This research and questioning works in regards towards my final year dissertation project. The project is based on media and cinematography and how it can manipulate a perspective in digital marketing.

* Opinion
* SIFU

Need to be asked once:

* Did the camera angles convey a story for you?

Opening Questions:

* How did you feel when watching the video?
* Did you enjoy the video?

Video:

* What are your opinions on the framing of the video?
* Did any moments in the video satisfy your expectations?
* Did you have expectations in the video that weren’t met?

Colour:

* What colours did you see and how did they impact the video for you?
* How did the colours make you feel?

Genre/Sound:

* 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?

Afterwards:

* What could have made \*specific video\* feel more like its intended genre?
* Can you name a scene from a \*specific genre\* movie that stands out to you and why?
* Do you have any questions for me or about the project?