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| **UFCFHQ-45-3 Comprehensive Creative Technologies Project:**  **Progress Update** | |
| Student Name: | Luke Hammond |
| Student Number: | 21013675 |
| Award: | Digital Media |
| Project title: | Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing |

# Progress and Results

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

**Project Overview:**

For this new project I will study into how cinematography, more specifically: lighting, colour, camera angles, aspect ratio, music, sound effects and editing can convey different emotions. Using these ideologies/theories I am to produce a scene in Unity or Maya which will convey a story plot. This scene will be rerecorded from different camera angles with different lighting before editing and adding music.

This will demonstrate the power each aspect has. These videos/scenes will be shown to numerous people (15-) for their feedback on what emotion they perceive the scene to convey.

Using feedback as my primary research I will create an advert/promotional video 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.

**Research:**

Prior to my research into the world of cinematography, I knew the basics of editing having done it as a hobby for numerous years now, in addition to this I have previously studied media during my A Levels. Due to this, I believed my knowledge was at a base level, however, to create a piece which was effective for my purposes I read/watched a variety of outlets to gain more insight into the subject.

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

**Progress Report:**

As mentioned in my [blogs](https://shadow-shadow-7bf.notion.site/CCTP-Blogs-139eec841de340e4a5a7685eedff816a), which I have been continuously updating on notion, I came across an issue I could not overcome during the development stage in Unity/Maya. The problem occurred with my assets I acquired online not rendering in the scene as well as textures not loading in. This meant while the files were visible in the Maya project, they were not visible when a scene was rendered with however much lighting.

As a result, the media had to be produced via another software, after some research I took the route of creating it in the video game SIFU. However, SIFU does not provide the same freedom as Unity or Maya and was rather complicated to learn the built-in editing software provided in a short span of time. As a consequence of this, I was only successful in rendering out one sequence which follows the same camera angles. To counteract this restriction, I story boarded numerous unique camera angles so users could experience the story from a multitude of different perspectives without hindering the viewing experience. However, the camera angle was my only restriction, and all my other aspects could be altered in post-production.

**Artifact:**

Once the post-production aspect of my artifact was completed, I had a total of [eight videos](https://uweacuk-my.sharepoint.com/:f:/g/personal/luke2_hammond_live_uwe_ac_uk/EgeMi6U2ab1Ftjeqm5MFftkBNsfcD3ZxnIS2ChOujPfGfg?e=fR6Rwy) to demo for user testing. Each video demonstrates a variety of different cinematic elements, from enhancing the already action orientated sequence to subverting it with a very vibrant and pink colour grading. These choices were made through the [secondary research](https://shadow-shadow-7bf.notion.site/Secondary-Research-10f530b9027048f580b16976e8dc37db) I conducted when commencing this project. Additionally, I created three random videos that do not fit to a specific genre and have been created for the sole reason of confusing/disturbing the audience. This was accomplished by mixing multiple elements from different genres.

**User Testing:**

Due to my current artifact being completed, I am currently at the stage of conducting user testing, this is conducted via focus groups as well as one-to-one interviews. The results of these tests will be displayed in a variety of forms such as pie charts to show common words, a data matrix for responses, etc. The feedback collected from this round of user testing will be primary research in creating/shaping my final and main artifact for the project.

# Objectives

**Project Objectives:**

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

**Research Objectives:**

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

**Learning Objectives:**

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

# Timescale

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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  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 | 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 |

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