

Teacher Resource Bank

GCSE Media Studies

Unit 2: Understanding the Media

Assignment 1: Packaging of DVDs Exemplar Folder

version 1.0



Unit 2: Understanding the Media

Assignment 1 – Introduction to the Media

Topic: Packaging of DVDs

Analytical Task

Analyse the covers of two film DVDs. How does each cover appeal to its target audience?

Research and Planning Task

Design task – Design a DVD cover for a film targeted at a specific audience.

Explanation

Explain your choices with particular reference to your use of media language and how your DVD cover appeals to its target audience.

DVD Cover Analysis

I have chosen two contrasting genres. DVD1, '30 Days of Night' is horror, DVD2, 'Never Been Kissed' is a romantic comedy. The covers are contradicting; however both have stereotypical conventions of each genre.

'30 Days of Night' is a very effective name for a horror film. '30 Days' indicates a long period of time, 'Night' symbolises dark and evil. The phrase is an oxymoron that connotes jeopardy and fantasy elements, a form of escapism for the audience. 'T's' in the title look like crucifixes representing death. The title for cover 2 has been written in bright pink, using a very symmetric font on a white note stuck with a lipstick mark. This indicates romance. The title informs the audience of the romance genre. It seems to be a hyperbole which connotes the exaggeration of events in high school and constant adolescent drama.

The tagline for '30 Days' 'They're coming....' indicates a threat. It refers to the people lurking in the background and builds up the tension. The tagline for 'Never Been Kissed' relates to the storyline and grips the audience's attention. '.....until now.' connotes a change of attitude. It is possibly aimed at the audience of soul searchers. Both taglines entice the audience by referring to the narrative and use of ellipsis (...).

The facial expressions of the protagonists on DVD1 are anxious and awaiting. This indicates action and danger. A man is wearing a sheriff's badge to represent that he's the protector and leader emphasising his responsibilities. In the background people are approaching. They're not very visible which connotes their mystery and wild nature. The image for DVD2 shows the isolation of the heroine. However, she seems happy, like she didn't mind being alone. Teenagers often concern themselves with popularity therefore will easily identify with various characters. Both images consist of the main character(s) and a group in the background. The audience can straightaway see who the plot is going to revolve around.

In DVD1 shades of grey and black symbolise fear, isolation and hopelessness. Red is splashing like blood; alarming the viewer, bringing their attention to the gore content of the film, a warning to some appealing to others. '30 Days' is an adaptation of a graphic novel. The colours are similar to ones used in a comic book where characters have a cult following. Most colours on DVD2 are bright and relaxing, a connotation of comedic elements. It is aimed at young women they're likely to enjoy the theme of love that pink represents, but it could compel males and audiences that attended high school in the 90s as this is the fashion reflected on the cover.

DVD1 is produced by Icon, an independent film company. It is ambitious and targeted at a specific audience. Icon is known for 'The Passion of the Christ' and 'Braveheart' both films contain disturbing scenes and can be difficult to watch. Viewers entertained by these, are likely to enjoy '30 Days'. DVD2 is produced by 20th Century Fox. It is more commercial because of the influence of the major company

and includes typical conventions for a romantic comedy to attract a bigger, mainstream audience. Fox is one of the six major American film studios and recognized as a symbol of good quality and entertainment.

The two DVDs are aimed at different audiences. DVD1 is mainly for people over 18 however some teenagers may be tempted to watch it attracted by the violence and horror. DVD2 is targeted at young adults, mostly females.

"THE MOST IMPRESSIVE VAMPIRE FILM SINCE DRACULA" *another review*

full moon =
mystery, horror events
gothic mythical creature



THE ACCENTUATED
BOYAR
OVER THE CENTURY'S AGO, IN AN ISOLATED VILLAGE, A BLOODY KILLING SPREE TOOK PLACE. STANINGFORMAN'S EXCELLENT REPUTATION WITH CRIMSON BLOOD.

TODAY, THE REMOTE CAMPUS SEEMS A PARADISE TO A GROUP OF REBELIOUS TEENAGE REFUGES. WHEN MORE MYSTERIOUS PARRANDRAL EVENTS TAKE PLACE THEY SOON REALIZE THAT HORRIBLE URBAN LEGENDS ARE NOTHINGS BUT TRUE. TOO LATE TO ESCAPE TEENAGERS ARE ~~WARRING~~ IMPLICATED IN A MURDER. SEEDS OF MURDERS AND UNEXPECTED ONE BACKS... CANTHEY LAST TILL DAYLIGHT ~~...THEY ARE~~ *back.*

SPECIAL FEATURES:
FILM COMMENTARY
MUSIC BY JONATHAN DAVIS
MURDER SCENES
& OUT SCENES.

PARAMOUNT PICTURE PRESENTS UNDEAD MEGAN FOX HAYDEN CHRISTENSEN
LIV TAYLOR SUZI LORRAINE OLIVER FRANE DIRECTOR SIMON ANDERSON
MUSIC BY JONATHAN DAVIS JEFF SIKENSKI EXECUTIVE PRODUCERS ANDY HARBISON
LEE RUSLEY CROOK WRITTEN BY PATRICIA PENCARBIA.
DIRECTED BY PATRICIA PENCARBIA.

12 00 57 01 05

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INFO

INST. STUDY DVD

RUNNING TIME 101 min
ASPECT RATIO 16:9
DOLBY DIGITAL S.A
COLOUR PAL
ENGLISH (SUB)

18 FIT FOR VIEW
BY PERSONS AGED
18 YEARS OR MORE
18 CONTAINS BLOODY
HORROR, MILD
LANGUAGE AND
SEXUAL REFERENCES



credit box

UNDEAD

LIV TAYLOR ANNA PAQUIN

box-office failures

dark trees in
the background
the ~~ear~~ indicates the
setting (forest/composite)

bloodied
fangs directly
relates to the
genre of the
film & narrative.
Also face is hidden
so it suggests the secret.

UNDEAD

HOW CAN YOU RESIST
THE TEMPTATION?

a character with
face hidden in hair
+ adds dramatic
effects & mystery

gummy
gummy
gummy
under
audience
by direct
them
personally

18
certificate
"CONDELING BRUTAL
MAGNIFICENTLY
TERRIFYING."
-Empire. *review*



ALTERED
PRODUCT

18
DVD

Principal Moderator's Commentary

Analyse and Respond

The analysis is detailed with extensive use of terms. It shows a good understanding of genre and audience appeal, demonstrating an understanding of Uses and Gratification theory. References to Institutions go beyond the requirement for the task and there is some consideration of Representation too. A confident response, worthy of Level 6. More focus on who the audience might be would ensure full marks.

Research, Planning & Presentation

The hand drawn DVD cover shows flair and creativity and appropriate codes and conventions. There is an explanation of decision making using annotation. The cover is very appealing and effective so is worth full marks.

Summary

	Assessment criteria	Maximum mark	Mark awarded
Assignment 1	A02 Analyse and respond	10	9
	A03 Research, planning and representation	5	5
	Total	15	14