1930s casablanca kind of scene
Participant G	made it feel more like a dream sequence, the music made it feel more dettached	No	Was it different, I couldn't notice a difference	Couldn't see as much down the corridor so it didn't feel like the bad guys were waiting to get beat	The lack of colour made it lose impact	Made it feel less real and more detached	Made me concentrate and the attacks more	Made me think of a cigar advert, light-hearted music to contrast action	Film noir	Thriller, something different about the music	Put the clip into context more, film noir is quite complex and things don't just happen	
Participant H	I didn't like that one it was all wrong	Not as much as the first one	with less distraction on the side makes you more focused on the character but when things are cut out it loses feeling and messages in the scene	I couldn't get past the music, it ruined it for me	I thought it was going to be a revenge style story but when the music came in it kind of shattered that expectation	Its all grey scale, the colour removes the people in the background as people blend into the scene unlike with colour where they stand out	At the start it was interesting but I got annoyed as I couldn't see as much as I wanted to	Made me think of a chill scene that wouldn't have combat so I guess annoyed	Action as that is what is happening on the screen	Revenge thriller, makes it seem more personal, like there is more going on	More smoke, more haze, a noir movie is supposed to be detective so perhaps the clothing of the people in the scene could be changed	the latest blade runner felt like one, the detective is constantly on the back foot and the world is constantly beating him down but he is only good with combat. For noir to be successful you need context
Participant J	I didn't feel any different than the first one, I guess I felt more involved	Yeah	I think it felt better	I thought it flowed better	No	I liked the black and white	Gave the story better	Started off well but then it became romantic and I expected the woman to start dancing soon	Romance	Rom com	Take away the saxophone in the music	Spider from spider verse
Participant K	Quite relaxing, nice music, old school	Not as much as the first one	Fit with the black and white them, like I was watching an old movie from the 30s	I expected someone to be waiting at the end of the scene to be reunited	Clothing	Black and white, kinda grainy	Made the video feel more relaxing and moody	Reminds me of a themed episode in a tv show, like in gossip girl	old school, 1930s noir	Old school hollywood movie trying to be french	Have things feel less intense, different outfits	anything with audrey hepburn in it
Participant L	More comical in nature due to music, reminds me of coffee talk	This feels edited to be comical	Quite confusing and annoying cuts, but rather comedic because of the music	My expectations were subverted but in a positive manner		It is all black and white and gives it a grainer and darker feel	Not too much, theres only so much black and white can make you feel	I didn't hear much sfx the music was very dominant	Noir, or old american detective show	Noir	Change the music to have a darker feeling to it, the brass instruments like trumpets which carry the weight of the music don't change too much but the supplementary stuff, like piano which controls the overall tone has a massive impact on it. These sounds which you would hear more in a coffee shop give the tone a lighter feeling. If the brass was slowed down and the piano was minimalised, I would say it had a darker feel to it	LA Noir, is what it reminded me of instantly.
Participant M & N	Jolly, I was kind of vibing	I liked it more than the first one but probably not for the right reasons	Vertical borders, I never notice stuff like that but it made it feel more boxed, more old fashioned. With the borders and the corridor it slightly creeps up	I liked the saxophone	The music was quite relaxing but doesn't match it	Black and white, it compliments the music but the actual content doesn't	Depressed, relaxed. A bit of both, it took away from the action, the last one was quite dull but this one even more so	Vibing, feeling a bit sleepy	Action	Classical, old black and white movies, musical. Fancy ballroom with the piano in the corner	The fighting goes against the theme, and the genre feels older than what is on the screen	Carry on
Participant P & Q	Entertained, but entertained because it felt a bit wrong, but also gangster like, 1920s noir kind of vibe	Yeah but probably not for the reasons I was supposed to	It was more closed and narrower, made it feel more vintage, couldn't really feel the impacts of hits, felt less like an action as there was less sound. Felt like it was trying to focus in on the movement rather than the room.	It didn't feel satisfying as it didn't really fit, I'd agree it felt kind of off, like something was wrong	it didn't feel like a fight scene more like a dance, there was no impactful hits	The black and white made me associate it with a different time period, not saying it doesn't work but made it feel different. Felt like some of the detail was lost which I missed from the first one	Still intrigued but in a different way, made me think of the future of the story and the context	A jazz bar in the 40s, I couldn't really hear sound effects	Still action but in a 1920s gangster way instead of a modern interpretation of it. Very film noir	Music was rather romantic	Different music or perhaps the music shouldn't go with the scene. A more up tempo piece could fit it better	Bound is like a film noir without the black and white

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 5 - *Key Words Spoken Aloud During the Play Through of Video 3*

The most obvious takeaway from video 3 is the colour palette being a big contrast from the last two videos, being *bright* and *light-hearted*. This led to it being compared to various forms of media like dance, comedy and drama. *"It was a lot brighter, and the music didn't interfere, it just made it more enjoyable"* a quote from Participant E, who like many enjoyed the clip but also did note the contrast in nature between the colourful scene and the visuals on screen. A reoccurring theme for this video was the colour making the scene appear less brutal than previous clips, as observed by Participant D, "*It didn't feel as serious even though the action was still there. The lighting and the music made it rather jolly".*

Figure 6 - *Scene from Video 3*

Video 3	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectatons?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	Felt a lot more easy going, more up-beat, more relaxed	Yes but not as much as the previous ones	The shot is wide and feels more cinematic	I liked the ending and the shot closes out with borders, reminded me of a western	It wasn't as dark as I thought it was going to be	The hues are warmer, its got a sepia tone to it, lets me know straight away its more up-beat and fun	More playful, warmer, more reds and yellows. It felt more inviting	Reminded me of a trailer for a game, had a sort of comic vibe to it	A huge action element to it but maybe geared towards a more child friendly viewing	A family film	Sound effects and music are pretty spot-on but I'd like to see the character take more hits to feel goofier or more comedic	Superbad and my favourite scene is probably getting the ID and them trying to buy the alcohol
Participant B	I felt quite excited for that video due to the noises	Yes but what I will say is that the orange drew my attention away from the fighting	More focus on the fighting and impacts of the hits	The final combo on the last opponent	The colour drawing me away from the scene	Very saturated and more detailed as well as exaggerated because of the colour	More engaged as there was more to catch the eye	The music was a lot more of a background noise and the SFX were at the forefront, it reminded me of a game like street fighter	Video game		Laugh track and some exaggerated noise sfx like slipping or grunting	Inbetweeners where he is coming down the runway in his speedo. A second hand embarrasement kind of funny
Participant C	I feel happy and that the characters were going to get beat up. The colours were pretty and fun	Yes, I enjoyed that one	Seemed to be more effects when characters were getting hit, felt more comedic. It was fluid and when a character got hit into a group of people, it was realistic but also funny because of the music and collouring. It just made me laugh	When that person got hit into the group, or when someone got bonked into the wall. It is very satisfying when the action is in time with music and sounds and it scratches that itch.	This was well executed, I can't think of any faults, it all blended well together	The saturation raised up the reds felt more vibrant, the flooring and characters feel more alive. It was more pretty to look at	Made me feel happy and engaged. For people like me these colours quickly engage the audience	Reminded me of guardians of the galaxy where you have unconventional music over fight scenes	Action adventure, comedy and romance	Comedy, action adventure	Show a bit more emotion to portray a romantic feeling but also would be nice to see the emotions portrayed on the characters face.	Super ex girlfriend and how she fights anyone who goes with her ex, she fights people for love and being crazy
Participant D	Seemed a lot lighter, quite an easy watch	Yeah	I liked the close-ups	The whole thing was quite an easy watch	Not with the fight scenes, no	More colourful so gave a lighter feel all round	Didn't feel as serious even though the action was still there The lighting and the music made it seem rather jolly	Felt more like a buddy cop kind of genre. If there was any talk there would be a funny line, like in lethal weapon	Action comedy	Action comedy	Speaking, or just more funny lines in between hits	Anything from lethal weapon or james bond when he says something clever
Participant E & F	I liked that one. It was a lot cheerier. I want to see the rest of it. It was a lot brighter and the music didn't interfere, it just made it more enjoyable but I wasn't noticing the music as a problem	Yes		Compared to the other ones we've seen, no. Surprised by how different it was to the ones we saw before it	No	The colours were a lot more vibrant but I wouldn't say there were more, they had just been increased. I'm not sure I noticed her making sounds when getting hit. I heard it but not as well as in this one, maybe we are more engaged because of the colour and music	Perculiar, that we watched the exact same thing but it felt more cheerful. It was fun and happy, made you want to carry on watching it. There was no sense of urgency in this one	It was a bit more action adventure, it made it a lot less violent	I wouldn't say action comedy but more adventure than all out action, more up-beat and fun	Same but I think it was the music that completely altered it. I think if you had that music coupled with the black and white, that would be really odd. The bright popping of the colours meant it was highly lit. I think the music fit so well, that you didn't notice it, it was doing what it needed to.	Tone down the violence, hitting people a lot makes it more brutal than funny but the last combo was rather funny but in black and white it was rather sad and violent	Reminded me a lot jim carrey movies
Participant G	I think the violence had less impact	Yes, the colour made you look at other things not just the fighting	Had a wide screen so you could see more of what was going on	Felt like a Tom and Jerry cartoon, so it was like a standard comedy action	I don't think so, the fact it played down the violence was interesting	there were reds, blues, yellows and browns, there were a lot more colours and made me look around more instead of focusing on one thing	Made it feel less real and less aggressive	More cartoon like and people just walk off injury	Comedy and cartoon	Same	Funnier props to hurt people with and funnier end results	Reminded me of Jumanji where he is reciting the controls to get through the bad guys
Participant H	Conflicted and played for laughs. Conflicted with the violence from the screen but the popping reds keep your eye on the protagonist but on the other hand, the walls and floor being brighter slightly draw your attention away from the centre of the screen	Yeah, for the most part I enjoyed it but it was a little confusing	Standard wide screen, doesn't feel particularly cinematic I can just see everything on the screen	The music is supposed to imply that the video is funny which is boosted by the voice	Expected some funny edits to happen in the video	Red which is very saturated and can be distracting	The increased saturation made the floor quite coral and the walls quite aqua, its quite overstimulating because of so much visual noise in the colours	Was supposed to be like a social media advert with boosted colours and over the top sounds	Comedic	Action comedy, the brass kind of gave that feel	Some more edits, it is still edited like a comedy, more slapstick would be nice	Rush hour, and jackie chan is pushed through the door and the scene is very slapstick with unexpected consequences
Participant J	Dancing, very choreographed	Colours were vibrant, I liked the way the ending shut and it seemed like the characters were dancing with the music	Worked well with the music	I wasn't expecting much really, the music hinted at other events so I looked around the scene more	I expected to people to break out into dance	There were a lot of red and oranges, very flamey colours	I was expecting them to dance and gang	Dance	Games		If the colours weren't so vibrant, I spent more time looking at the colours and listening to the music than the scene	the holiday and they all lay down in the tent with the fairy lights
Participant K	Bit more content	No, it wasn't my favourite but it did make me chuckle	Wasn't looking, distracted by the colours	Didn't know what I was watching, the colours and sounds were distracting	Not really	Pinky, bluey, kind of pastel cute which made it more cheerful	Cheerful	Music was not very memorable but the voice and sound effects stood out	Teen romance	Cheesy romantic movie	A motive would have been nice, to know what she was fighting for but comedy would have more noise and responses to action on screen through vocals. More unique sound effects. More slapstick	Monster in law and jennifer lopez makes the dogs eat the makeup
Participant L	This was the most disappointing one so far, I thought the other two added something to the scene but this feels reskinned	Yes but there was nothing extra to it	Similar to the first one but more open	I quite liked the sound effects being at the forefront	It was adequate and enjoyable	The base palette is very different, this was stylised with personal influence. It has a pinkish hue which you wouldn't see naturally in a day to day. This video was more reminiscient of a mobile game	Feels like a lighter experience, more comical.	Reminds me of comedy and a goofy light hearted version of comedy	Splatoon or plants vs zombies	The same type of vibe as game as overcooked	People not beating each other	Resident evil has elements of comedy, and games like overcooked that have goofy elements to it with a lot of slapstick
Participant M & N	Happy, I don't know if I was imagining this but the sound effects seemed louder. You can see the blood better in this video as well	Yeah, not as much as the last one though. I liked this one more than the last one	Didn't notice it as much	I liked you can see the blood a bit more. I still haven't noticed any blood	No	More vibrant like blues. felt more like sleeping dogs the game	Vibrant, so more positive energy. Reminded me of oxford	Family kind of game shows	Comedy, comedy action where they are planning a heist	Some form of an up-beat genre	People not getting beat, there could still be fighting but done in a less brutal fashion with effects. More sound effects	TED
Participant P & Q	I was quite entertained in a good way, it felt like a lower age ranging than it probably is. It reminded me a lot of fortnite	Yeah, I did	I preferred the wider framing, there was so much detail going down that corridor, that the framing had to be like that	The music satisfied it, the speed of it went with the fight. Its not a mega speedy MMA fight. It didn't distract. I liked how there were more sound effects in this one. Yeah, that satisfied me more as I could hear more punches	When it first started, it sounded more comical to me. I wish the music had more impactful moments. When the camera panned to the bottle it felt important like the camera had chose to do that for a reason and the music didn't quite follow that.	Might be a blue filter, there was more orange, blue, cyan. I think I felt more focused on the bluey colours this time. Oh, I liked the corridor, the floor. Actually I hadn't noticed the light as much as I used to	Seems a lot less threatening than the other two	The music reminded me of customer creation in a game, a lot like idle music. The sound effects were much better. The sound effects were much more crisp. The sounds felt more like a fight scene but the music felt very like an idle moment.	Kids movie or like a comedy. It could be comedic in a way. But not in like a silly funny comedy way, but in a family uplifting way.	Adventure	The sound effects could be goofier, the volume was good but more emphasis on silly sound effects	Fight scenes in comedy need a comedy of errors like in hangover.

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 7 - *Key Words Spoken Aloud During the Play Through of Video 4*

As displayed in Figure 7, this video completed its intended goal of being a thriller due to the elements on screen as well as heard. One participant mentioned it looked like the *matrix*, this is due to the colour palette, as mentioned by Participant A, *"lots more blues and greens making it a bit colder and more colder emotionally".* This when paired with the SFX and music made for a more "*threatening and more menacing*" scene. Participant C says, *"The heartbeat sound raised the stakes for me and made the scene feel more intense*". This tense and high-stake feel is the fundamental element of thriller and what a creator aims to draw out of their audience.

Figure 8 - *Scene from Video 4*

Video 4	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectatotns?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	More tense when watching it	It was okay	I like it a lot it feels more threatening, more menacing, it feels more ominous than dark. More on edge and unsettled	A lot of tension at the start with the character and the bottle facing off against the guy, that fight breakout satisfied my expectations	Nothing comes to mind	Lots more blues and greens, a bit colder and colder emotionally. Less inviting	Evokes a raw, critial kind of feel. Made me feel nervous	Had a thriller element especailly with the pan down to the bottle, you don't really understand what was going to go on. Automatically off of the music it feels ominous	Thriller	Thriller	What is good is that showdown at the beginning of the video but what could make it more like a thriller is the build up of tension	American psycho where the woman is sitting on the sofa at the house. It is very tense because you are unsure whether she is going to get killed or not
Participant B	Quite atmospheric, horror thriller vibes, especially because of the chord at the beginning	I did	Looked quite grimey, more muted colours. Added voice lines made it more cinematic	That chord at the beginning set the tone for the video		Blue filter over it made the video more muted	More engaged with what was going on rather than the scene around it	Thriller or spooky kind of vibe	Thriller	Thriller	Make the scene darker, was still quite bright and exposed	Girl on the train when she is going home drunk
Participant C	Nervous, the colours were spooky. From the get-go I noticed the doors looked like cages. It almost indicates that this character is trying to escape from something and the enemies are trying to stop her. The vocal audio made me question who I should be rooting for, it was quite morally grey	yeah. Felt like a rollercoaster	More intense and slower, probably because of the music. I heard a beeping that was like a heart rate which made me nervous as well as the "stop, stop" makes you zone out the fighting and has you think what is going on. Made the video feel longer and the fights feel more evil.	Liked the intial "stop" and was glad that it was repeated, it emphasised that whatever was going on is serious. It felt like the guards didn't actually want to fight. Felt like there was more emotion involved in it	Wanted to watch more to see what was actually happening. The intention you were aiming for was consistent throughout and it definitely had me on edge. Wouldn't say I was disappointed	It was very dark, almost sad in a way, there was little colour, the only thing that was bright was the lights. Looks almost post-apocalyptic	I was a little on edge, before the music started I could already tell this was going to be a bit of a deep one. It put me on edge which I wasn't a fan of but it did its intention	At the beginning I thought it was going to be a horror but the more it played it made me sad. The heart beat sound raised the stakes for me and made the scene feel more intense. The scene felt more meaningful, felt like there was going to be consequences if she didnt make it to the other side	Horror dystopian based on the colours but factoring in the fighting I would say a dystopian action drama	Thriller	More brutality to demonstrate the severity of the fight	24 the show series with the rush and the stress, it keeps you on your toes
Participant D	Thought it was darker and it seemed more violent	For what it was I did, was more dark than I would watch	The framing was interesting at times you felt far away as if viewing from a camera and then other times you felt quite close like you were there in on it, so that was quite interesting from the two different perspectives	The different perspectives were interesting	No	Darker again which made it more suspensful and scary which suited the footage of the video	Nothing particularly but it suited what was going on on the screen	Much more dramatic with the music which enhanced the violence on the screen as it was a darker soundtrack	Torn between thriller and horror but im leaning towards thriller	Thriller	Tame in violence was a bit of a letdown, so maybe some visible injuries would enhance the darkness of the shot	John wick or jason bourne
Participant E & F	I was behind her from the beginning, it seemed like something she had to get through but she was capable of getting through. I thought the opposite, I thought she felt like the aggressor and that people were begging her to stop	I enjoyed the music with it but ive enjoyed the happier ones more over it. Being able to hear the sound effects more clearly in this one and the last one made the hits feel harsher but in the last one the hits sound comical however here it sounded horrible	That was wider		If there were zombies I wouldn't have been surprised, it felt like a horror	The colours were far more subdued, a lot more greys and blues. I think the brightness was turned down. The colours were still there just not as bright. I thought it was still quite colourful but muted	I quite enjoyed the colouring of that one	Horror and it changed it for me, that we were following the antagonist	Horror	Horror	A bit more positivity, I would still expect the character to be the hero	Tom clancy movies
Participant G	Gave it a perspective of who we should be rooting for	Yes, because of that context I felt more invested in it	It isnt something I noticed when watching	The speaking added context	Wasn't as mindless as before	Still quite colourful and felt more realistic. The people themselves were clearer	More invested	Horror feel, wasn't mindless felt like a purpose	Horror	Horror	Gutaway to the cctv similar to the first one as it makes you feel like there is more at stake with others watching	Silence of the lambs where she visits him in the prison
Participant H	Felt uncomfortable in that video, the music made it feel more sinister	Yes, I thought it was effective in what it was trying to do, so I enjoyed it from that standpoint	I liked the black bars but it still feels wide screen. The cutting off the vertical made me focus in on the centre more	I liked the added sound effects from the vocals of the people. There was a distinction of making you think like people.	This should have been more violent to make the character feel more evil, this would have been helped by a more violent weapon	It was very green, a matrix sort of feeling. The colours were quite washed out but not like the greyscale one. It felt quite grunge and more sinister	Made the scene feel colder and like the scene was more personal	The final mission in the last of us where everyone is trying to stop the main character but they continue to push through anyway	Action thriller	Scary, horror style	Film grain to distort and make it harder to see, raising the stakes by having a more lethal weapon or have the main character take a few hits to build tension and raise the stakes	Seven, there is a dread in that move which this clip kind of captures but there should have been more consequence behind the violence
Participant J	More engrossed in it	I did	I was engrossed in it so I didn't really have much to say when watching it	The whole thing did	Was expecting a main bad guy to appear near the end	They bled into one another which seemed to make a difference. Even though you saw the red it was quite neutral	Didn't make me feel anything, just made me want to watch it	Chilling, close to a thriller	Detective type thriller	Thriller	Nothing really as it made me feel like a thriller	In sherlock where he is solving serious crimes
Participant K	On edge, uneasy	Yeah, it seemed to all match a lot better	It didn't have a different aspect ratio but the different camera angles were good, the cctv shot would have fit nicely here. Might have been cooler to see the enemies come at the camera	Everybody got hurt	Should have been more built up	Felt quite like a horror at first but you wouldn't expect that much action in a horror so perhaps a thriller	on edge	More slow paced so it felt like we were heading towards a climax which was never resolved, that was quite irritating	Thriller	Thriller	Further build up of tension, walking at someone and there would be a face off	Any sort of scene from taken as it was grungy and grotty
Participant L	Tense atmosphere which is built through the music and the repetition of the voice makes you question what the protagonist is doing as it sounds like begging	Yes	Makes it feel more intimate and confrontational	Two tone shift and the bass level which is a lower note on the piano shifts down a couple which tied with the sound effects really pulls the piece together	Not really	More of a darker base palette, the floor is a brown which is neutral but the supplementary colours are very green. Lots of shadows which don't allow you to see as much. Though my experience this makes a very intense and unexplorable atmosphere and makes the character feel more uncomfortable exploring it		Feels very similar to horror or the scene in last of us 2 where you progress through the game as Ellie and fight the first stronghold. It feels like the character is fighting an enemy they have almost a personal vendetta against, the enemy doesn't share that which is shown through audio design. Reminds me of an action based horror game. There is possibility for a greater threat. The sort of situation in which the protagonist is instigating a fight against many, it gets the mind thinking, "what is going on for them to put themselves in this risk?". They will happily put themselves through this risk like there is something bigger that they are trying to achieve	Horror or action horror	Same	What is going on in the clip, having the enemies less confrontational as it doesn't fit with the audio given in the clip. The enemies being more hesistant or scattered could possibly fit the scene better	
Participant M & N	On edge, a bit spooked, felt like there were stakes like in taken	Yeah, no I felt scared	Bits got cut off by the frame, I prefer when it is on the sides as I feel like I can see more	The music put me off and the music didn't match the video	Thought the video might be slower paced	Much darker than the one we just watched with navy and greens	Depressed and grimey.	Thriller, horror and tense	Thriller	Thriller	Take the fight scene out and have them perhaps entering the building sneaking about, a more show don't tell	In the first season of You where Joe is creeping around the manor house
Participant P & Q	Scared, a lot more on edge	Yeah	Not as tall, the footage was wide screen but cut. It felt more eerie like we were going somewhere	The "sis" at the beginning worked well as like a warning or challenge	I wanted the video to carry on. Yeah I wanted to know what was behind the door, I felt unsatisfied that it ended	Greens, lots of green. Quite a dark green which I associate with horror. The green almost made it look more shadowy. The first section has never been that dark. Yeah, I could understand if we had some lights flickering	On edge again	reminded me of stranger things, especially when theye in hawkins lab or the russian prison	Thriller, horror	Horror, I think thriller would be more intense	I think if the music had more of a build up to a climax but I really enjoyed the sound effects.	Stranger things in the russian prison where it feels quite greeney. I was thinking a little bit like the shining

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 9 - *Key Words Spoken Aloud During the Play Through of Video 5*

Video 5 invoked a lot of thoughts and feelings during the interviews but also while watching. Users were visually and audibly confused at elements happening on the screen, but many came to a conclusion of *juxtaposition* which was used to demonstrate a dream state against reality. According to Participant F, "*I didn't quite understand what I was watching, and I ended up getting caught trying to figure out what I was watching rather than watching*." This was due to the jump between colour and greyscale as well as the music changing in accordance with the colour. While the *confusion* was very apparent as displayed in Figure 9, Participant C stated, *"it caught my interest, but I was still confused*". Therefore, there is room for such a technique but as Participant H says, "*Keep it one tone or if you wanted to escalate it, do it gradually. If you wanted to go from greyscale to colour… leak in colour but keep the music consistent."*

Figure 10 - *Scenes from Video 5*

Video 5	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectations?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	The scene starts off as quite dark and quite eerie but that is indispurts with upbeat and comedic elements but it also switches back so I don't necessarily know how I should feel	I did, I enjoyed that a lot		yeah, definitely, the action sequence at the start made it obvious we were going to be fighting these people which was helped by the change in tempo	Because of the start I was expecting the scene to stay the same sort of tempo but was put in a state of shock when it switched	The first half of the scene was black and white gives the scene an immediate sense of danger but when it starts to switch it lets you relax and think this scene is comedic	I found it very humourous switching between colours, it is a lot more fun and safe. It is less serious when not in the coloured scenes	Musically the sounds fit with the colouring but is has a sort of slapstick comedy element to it which was quite upbeat	Im not sure, I couldn't tell you	Im not sure again but I think it would be something that I would watch		
Participant B	I don't know, it was quite jarring when it jumped to black and white, not necessarily in a bad way. It felt like a change of perspective	Yes, in a surprise kind of enjoyment	Im not sure I get it but im trying to find why that happened	When it changed to black and white as I felt like I knew what was going on in those scenes	It was a surprise when the music changed	Obviously it changed from black and white to full colour which came as a surprise	Shocked	My thoughts on the video changed when the music changed as I was trying to figure out what the genre of the video was	I don't know, in my brain the black and white is from the characters point of view and the colour is everyone elses point of view and this is what is actually happening. However I don't know if there is a genre for that	I don't know		
Participant C	A bit of a rollercoaster the music didn't match the choreography of the fight but then it suddenly switched and then it switched again. At that point I started to theorise what was going on, do they have multiple personalities? I was trying to think of reasons for the changes	Not as much as the previous ones. I got confused at the changing. I think I was trying to read between the lines and was struggling	It didn't feel as smooth, it was jumping from dark to colour and then back to black and white. It caught my interest but I was still confused	I was expecting it to be a horror but when it jumped it caught my interest with the sudden interest in tempo. I liked the initial jump to colour but I wasn't happy when it changed back into black and white. It didn't reach my expecation in that halfway in changed but that made my expectations rise more which was then also not delivered upon	I was just getting confused	It was very dark and the outskirts were black. There was less to see which made me feel isolated and closed off but then it jumped into colour which I liked but when it went to black and white I wanted the colours back	Made me feel sad and wanting more but when I was given more you took it back. It got me excited for a second like I was fishing for it	From early it gave very spooky vibes and didn't fit the scene but the music when it was colourful fit the vibe and gave it a liberation kind of tone to the video	Psychological as my brain was all over the place. Horror psychological as it seems like she is getting possessed	Horror, mafia, action, crime		
Participant D	It was quite interesting, almost like you're watching it from two peoples points of view because of the change in colour. The hardest one to watch though	Yes	I liked the difference in tone between the coloured one which felt lighthearted compared to the black and white which felt more violent	Yes, I liked the video	No	There was the black and white section and the coloured, made you feel like you was watching from two different perspectives whether that was from real time and a memory or real time and someone else watching on a camera	Switched from violence and okay to a bit more serious	The music in the coloured section put you more at ease	Thriller because of the darker portions	Musically I would say comedy action		
Participant E & F	A bit confusing when it switched to colour. I was quite enjoying the black and white one. I didn't quite understand what I was watching and I ended up getting caught trying to figure out what I was watching rather than watching. Was it a flashback or dream sequence? I was thinking the same thing, why would one be in colour and the other in black and white?	No, it was disjointed		No, I was expecting one long thing but then colour was added to it. To start with the opening scene felt similar to the previous video but then the colour and music changed and the video lost its tempo, which pulled me out of it. I still felt she was the main character in the black and white but it was a different feel as to why she was going down that corridor but when the colour was added in I was confused	Had there been a signifier or context for the colour change you would be looking out for it and thinking it was clever but without that, it took me out of it	There was black and white and then the colourful one, which wasn't too bright but when contrasted with the black and white felt like the most colourful scene we had seen. The contrast between the two of them was dramatic	Confused	Before the colour came in, I was onboard with the music. Made me think of tenner, which I felt like I should understand what im watching	I don't know what it is meant to be	It felt like a music video, where the scene changes perhaps on the progression of the song		
Participant G	Confused	I was intrigued by it	I thought it was too much going on	I didn't enjoy that, it was weird	Didn't feel like it flowed	I don't think adding colour added anything to the video	Bit odd	Felt like there were two different perspectives going on	I have no idea	No idea		
Participant H	Confused, I think you were trying to throw me off	It was funny seeing the juxtaposition of the shots	I liked the black bars which framed the scene but I wasn't sure why it changed colour	Not really, I thought it was going to be a scary movie but it broke character	I thought it was going to be intense but then it changed colour	Started greyscale but then jumping to colour made it feel more saturated than it actually was	Confused, there is a lot of shadows with a dark vignette. Before going into colour it was quite hard to see and get a feel for how many enemies there was	The music has spy motifs before switching to the scene of John Wick at the club	Confusing	It changed half way through so I couldn't tell you	Keep it one tone or if you wanted to escalate it, do it gradually. If you wanted to go from greyscale to colour, perhaps in this short after every hit, you leak in colour but keep the music consistent	
Participant I	I thought of Joey from friends with the initial "Hey", which added a comedy element to it	My least favourite	Jumps too much for me	No	Thought it would be too many	The colour was too in your face and you try to adjust to that thinking			No it was rubbish	No idea	Dream states	
Participant K	Confused	Not really	the long and thin made me feel like it was a western movie	No	I wanted consistency	Went from grungey wester style to cute pop		They were all over the place, felt like stranger things but worse				
Participant L	This has been the most disappointing one so far as there doesn't feel like a consistent narrative	I didn't	Juxtaposition to create contrast and progress a story in the same area	No	This could have been better if there was more substance to draw on what was happening with the character	The black and white feels like it intends to be a horror/thriller but the colour feels reminiscient of comedy		Make me think of comedy skits or vines	Slapstick	Intentional slapstick comedy. In a game you are made to feel like youre playing as the character but in this one you feel like youre watching the character		
Participant M & N	Confused but I quite liked it	I did, half and half	Looks a bit darker in the corners when it is black and white	When I understood what was going on	When I understood what was going on	Black and white. The colours made it quite confusing and colour but matched the music at the same time	Bipolar	No, felt quite tense but it lost it. Felt like a fast stand kind of scene but then went all hype	Thriller/comedy	Thriller/comedy		
Participant P & Q	Intrigued and confused	Yeah, kept me on my toes	Wide angle, I don't know if it was to do with different perspectives. it felt like something was following her	Yes, I didn't expect it to change. I was worried I was going to be bored by the end so the change up kept me intrigued	I was a little bit confused. I had an expectation that it would stay the same but that its not a bad thing that it changed	The first thing I noticed when it switched to colour was the orange. I like the greyscale which makes it feel darker. Orange is quite an intense colour and after looking at the black and white it was a little like an assualt on the eyeballs	Confused, scared at the beginning but then intrigued	Made me think of like a slasher, I don't remember noticing much music but hearing the sound effects a lot more	I would say horror but it was also quite comedic	Horror		

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 11 - *Key Words Spoken Aloud During the Play Through of Video 6*

Many Participants while watching Video 6 were *confused* while viewing, however this video felt more grounded towards some. Participant L states, "*while watching I was confused but this felt like an execution of several different styles in one video".* In which they would be correct in saying. Additionally, Participant F says, "*the inconsistent colour palette and music felt like a spy/heist/action movie*". Therefore, while the video was confusing many Participants were able to pick up on the element queues display. This video demonstrates that you can cram a video with numerous elements of the same genre, but consistency is key in portraying a cohesive narrative.

Figure 12 - *Scenes from Video 6*

Video 6	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectatons?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	The main thing I can say is that it is energetic, purely because the scene changes and adapts with the colour and the sound but it stays consistent in that there is tempo to it and that it is fast paced, whether that is musically or visually	I enjoyed it	Feels more chaotic, maybe because of the red beeping at the start, it felt more overwhelming	I really liked the switch up in music to the jazz piano feel. I don't know how to describe it but it really scratched a spot in my brain	I expected more danger because of the start with the beeping and the red hue appearing, paired with the narrow aspect ratio, it created a sense of hazard and intensity	The red stands out a lot, in previous clips it has been quite warming and inviting but in this clip it is used in a more dangerous way. The grains at the beginning made it feel quite chaotic but that feel stays consistent with the switches in colour from warm to cold. It makes the scene chaotic and hard to keep up with but not in a bad way	It is a very animated clip, it made me feel tireless and psyched up	At the start it has a mission impossible, action vibe to it because of the red at the beginning	Because of how energetic it is, possibly adventure	Spy, action but that is not consistent throughout the clip	I don't like the film grain element of the video if you were to create a spy/heist kind of video. That for me gives a more western vibe	James bond spectre, where he has to save the woman from the building with the bomb, and the red gave me that sense
Participant B	it was quite hard to follow but it was alright	yes, as it kept changing I wanted to see what was going to happen next	I wouldn't say it followed a pattern or path. It reminds me of getting a new software as a kid trying out the slide animations on powerpoint	I liked when it went from wide to narrow film but it didn't make sense	No, I don't think so. I wasn't expecting anything	Lots of colours, It was a lmost amateur looking because of all the colours shown	I don't know	At the start I was thinking kind of BeReal because of all the effects and filters, like a behind the scenes filming bit	I don't think there was one	Im not sure	If the grain bit at the beginning was toned down or not there as I was just distracted by all the floating bits on the screen	Mission impossible
Participant C	Despair for a second, this caught my interest more from the beginning rather than the last clip. I liked the effects at the beginning but this felt more like a video game in which you finished a cut scene and are about to fight some people	Yes and each section is different colours and different perspectives. This feels like one of those videos where you won't get an explanation it is up to the viewers interpretation	I thought it was cool and I enjoyed that the colours and music changed frequently. After watching the first bit I thought this is what we were going to get but then it changed and then it changed again but after that point I was anticipating the change and curious as to what was going to come next	I was expecting it to be like a video game but then it changed and then it changed to something else but regardless of how much each section was different the music matched with the style on screen	There was no cut at the end where I expected another change. It is quite difficult to have expectations on something that changes so often	I like the colour at the beginning with the red flashes showing urgency in the sound. But when the colour changed and juxtaposed the audio it felt like a breather like I could relax but then it changed to a comedy. I think the colours fit all the music and styles but for my personal taste I really enjoyed the beginning	Nostalgic, It gets your blood pumping. Got me excited but sometimes indifferent because of the blue. The more colour felt comedic but then the noir style had me quite pumped up	Video games at the beginning and then funny. Overall the music was fun	Action comedy	It was all fast paced, no horror. So action comedy	Bring more of the comedy aspect to it which could have tied it together and made the changes seem more intentional	Spy
Participant D	Quite good fun	Yeah	It was interesting how it changed from the beginning which felt quite dated. And then it got quite serious as music and colour changed	No, but I liked the grain at the beginning	No	Muted and faded, scenes seemed to get older. Different snapshots of fight over a length of time	Restful because of the muted tones at the beginning	Made me think of a Bruce Lee movie	Action	Action	Have a gadget appear	
Participant E & F	I didn't like it, I couldn't get onboard with the first change but I liked the scene opening up like the stretch of a cinema screen. I quite like the old school movie effects. The inconsistent colour palette and music felt like a spy, heist movie but the way the effects in it changed took me out of it	I started to but then it kept changing	I enjoyed the beginning and the pan down to the bottle before opening the borders felt like a "game on" moment. Yeah, and that's why the cut into something else was so jarring because it was going really well	The beginning	When it changed from that	They were quite washed or perhaps like they had bled a bit, perhaps because of the old film style but I thought that was quite charming	It was quite cheerie	I thought it was going to be a bit fun	Of a theme of a fun spy movie	That one	Cutting out the inconsistency inbetween the beginning and the end	Oceans eleven which stands out because it is fun and you want to be doing it with them
Participant G	Still a bit lost, the cut aways were a bit odd	I liked the grain bit at the beginning and the scene opening up. I appreciated rather than enjoyed it.	It was interesting where it opened up and the effects	I was pulled in at the start and then it went down hill		Bright colours which we have had before and then black and white which felt cartoon like as well as old	Confused	All a bit lost, but didn't think of anything			Usually a team is required but needs a teamwork angle	Oceans eleven where they pull it altogether at the end
Participant H	More confusing than the last video and at one point the aspect ratio changed to a phone	No	Why would you switch framing in the middle of the video, it changed everything. I hate the mobile phone angle	I didn't know what to expect and it disappointed me	I thought it was going to be an escape scene	Quite saturated and red with a filter which made it feel old, which works with the martial arts	It changed so often that I couldn't get a read on the scene. I was never able to get settled	Felt like an escape at the beginning but then it was jumping and changing. It felt wrong	No genre	The music changing didn't let me define a genre	I need to see the consequence for getting to the end, some sort of a stake for failure	Now you see me and there a lot of scenes where you know what they want to do but you can see possible risks and danger
Participant J	Muddled up	Not particularly but I liked the twist from colour to black and white	I liked the side borders		If it jumped I wished it did it less	Confused me	Confused	Sounded weird		Wasn't paying attention to the music		
Participant K	Entertaining	It was alright	Kept changing, quite annoying	Not really, was too distracted by the colours	Hard to have expectations when I didn't know what I was watching	A lot, reminded me of Wes Anderson	Too many, a whole lot of emotions	No	Confusion	Everything and anything		Wax off wax on from karate kid
Participant L	That felt like an execution of several different styles in one video. While watching I was confused	Yes	The framing felt intentional which worked quite well		The colour schemes and tone shift was not satisfying	Felt consistent but with different effects to convey a different perspective	The greyscale felt out of place	Many things but not one defined answer	Action but different portrayals of action	Fighting or action	The overlay of the first one and the colour scheme of the second one in pivotal moments would make it feel really cool	
Participant M & N	Stressed at the start, loud noises, loud colours. Felt like I was in the hospital	It was alright, felt intrigued	I liked how it changed a lot, at the beginning it reminded me of mario kart before the race took off	I was a bit confused as it went on	Set it up to be fast paced which it kept but I didn't enjoy it. Lacked a sense of clarity	Blue, yellow. It was colourful but did it go black and white at the end? Yeah during the tik tok bit	Hospital, something fast paced like a race	Bipolar, engaged but confused	Action, sport	Sport	Different soundtrack, perhaps similar to pink panther. Show they're creeping about	James Bond, Wallace and Gromit where they have to dodge the laser beams
Participant P & Q	Confused, very confused a little bit entertained as well	Yeah, it kept me on my toes	It was all over the place but I liked when it panned to wide screen. Next thing I knew it was vertical. Went phone size	By the end of it, I didn't have any expectations. None of it was what I expected	I really liked the opening bit but then it didn't continue	Black and white. All the colours. I didn't have a chance to focus on the colours as it felt chaotic	Confused as one minute I was looking at cyan and then the other I was looking at orange	The first bit of the music felt apocalyptic or fantasy story. It felt like I flicking through music options. Like presets	There cant be a genre, unless there is a chaotic genre	Comedy. Felt like a fantasy. The music combination felt comedic but I don't think there was any	It all happened very fast, so perhaps longer sections but if short sections keep them consistent	Oceans 8 where theyre going through the musuem. Or CCTV shots

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 13 - *Key Words Spoken Aloud During the Play Through of Video 7*

As displayed in Figure 13, Video 7 was a whirlwind of emotions, but it was almost unanimous that the video lacked *direction* which easily led to people being *lost.* Participant L says, "*for the first five seconds I enjoyed it but after that it didn't feel like there was genre in mind*". This was an intentional move as elements were put in place for subversion, as stated by Participant E, "*the wrong music with the wrong colour*". Of my 15 participants approximately 25% of viewers enjoyed the video. This further reinforces my previous point of viewers needing a consistent genre during their time watching. This is made apparent from Participant D's perspective, *"the past videos have been cohesive, that was quite hard to follow… the video had a bit of everything which made it harder to watch".*

Figure 14 - *Scenes from Video 7*

Video 7	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectations?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	I feel almost tricked or lulled into this false sense of security with this upbeat and fast scene where the aspect ratio changes and chops but then the music changes. I feel tricked	Not really, there is too much change for me	I like the start where it works with the music in the aspect ratio but the amount of change was too much and overwhelming	I like the tempo at the start and when the aspect ratio came in small it set the tempo.	But what disappointed me was the amount of change in music, style and colour	At the start it was very warm, there is some sort of effect that makes it energetic, Reminds me of the setting of City of God. But the black and white portions brings it back down	At the start in very excited because im promised a really up-beat action sequence with vibrant colours but that is taken away from me and I feel quite robbed.	not anything in particular, other than the start which reminds me of the movie I mentioned earlier but that might be down to how much it changed that it didn't make me think of anything	In truth, I couldn't tell you. But the quick changes in ratio remind me of a western	Drama	I really like the opening scene and there isnt much I would want to add to it	One of the memorable scenes from the incredibles near the start where the house is on fire and him and Frozone are saving the people from the building
Participant B	A bit lost but the genre changes seemed on purpose and well timed	Yes	Felt like a more toned down, more refined version of the one we just watched	When the guy got hit by the bar and the style changed	I didn't like the bit at the beginning where it cut in	There were a lot of colours but the bit that stuck out to me was when it changed to black and white because it was such a drastic change It was seemless	Like there was a purpose to the change	No as it changed so much	I don't know	No idea		The marvel intro comes to mind
Participant C	I enjoyed the beginning with the changes in frames but then it was taken away from me but suddenly it went slow and I didn't get it. A lot of the time the colours didn't match the vibe	For the first two seconds yes	I loved the beginning as it showed a lot of care and effort. Demonstated a big fight was going to go down and then it doesn't which was rather upsetting	The beginning was chefs kiss	I was expecting a cool fight scene montage but that didn't happen. I ended up confused	At first I struggled with the beginning but once you can attach it to something you have seen previously it makes more sense in the viewers head	Made me feel angry and sad based off my excitement in the beginning clip. There was nothing new provided down the line in which I was comparing it to the beginning which really caught my eye	Music at the beginning was great and should have stayed the same but then it went spooky doll	Every genre, I'm not sure. Theres so much here that I don't get it	My answer stays the same	More emphasis on the contact with people and sound effects when hitting people. As well as keeping the style consistent throughout	The latest TMNT movie which is based on comics
Participant D	Confused, it was all over the place and a bit miss matched	No	Cant really concentrate on it as it was jumping all over the place	I didn't like it	The past videos have been cohesive, that was quite hard to follow	Had a bit of everything which made it harder to watch	When you got the black and white it still felt like a different perspective but when switching to colour it was too quick and you didn't get long enough before it switched to another format	Muddle, there was no chance to settle on anything	I could not say	It was a bit of everything. I would say action just based off of what was on the screen	Brighter colours and feel more animated and look more animated. Animation to me usually has older looking colours	
Participant E & F	The wrong music with the wrong colour. I liked the beginning because it felt like I was looking at a comic strip. The black border zoomed in on the bottle and then out. It felt like you were looking at panels, the shading on the walls did help	No	I liked the beginning but didn't notice anything after as I was thrown off	The colours in the corridor felt different	Lack of consistency	Started off muted but colourful. There were limited colours, almost block colours. It looked less realistic like a comic which made the panel feel better with the corridor walls	I enjoyed it at the beginning before the colourful bit came in	The music and colours sometimes didn't match	Nonsense	Nonsense	It had the desired effect with messed up genres but consistency would be good throughout. It also reminded me of the beginning of spiderverse as that has quite a few genres mixed together	Opening and ending credits of spiderverse
Participant G	There were tricks which made me notice the framing more which I quite enjoyed. I think the change in between the colours made them feel faceless and anonymous. The beginning felt like an old computer game	Yes	I thought it was interesting and made me take notice more	The different colours made me think more	No	Switching been colours added more detail as well as taking away	Didn't make me feel more interested in what was happening but more interested in what they were trying to achieve	Felt like a game	Computer games	Games	Speech bubbles and different shapes. A split screen	Dick Tracey used colours to added a comic feel
Participant H	Confused, I don't know what genre is the aim	No	I liked the start where the framing was chopping and cutting but needed motion blur to accentuate the motion. Didn't like it panning out and changing colour scheme	Not really, no	Didn't like the beginning shot as everyone mixed into the scene. I liked the beginning and thought there would be more cutting in using the black bars to bring a fast tempo	The blues and the oranges looked squished in and slightly ruined the immersion of the scene. At the beginning it looks like they are standing in mud	Made me feel a little sick	Not really, conflicted too much for me to make a decision	I don't know, why is the funny music over the greyscale, I think you're deliberately matching things together that don't match	Feels like the mobile ads where the gameplay isnt the game and you watch it in disbelief	The whole artstyle needs to change, it feels like you took something that is not like a comic but you tried to make it look like one	Teen Titans intro where the charater portraits cut into
Participant J	I liked the waterwork of it, felt almost painted	no	Would have been better if it kept to one theme	The beginning and the end	The middle	waterwork colours felt painted. The artstyle was nice and felt more animated	Weird	No	Animation			In spiderverse when he goes to colour with his uncle
Participant K	I liked the beginning, reminded me of comic books	No	Hard to have an opinon as it kept changing		Wanted the genre to stay the same	The beginning was oversaturated and pixelated		No as it kept changing	Game or arcade		If the style stayed the same	GTA V
Participant L	For the first five seconds I enjoyed it but after that it didn't feel like there was a genre in mind	I did enjoy this one because it feels like there are element of exploration	The bottle being highlighted was nice, even it is not the main threat it is the beginning of the confrontation	The bottle zoom in		Bringing in the layers of the light made it feel like a cartoon but its remeniscient of highly stylised pieces of media. Looks like an oil painting	I liked the style as it is unconventional	Reminds me of donkey kong and uncharted, you feel like you're embarking on a quest because of the tropical style drums	Got to fight against people to get to something so like an adventure	If there was one, it was not clear to me	The style came to me but not the genre itself, if the scene was brighter than perhaps. Having the white highlight the dark rather than the dark bring out the shadows	Archer
Participant M & N	Rollercoaster, probably the most confusing one	Yeah, got the brain thinking	Triangle	Bottle zoom in	The colour and the tone had been made to feel opposite. It did confuse me	A lot, all the colours	Confused. I was angry about how many colours were shown on the screen	Sea of thieves and close to spy genre again			Subtitles, onomatopoeia	Tom and Jerry
Participant P & Q	Confused again, lots of different angles, lots of different colour and music	Yes, I was entertained	I liked the pan down the bottle, it felt very animated. Felt like a shonen fight scene. Was there a sound or did I make that up in my head? Again it went to black and white so I couldn't really pick out any key points	I wasn't sure what my expecations were	I wanted the first bit to continue	Lots of reds and cyans. There was less black and white and more focus on the colours. I noticed the cyans and oranges a bit more. It made it a little bit easier to follow	Intrigued but confused. Compared to the last one I was less confused though	Made me think of all the genres	All the genres. Im going to go with anime	I don't know	Movement lines, outlines around characters and emphasis on movement	Into the spiderverse. When it cropped it was very reminiscient of spiderman

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Figure 15 - *Key Words Spoken Aloud During the Play Through of Video 8*

While watching Video 8, many Participants were quick to notice the *Lack of Music* which to many made the scene rather boring. Both Participant A and B when asked how they felt when watching the video stated, "*It felt like it was missing something*", with Participant A to further state, "*if felt one dimensional as it missed a certain depth".* This led to the main improvement of the video suggested by many to be adding music. Participant N says, "*some sort of music which blended well with the choreo*" would be suitable if the intention was to keep a low-profile scene. Similarly, Participant P stated, "*some sort of soundtrack, just subtle would be nice".*

Figure 16 - *Scene from Video 8*

Video 8	How did you feel when watching that video?	Did you enjoy the video?	What are your opinions on the framing of that video?	Did any moments in that video satisfy your expectatons?	Did you have expectations that weren't met?	What colours did you see and how did they impact the video for you?	How did the colours make you feel?	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?	What could have made the video feel more likes its intended genre?	Can you name a movie or series from that genre and perhaps a scene that stands out to you and why?
Participant A	It is missing a certain depth to it, feels one dimensional	Not really, but I didn't dislike it. I felt rather neutral about it	there is nothing really special about it, the aspect ratio doesn't change. It feels rather mundane	I liked the sound effects, with no music the sounds do have to carry and I really like them. For instance when the person is hitting them with the bat it feels like this person is really beating them up	Music, which I think speaks for so much scenes in which we don't notice until it is not there. It feels like it is lacking in depth as it is missing a score over it	Mostly greens and yellows, doesn't necessarily make the scene inviting or cold. It just makes it feel neutral. I'm not sure if its because I have watched these other scenes but it feels liking it is missing that "seasoning"	I feel indifferent maybe go as far as saying disinterested as there is not any colours that stand and keep me interested	The sound effects stand out a lot more, it gives the scene a lot more gravitas, it is a lot more serious. There is no distraction from the music in the scene and you have to focus and are left to deal with what is happening in the scene. There is nowhere to hide	Crime	Crime or an independent movie	Having a great score to go alongside or just changes in ratio, I need to have a higher sense of urgency in the scene whereas this felt rather flat	Karate kid stands out to me where he has to run to the top of the mountain and get the water as I feel there is a sense of challenge and accomplishment
Participant B	Felt like it was missing something with no music	It was satisfying to watch, not as interesting as the other ones. That felt more like a game than a cinematic piece	It was okay, not very thought invoking	No	I really thought there would be some kind of music, even background	I saw the orange light switch but it wasn't as attention grabbing as before, it was just part of the scene	eh	Seemed more like gameplay as it wasn't trying to invoke thought	Wouldn't say there is one	The game is obviously fighting but the lack of music doesn't compliment it. There was no atmosphere to the scene	Missing what the first video had which had atmospheric music and made the sequence feel more like an action	Anything from john wick
Participant C	I enjoyed it, felt like I could hear everything as the music made it feel more real	Yes	Felt more personal to the character, this is raw emotion and the viewer has to watch it play out and has no control over what is going on	Yes as I could hear more and more. It was simple but powerful	No, it was consistent throughout. The colours weren't distracting it was very real.	I noticed more features on the character which allowed more emotions to be portrayed	I was intrigued, sometimes in movies there is no sound to emphasise the importance of a character and a scene. This is their moment and the silence I gave the video when watching was almost respect for their moment	The lack of music was a different change of pace and nice. The sound effects made it feel more raw	Standard action adventure, thriller. There is nothing that can really influence your choise	Action adventure	Clear choreography and ability in the scene and clearly she is better. When she holds something in her hand it feels like a weapon	Karate kid
Participant D	Bland	Yes, but it was a bit drab	You see everything you expect to see	Yes, but it was a bit underwhelming	After seeing the others, yes	Muted tones, they weren't dynamic colours so nothing really stood out	Indifferent	Surprised by the lack of music but didn't make me think of anything	Action	Suggest it is more serious but doesn't invoke thriller, so action still	Needed music to lift it and point it in a direction	Bruce Lee movie where he gets his back broken
Participant E & F	Without the music it was far less engaging. I thought it felt more violent without the music as you are only concentrating on the action. Emotionally led by the music	It was a bit dull	There was nothing dynamic in that video	I liked the consistency but without change it felt boring. It felt longer	I thought because it was the original that it would be better. Had it stayed with the old cinema style and it still have no music it would be far more engaging	Rather muted, previous colour tones had been pushed down. That felt far more like a game to me	Like I was watching a game	I thought it was far more violent than others ones before. It felt like watching a muted tik tok video	Game footage	Looked like a game	Music in the background and the hits when contact was made to be elevated. More whooshes	Bruce Lee enter the dragon where he was fighting away from the island
Participant G	Felt a bit empty and went back to being violent	No	Progress of what hit and the other	No, I was rather disappointed with the lack of music	Felt quite empty without speaking and music	Bluey greys made it feel more realistic	Made me think it was more mindless and violent	Felt like the first iterations of lara croft	Martial arts	Martial arts	There wasn't enough hand to hand combat, too much use of weapons	Jackie Chan movies where he is on the statue of liberty
Participant H	This one feels understimulating. Feels eerie	Yeah, it was just regular kung-fu. Could be improved with the music	Felt quite standard, but the camera angles show we are travelling through the scene	Yeah, I got the impression we were going to the end of the corridor	Needs fill in between the fight scenes when there is no noise	There is nothing to distract you from seeing everything	The colours are toned down and muted to focus on the fighting	The lack of sound making it awkward reminded me of no country for old men because there is little music to give you reprieve. No music to escape from the rise in tension	Action	Student film	Cutting in closer to the action so we can really feel the action. As there is little leg action we could have more waist height camera anlges which will let us see more of what is happening down the corridor	The raid where he teams up with another guy in a two against one scene. You never get lost in the scene but they put you in the best place to see the action
Participant J	Nice to keep it steady	yeah	Following her down the corridor	Felt like you were fighting with her	Wanted to see the conclusion	Muted but the red sash was visible so you could see what she was doing	Mute, didn't feel in your face	Made you concentrate on what was happening	Martial arts	Thriller or horror	If you added music	Bruce Lee as the green hornet
Participant K	Feels quite empty	If I had seen that first then yes, but it felt quite empty	Felt like a game	As it felt like a game you were supporting the character as they progressed	I wanted to see what happened after	Mute tone, the game was going for an intense thriller genre and the previous videos just heightened that		There was no music so it felt empty but I liked the sound effects	Thriller, action		Hard to suggest improvements without context	
Participant L	It felt like the sole meaning of this one was to watch two people fighting	Yes but very plain	Zooms in nicely but isnt too overpowering but that is game design not scene design	No but it has subverted it due to it being the last video I am watching it is nice to see how such a plain piece of media can be made to portray different emotions	No	It is very plain	The piece is showing a confrontation	Could be used as a pivotal piece	A genre that is on the darker side of media	A solo adventure	Utilisation of martial arts that isnt a lot of weapons	
Participant M & N	Immersed into it	No	You could see everything		I was expecting some sort of music	Blues and dark colours	Bored	Reminded me that chess is a game	Action	Action, silent movie	Some sort of music which blended well with the movie	The final scene in karate kid, where he wins the tournament
Participant P & Q	Not very entertained. It needed some music. I quite liked the echo sound effects	Yes, the lack of extra details allowed me to notice extra things	I think it works. Seems like a POV.	The impact was very clear, you could feel the air resistance on hits.	The lack of music	It was a lot more muted than I thought it was going to be but I quite liked it. It does work with the action style	Intrigued. I want to know where she is and who she is fighting.	The sound effects were much clearer but the lack of music made it feel empty. I felt if I was in the room I would have heard their shoes squeaking on the floor	Action, like a revenge story	Action, when you watch an action you want to see people get punched and there was no distraction from it	Some sort of soundtrack, just subtle. A nice drum beat would be nice even if it came in slowly as she approached the door	Blue eyed samurai on netflix as that is based on a revenge story

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

All Videos	Did the Camera Angles convey a story for you?	Do you have questions for me or about the project?
Participant A	Of course… you're under the impression this is very intense, very fast pace, there is close up shots of the weapon. Even though it is quite fast pace, it is very clear what is going on. The camera moving but it is still very clear. This person is fighting these people, it is very clear.	What was your favourite clip? My favourite one was probably number four as it was my favourite one to make, it was thriller and it is quite easy to make thriller. But halfway through I thought maybe I had done too much thriller, started to blur the line of who is the antagonist in this scene, which I thought was quite interesting when making it. Did you find it difficult to mould that clip into one genre than the other genres? In terms of moulding I had done prior research, so I had an idea of what elements were required for a specific genre. I looked into colour theory, sound effects, music, editing, all of these kind of things that can invoke or portray different emotions. The sequence is inherently an action piece so subverting it can be quite challenging. As they all follow the same camera angles to create a comedic piece it needed more impactful elements, with feedback now if I were to make it again, i'd exaggerate sounds, make the character feel beatable and more personal. However, with a scene that is action or thriller it is about enhancing what is on the screen but with comedy it is about subverting what is on the screen. So moulding was quite difficult.
Participant B	Yes, I suppose so. I like the way it went from their point of view to third person camera view.	Was it is easy to change up the scene? How did you do it? It took me about four hours to get the footage correct. So you didn't mess up the fight scene? Yeah. About six tries to get the corridor scenes, three or four days to get the camera angles. The first four videos took about three or four hours a piece and then after that about thirty minutes to an hour. Because you were chucking stuff in, seeing what each element could do.
Participant C	Well, I knew we were watching her because she was the central point when fighting, I think it was good that you moved to a CCTV camera, as it shows everyone is watching. Which showcases that she was fighting against a group of people. Yes I think it does, I think it was really well executed	How long did it take you? How did you do it? It took me about four hours to get the footage correct.I used some editing software as well. Three or four days to get the camera angles. The first four videos took about three or four hours a piece and then after that about thirty minutes to an hour.
Participant D	Yes	
Participant E & F	The camera was behind the lead person for the most of it, my impression was that she was good and the rest were bad but I might only be thinking that as in most games you are following the good person. And they were on their own I suppose, so it's one against many. The dragging down to the bottle, a potential weapon, was a queue that this is coming up. The music got louder as it progressed, it increased panic, anxiety and urgency. I didn't feel that with the music, I thought it was all positive. So you saw it in a sense of excitment like, "ooo, this is building". I didn't notice until the end if there were hit markers, or hit effects until the end. Oh, I noticed them. Instead I noticed a flash or a star. I didn't notice that at all. I noticed the noise but not the flash. I didn't notice until the last couple of hits but it kind of took me out of the action, made me view at something not genuine and like a game. Well there was one bit in there, which was an overhead shot of someone with their head against the wall with their head being slammed with a drain pipe and that was pretty brutal but I think the flashes or hit markers kind of took the edge off that.	
Participant G	I'm not sure the one in the corridor did, I don't have a point of reference but it just looked like people in a corridor about to fight but the cutaway to the CCTV made it feel like there was another story there	This is to understand how people react to music or to change their perception? So using different cinematic elements to change a scene and how that can be used to manipulate a piece of media. How have people reacted to the mish mash? More or less the same, confused or looking further into the scene to find a meaning or pointing out what they liked or disliked. It does make you do that, once you've grown accustomed to the previous ones being one genre you're thrown off, but once you get used to it, you look for the different elements.
Participant H	Yes, I could tell it was one person against a lot of other people. I could tell it was in an apartment building or something and the people in the building were the aggressors. Although, she had a bottle so I guess she was ready. Yeah, looked like a martial arts movie or something	
Participant J	Kinda, obviously she wants to move from one end of the corridor to the other and people are in her way	
Participant K	Mmmm… the CCTV one did, maybe she was being watched by someone but all the other ones were about what she was doing. Made me assume she was the heroine of the story.	Why did you do those random ones? The intention was to make you feel uncomfortable and how changing an element can convey a different meaning to the video. It was quite hard to watch and notice the different elements changing, music quite often became background as I was focused on the other elements. So maybe more dramatic changes to stand out more.
Participant L	No, but it definitely portrayed the progression of the game of going down the hall way. For me it is clear that these people are trying to block the way but no elements of the story is being conveyed.	Not particularly but I really enjoyed the videos and where you added your own creative aspects elevated the piece
Participant M & N	The CCTV and stuff made you feel more immersed	
Participant P & Q	Yes, Yes I think so, it slowly moved forward as it changed angles. I did like the way it flipped between different angles, and the way the CCTV footage suggested there was someone somewhere else that could see this happening, which was cool.	What information are you gathering from this? What is your thesis? What is your theory? I will have users watched videos that have been created from information gathered in my secondary research. Following this I will have a collection of primary research. This will work alongside my secondary research as well as my future research that needs to be conducted. Eventually, coming together to create a promotional advert piece which will demonstrate how one piece of media or world event can be flipped to please one side or another purely based off of how it is portrayed in media.

Key:
Participant A
Participant B
Participant C
Participant D
Participant E
Participant F
Participant G
Participant H
Participant J
Participant K
Participant L
Participant M
Participant N
Participant P
Participant Q
Interviewer

Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing

User Testing Documentation

Contains results from the second round of user testing for the project.

Shown in the form of pie charts, data matrices and critical analysis.

Timestamp	Consent to participate	Did the colouring of the video influence how it made you feel?	How did you perceive the lighting and camera angles?	Did the sound of the video influence how it made you feel?	What do you believe the purpose of the video was?	What sort of company or person would produce an advert such as this?	What do you believe the storyline of the advertisement was?	Do you believe the video demonstrates its purpose?	What could be added to fulfil the adverts intended purpose?	Is there anything else you would like to add?
4/1/2024 19:46:06	Do you agree to participate in this study	Happy and cheerful	Lighting was a little bit dark	Good	Showing the zoo	Zoo	Showing the zoo	Yes		
4/1/2024 19:52:10	Do you agree to participate in this study	Curious	taken from various characters viewpoints	It was more playful and childlike	I didn't get it until the penguin was alone	Animal rights group, animal lovers and campaigners	To be mindful of what zoos are and how animals might be treated	No	Let the animals speak for themselves	Show their true habitat if any are left
4/1/2024 20:09:41	Do you agree to participate in this study	It felt quite melancholy	They made the setting seem drab and depressing	Like I was seeing an explainer video or tutorial	To spread awareness about the immorality of zoos and their lack of conservation efforts	An environmental charity or conservation organisation	The happiness of the child compared to the actual environment the animal has to experience	Yes	Different colour palettes for each opposing scene	I liked the art style and the typography at the end
4/1/2024 21:25:03	Do you agree to participate in this study	The cartoon style of the people made it apply universally. The lack of colour at the end was bleak	As above the dark lighting in the final scene was very sad. It was also a sharp flip to invert the perspective from the people to the penguin. This completely changed the tone of the film	Wrong footed me- I didn't realise until the end that this was high lighting an issue	To draw attention to animals being kept in captivity to see at our leisure	An adivocacy or lobbying group	Questioning how ethical zoos are and seeking support for the organisation	Yes	Maybe visits to other animals? Some animals bypassed that aren't amusing enough?	Nothing further
4/1/2024 21:32:35	Do you agree to participate in this study	Happy then sad	Showed different perspectives of the argument	Happy then sad	Highlight an animal welfare cause	Lobby group or charity	Highlighting unthinking use of captured animals for human entertainment	Yes	More info on impact of animals	
4/2/2024 8:35:21	Do you agree to participate in this study	I thought the colour of the scene made me feel immersed and engaged throughout the video	I could tell that we were supposed to feel happy for the girl at the zoo, but upset and even angry for the penguin. The lighting and camera angles boosted these feelings.	The sound helped a lot with persuading my emotions	I think the purpose of the video was to showcase animals being held in captivity at zoo's aren't happy. Even though it's fun for us humans to go see them, the animals are silently suffering.	Probably an animal rights activist/company	I thin it was showing us that there's two sides to every zoo. While it's fun for us, the animals are stressed and sad.	Yes	Maybe include the company's name below the lion logo? It would super clear that this advert is directed by people who are willing to make a change.	Really cool video concept!
4/2/2024 13:02:14	Do you agree to participate in this study	Depressed and sad	It was quite dark, the camera angles that were from far away appeared dowconnected	The mosaic felt sombre	To inflict depressive moods, to help people care more about the issue	A most kinds of charity, or someone trying to bring awareness to a difficult issue		Yes	The happier parts, to show what happens if it's changed	
4/2/2024 19:00:37	Do you agree to participate in this study	There were a lot of cool blues and greys that gave the scene a cool feeling.	The camera angles were very close and the characters faces were shaded in every frame giving an uneasy feeling.	The sounds were very traditional of an advertisement and the voice acting in the video was quite exaggerated. Mixed with the visuals it gives the scene an uncanny feeling.	I believe it was to show that by going to zoos and other places that hold animals for the purpose of entertainment you are, to a degree, complicit in the ongoing entrapment of animals. This seems to be confirmed by the black and white cut to the penguins perspective, the shaded faces of the characters and the vest that the girl is wearing.	A wildlife conservation charity.	The storyline seemed to be that a family was visiting the zoo and not realising that it was unfair for the animals to be held there. The switch to the penguins perspective confirms that the view from their enclosure was very limited.	Yes	I think the penguins enclosure should be changed to be more limited. The enclosure that is featured in the video, while obviously dramatized, is bigger and more well furnished than any animal enclosure than I've ever seen. It seems to run counter to the point trying to be made that they're being mistreated by being there.	I think the logo at the end should have the company name with it. I can't tell what company the advertisement belongs to.
4/3/2024 15:39:53	I agree to participate in this study	The different tones of blue help to add both joy (through the light blue)to the scene as well as the sadness through the dark blue/black of the penguin scene.	The camera angles really helped to grasp what was going on in the video, especially when it comes to the family taking a picture of the girl with the penguin.	The music change really helped to establish the mood change in the video, as well as while the facts are on the screen.	To inform the viewer on the harsh truths about some Zoos in the world, about how they do not treat their animals well or have lawful conservation programs that help and benefit the animals that we all love to go and visit.	Animal help charity	The family go to visit the zoo together, when they walk to find a single penguin in its area (they are very social animals) which they then take a photo of with the little girl. The family then leave and the perspective of the video changes to the view of the penguin, who is sad and lonely as they walk off, almost as though they are abandoning him to be alone and mis-treated by the zoo.	Yes	the viewpoint of some other animals, maybe make it more obvious what the zoo does or doesn't do for the animals.	cool vid
4/7/2024 2:32:28	I agree to participate in this study	I think so, but I wouldn't say very much. The colouring was natural, so it didn't evoke any specific emotions. But in the last scene (dark), it did feel a bit lonely and sad.	The lighting seemed natural and felt generic (not in a bad way, but didn't stir any emotions). Similarly with the angles, though the last one suggests the penguin's POV.	Yes, at the beginning it made me think this would be another generic ad video that doesn't have any interesting messages, but the music in the dark scene at the end made me feel sad for the penguin…	Educational, to raise awareness. But at the beginning I thought it was an ad.	Small companies or beginner level freelancers	It was to show how animals feel lonely and trapped, and probably visitors don't realise that.	Yes	In my very personal opinion (which isn't necessarily true), it would feel more touching and emotional if the video was of real footages from a zoo rather than animated, even with the same storyline. I think natural sounds from the zoo's ambience with no music can be more powerful to show the seriousness of the message. I do still think this vid captures the message well.	No thank you and good luck :))

Do you believe the video demonstrates its purpose?

10 responses

User Testing Second Round Critical Analysis

The second round of user testing was in regards towards the *Free From Captivity* charity video, it had participants view and explore the possible meaning of the video. Questions were made concerning this matter to draw conclusions from the approach to the final application of the cinematography and digital marketing techniques displayed to create the video.

The consensus for the video was the intended outcome was achieved with nine out of ten participants agreeing the project reached its intention. This can be seen through the feedback, with many stating the colouring was very neutral or joyous until the final few seconds where it suddenly changed to reveal the twist. However, a few thought the colouring was depressing throughout and working in conjunction with the lighting and camera angles gave a sinister undertone before the twist was revealed. While this was not applicable for all participants a few noticed these and potentially received a different experience than the rest of participants.

Although the twist remained a surprise for many, one participant stated it wrong-footed them, and was unaware an issue was being highlighted until the end. This supports the digital marketing technique of playing on emotion and by subverting expectations a stronger emotion is evoked than what could have been without the change in narrative. This is seen when participants were asked, what they believe the purpose of the video was. Many explained correctly, with in-depth details, demonstrating the narrative was successful in creating a strong message. Fulfilling the goal of the design brief and user persona, the participants were able to correctly guess this was the goal of a charity or an equivalent organisation, all without being told.

When asked what could be improved, two points were mentioned a lot, these were for the video to contain extra information as well as more footage of other animals outside of penguins. While the goal of this video was predominantly *show don't tell,* moving the project into the future, this approach of displaying more information could be considered. One suggestion was to include footage of real animals, and while this will connect an audience with the footage quicker, due to it taking place in reality, it may disturb the audience of children, who are the main viewers of the project.

Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing

Design brief and user personas

Appendix E: Design brief and user personas

//DESIGN BRIEF

//

PROJECT NAME: *Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing*

DESIGN CHALLENGE SUMMARY: (A brief overview of you design challenge)

There has been an increase in non-endangered animal captivity within zoos which is altering an animals ability to be released into the wild.

With no action being taken to rehabilitate the animals there has been an increase in animal captivity that has resulted in animals no longer capable of returning to the wild.

The charity *Free From Captivity* want to create a video that raises awareness of the situation and improves living conditions within zoos but also holds zoos accountable for the damage to animals.

This will be accomplished through a 30-45 second advert targeted towards young teens to raise awareness for themselves as well as their parents.

CURRENT SITUATION: (Of the location and drawing on your other research. What will the project bring to the current situation?)

- People are enjoying zoos but may not be aware of the sad reality
- Awareness of animals in captivity

WHAT ARE YOU TRYING TO EXPLORE?

- Education on zoos and children's understanding of them
- A healthier zoo performance

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

- Captive animals on parade
- Lack of awareness and knowledge on captive species

WHAT IS YOUR DESIGN CHALLENGE?

(What question are you asking? what would you like to achieve?)

- Raising awareness of the topic in a child friendly way
- Raise awareness in the form of an add that doesn't expand a specific run time of 30-45secs
- An informative video that teaches through education rather than fear/upsert

WHO IS THIS FOR?

- Young teens
- Environmental Charities

WHO WILL IT IMPACT ON?

- Young teens and parents

WHAT ARE YOUR CONSTRAINTS? (These might include ethics, specific factors relating to your location or users)

- Keeping the awareness child-friendly as they are the target audience
- Reaching the primary target audience of parents through a child relaying the information to them
- Making the video informative so children learn and can pass on the correct information to their parents

WHAT FORM MIGHT THE FINAL PROTOTYPE TAKE? (What form will your prototype take and why? …Optional, you may not know yet)

- Unity & video – allow the creation of a scene that can portray the correct emotions which can be polished in a video editing software such as premiere pro and after effects

Free From Captivity

Animal Charity

London

ABOUT

Free From Captivity is a very new and modern approach towards charity work but specifically towards animal cruelty.

They acknowledge the positive of zoos but also believe many should be held accountable for accomodating animals that do not belong outside of their habitats.

NEEDS

- Awareness of animal captivity outside of necessity
- Hold zoos accountable for unacceptable conduct
- Have the public acknowledge that zoos are not inherently evil

FRUSTRATIONS

- People boycotting zoos for the wrong reasons
- Unnecessary animal captivity
- Lack of awareness outside of aquatic life

PERSONALITY

Trait 1: Modern

Trait 2: Outspoken

Trait 3: Child-friendly

TECHNOLOGY

Apps	●●●○○
Internet	●●●●○
Social media	●●●●●

INTERESTS

Politics | News | Future

Raising Awareness | Animals

Caroline Shaw

Age: 46

Cambridge

ABOUT

Caroline is a caring mother and always put her childs needs and wants first. She tries to accomodate to all their desires but is very strict as to what is acceptable or not.

This is especially so when it comes to their viewership of content.

PERSONALITY

Trait 1: Listener

Trait 2: Caring

Trait 3: Pessimistic

NEEDS

- Friendly videos that are safe for a child to watch
- Able to discuss with children
- To know their child is responsible and not being manipulated by media

TECHNOLOGY

Apps	●●●○○
Internet	●●●○○
Social media	●●●●○

FRUSTRATIONS

- Seeing her children upset
- Not being able to fulfil her childrens needs

INTERESTS

Children | TV | Family | Family Time | Parenting

Rebecca Cloud

Age: 13

Oxford

ABOUT

Rebecca is a young teen who like many her age loves animals but spends most of her time watching TV with her parents when she has the chance.

While watching she often asks her parents for toys displayed on adverts.

PERSONALITY

Trait 1: Active

Trait 2: Caring

Trait 3: Stubborn

NEEDS

- Friendly videos that are interesting
- Able to discuss with parents
- To feel smart about what they're watching

TECHNOLOGY

Apps	●●●●○
Internet	●●●○○
Social media	●○○○○

FRUSTRATIONS

- Being made to feel small and dumb
- Being bored
- Reading when watching

INTERESTS

Friends · Toys · Parents · Watching TV · Animals