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

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

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

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

**Project Plan**

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| --- | --- | --- |
| 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  7  7  1  1 |
| February | Research  Storyboard advert  Create scene in unity | 5  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
  + Transcripts and data visualisation (data matrix, pie chart)
* Documentation of secondary research
* Storyboards
* Unity Scene
* Multiple videos to demonstrate secondary research
* Progress diary in the form of blogs
* Final advert video
* Report
* Poster
* Explainer video and script

**Objectives**

**Project Objectives:**

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

**Research Objectives:**

* Develop and expand knowledge of marketing
* Research into effective user testing and ways of displaying data
* Research into the impact of camera angles and lighting on portraying emotions
* Expand knowledge on how editing and music can convey emotions

**Learning Objectives:**

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