**How the changes in camera angles, editing, lighting and music can change the emotions of a scene (perhaps taken further for its impact and use as marketing tools).**

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

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

Extension:

Using knowledge, create an advert/propaganda to show how a story can be twisted with the use of each aspect. This will showcase that everything in media shouldn’t be taken for fact but rather a beginning for self-research into topics.

**Project Plan**

|  |  |  |
| --- | --- | --- |
| Month | Task | Days |
| November | Reading into camera angles  Reading into editing  Reading into lighting  Reading into music | 3  3  3  3 |
| December | Storyboard scene  Create scene in unity  Record scene  Create GDPR forms | 2  10  7  3 |
| January | Edit scenes  User testing  Design poster  Submit poster  Poster presentation | 7  3  7  1  1 |
| February | Storyboard advert  Create scene in unity | 7  14 |
| March | Record and edit scene  User testing  Edit changes from user testing  User testing  Report | 10  3  5  3  7 |
| April | Report  Video  Submission of Project | 20  3  1 |
| May | Viva | 1 |

**User Testing**

* Focus groups
* Interviews
* Speaking aloud

**Deliverables**

* Documentation of user testing
* Documentation of secondary research
* Storyboards
* Unity Scene
* Multiple videos to demonstrate secondary research
* Progress diary
* Final advert video
* Report
* Explainer video and script