



Teacher Resource Bank

GCSE Media Studies

Assignment 1 – Packaging of DVDs

10 Keen sense of TA.

Hannah Rodrigues

DVD Packaging

Will Smith's name above picture symbolising stardom - suggests to audience the films worth watch

Direct address engages the audience; we ask what's on his mind?

Imply action within the film. Monster suggests horror which entices the audience into watching the film and provides escapism. Shows a love interest between the two characters and provides identification for the female audience in high key lighting showing hopefulness

Will Smith seems brave and determined, like he is looking for someone on a mission. This could lure the TA into watching the film. He's dressed casually which can help the audience identify with the character

Front and Back cover of DVD

'I am a Legend' with Will Smith

Cannot show for copyright reasons

<http://www.covershut.com/cover-tags/I-Am-Legend-2007.html>

Title in capitals and gold. It gets bigger so "legend" catches the audience's eye. This implies that the character is the hero of the film and is the legend himself which incorporates the cover and the title

Deserted city showing disruption to narrative structure. Audience intrigued-unusual setting. It's misty and dull which symbolises darkness that hangs over the city and dangers lurking within by using low key lighting, makes the audience want to watch the film

PA is teenage male and females. Females love the attractive actor, males love the action. Secondary audience-older men, identify with the typical male hero

Gun represents action/danger - U&G escapism and entertainment. Male audience identifies with character

DVD Packaging

Showing a family meal suggests it's a family film. The girl alone implies that she may not have many friends which helps the audience identify with the character from U&G. The man alone with doll houses implies he likes children maybe in a strange, twisted way making him the oppositional character. Suggests to audience that the drama genre, gripping - provides escapism and entertainment

Celeb name list indicating stardom - film is worth watching

Title is white-purity. "LOVELY" in bold attracts the audience and implies the girl is lovely, lit by high key lighting representing hope- intrigues the audience, make them watch the film

Front and Back cover of DVD

'The Lovely Bones'

Cannot show for copyright reasons

<http://www.free-covers.org/dvd-covers/the-lovely-bones-2009-r2-dvd-cover-15833.html>

Tagline sums up film and implies to audience it has something to do with a parallel world. Ellipsis intrigues the audience and begs the question what happens? Easy for the audience to recognise narrative

Cover asks; who will save the girl?

Wide range audience mainly teenage females who relate to the narrative and girls character. Secondary audience- parents who watch the film with children. TSF in play, includes controversial issues (sexual assault/murder) - discussion topics

Dark colours, leading to light suggesting danger and resolution of disruption. Clouds, sunlight shining represent heaven and mystery. Girl's clothes vivid, startling -fits the dazzling atmosphere -appeals and attracts the audience to the cover

Girl's lit up and shines - makes indirect contact but looks worriedly towards man in shadows. The man shadowed by low key lighting hiding himself suggests to the audience he is the oppositional character within the narrative structure. This is the recognition of disruption from PT. Contrasting darkness and lightness represents good and bad in people and entices the audience

could also hint at a low interest?

Blood red, boldness of the film connotes danger and death. The blood dripping down implies the horror within the narrative and can help provide entertainment from U+6.

Dark colours suggest danger and mystery representing the horror genre. Lots of low key lighting and shadows to provide suspense and escapism (from U+6) for viewers.

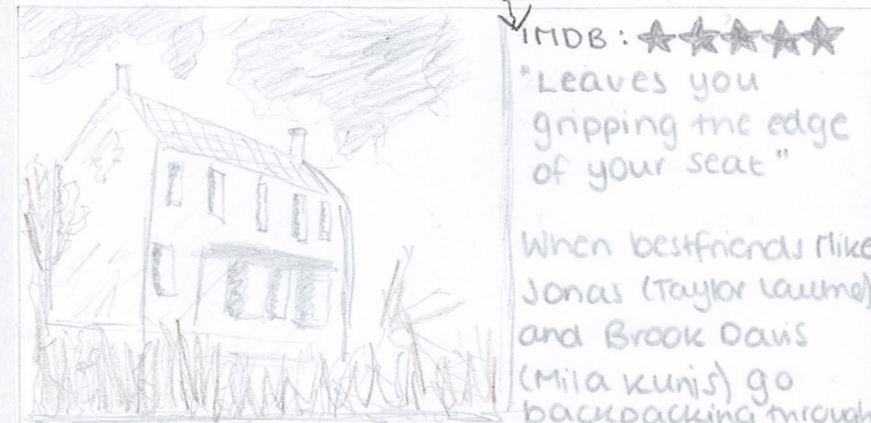
Limited edition suggests the film is worth watching as it contains extra scenes from within the movie which may attract an adult audience who are maybe involved in the horror film industry or just enjoy watching horror films.

Background colour is black, writing is white. The contrast of colour explains disruption from narrative from the PT theory suggesting danger from within the film.

Brief synopsis of the film promotes the narrative and can describe the dangers from the PT theory.

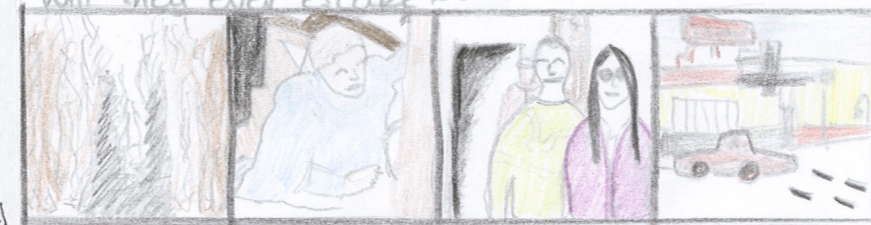
"from the producers of..." engages the horror film fanatic watchers who regularly watch horror films and make it easy for the audience to recognise the narrative.

Snapshots from within the film help display the film. For example the action shot of the character behind the desk represents the action and suspense from within the narrative. Engages the audience to watch the film.



MDB: ★★★★★
"Leaves you gripping the edge of your seat"

When best friends (like Jonas (Taylor Lautner) and Brook Davis (Mila Kunis) go backpacking through Southern California they don't expect to see the haunting figure from their childhood past. Entering a deserted house they don't realise they have made the biggest mistake of their lives. Will they ever escape?

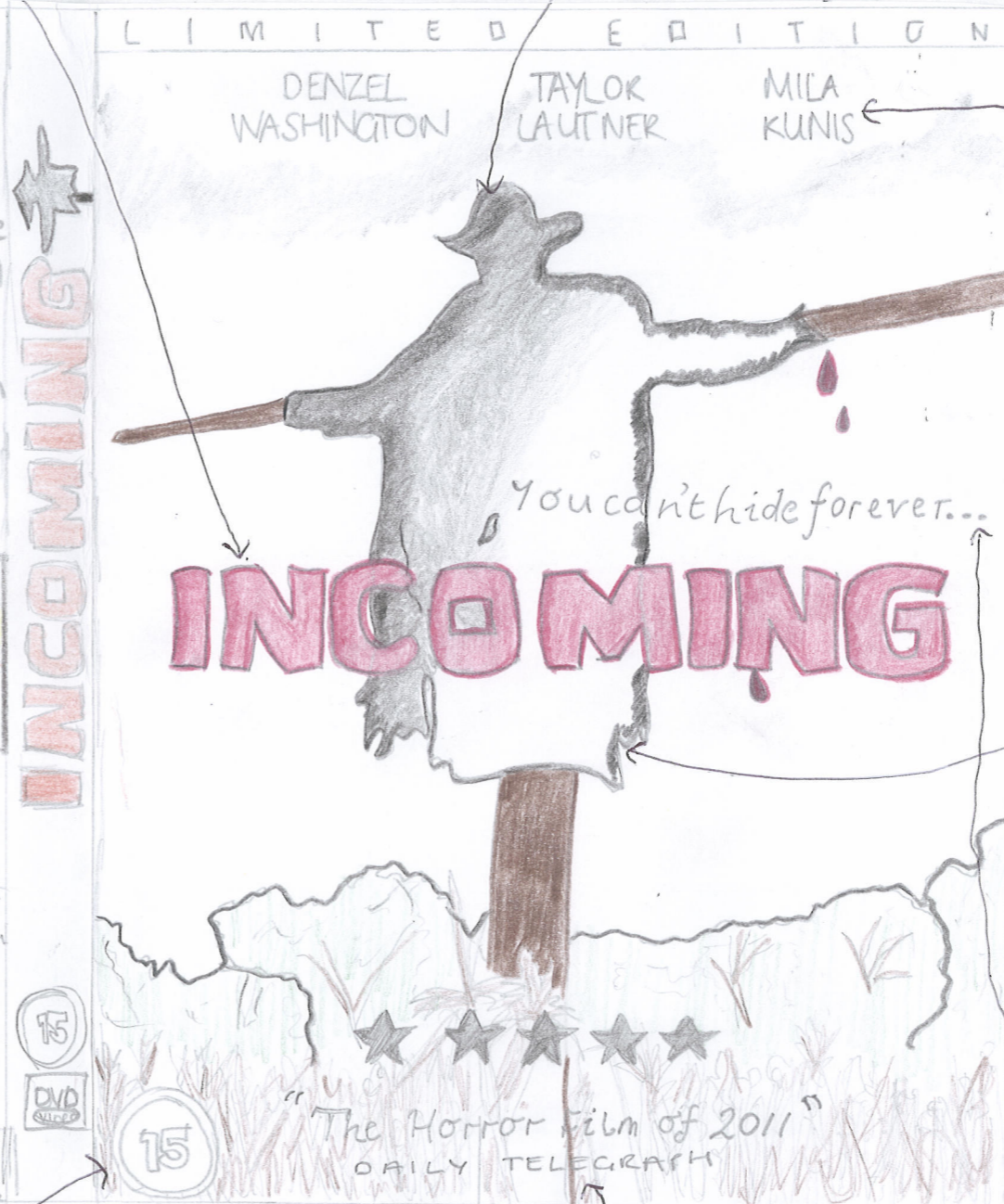


FROM THE PRODUCERS OF HANIBAL; VIN DIESEL...

RUNTIME 111 minutes
LANGUAGES ENGLISH, FRENCH, DUTCH
CONTAINS HORROR, MILD NUDITY
ASPECT RATIO 260+ approx

NOT AUTHORIZED FOR SALE OR RENTAL OUTSIDE ENGLAND AND THE UK. WIDESCREEN VERSION PRESENTED IN A 'LETTER BOX' WIDESCREEN FORMAT PRESERVING THE SCOPE. SEQUENCES OF STRONG VIOLENCE AND LANGUAGE.

© 2011 FILM PRODUCTION
LEGENDARY PRODUCTIONS



LIMITED EDITION

DENZEL WASHINGTON

TAYLOR LAUTNER

MILA KUNIS

You can't hide forever...

INCOMING

★★★★★

"The Horror film of 2011"
DAILY TELEGRAPH

It reads!

Well known actors and actress promote the film by starring in it. This implies to the audience that the film will be good and worth watching. Helps people identify with characters out of the uses and conventions.

Dark figure enveloped in shadows and black makes indirect contact helping engage the audience and make them want to watch the film by representing the narrative.

Tagline with the ellipsis catches the audience's eye and makes them question the narrative.

Front cover begs the question who is the dark figure?

15 ratings appealing to both males and females (more teenagers). Showing strong violence, horror and sexual references.

High ratings of the film showing it in a good light making others want to watch it, implying that it is a scary horror film.

Superb!

5

COMMENTARY

Assignment 1 - DVD Packaging

Analyse and Respond

A convincing, effective and succinct analysis of the two covers and the pre-production work which show a clear understanding of how the texts appeal to specific audiences.

Level 6 Mark 10

Research Planning & Presentation

Pre-production work is creative and has flair. Codes and conventions of DVD covers are used with confidence.

Level 6 Mark 5