**Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing**

# Progress and Results

Hello World

# 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 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 narrative story
* 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

# 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 |