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 perhaps sell a product. The significance of researching into various aspects of cinematography allows the ability to represent which aspect can draw the most emotional response from a customer. Emotion is a key part of user experience (UX) and marketing which can allow for the best and most accessible product. This is imperative as the project is looking to draw an emotional connection with the users/customers in an attempt to manipulate their thought process in favour of one particular product.

A lot of digital marketing is in the form of blogs, word of mouth or graphic pieces such as posters. However, with the rise in video and its more accessible nature it is coming to the forefront more and more but is still outshone by older forms of marketing. Therefore, the ultimate result of the project is whether cinematic elements can be used to engage support or whether the more traditional marketing tactics will remain supreme in the marketing field.

Additionally, the project is geared towards being very UX central with heavy reliance on engaging with participants for primary research to continue the process of the project’s timeline. The primary research collected will work alongside pre-existing secondary research to either further reinforce the content or perhaps sprout a new thought process and discovery with in the broader field of cinematography as well as digital marketing.

Deliverables:

* Documentation of user testing and secondary research
* Unity scenes
* Videos to demonstrate secondary research
* Project blog
* Final advertisement
* Poster

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