**THRILLER**

John Mayer - Who You Love

Editing

From the video, we decided to use slow motion to get a feel of relaxation to match the tempo of the music.

We developed the relaxed convention with shots which slowed down and then sped up to put emphasis on one section.

Maroon 5 - She Will Be Loved

Colours

Used the colour scheme and colour correction in order to create a sepia, warm tone.

Jason Mraz - I Won’t Give Up

Performance, framing

Took inspiration from the style of performance as it included a guitar. Also, took inspiration from the framing in order to make the performance more interesting.

The Paper Kites - St Clarity

Narrative

Used the same, basic storyline with multiple meanings.

Girl With A Dragon Tattoo

Titles, music, colours and themes

Creatively used the conventions of the titles with a simple animation style, font and colour.

Developed the conventions of where titles were placed as ours were over black rather than over footage.

The music is upbeat yet eerie so it challenges the thriller genre.

The Hole

Narrative, themes, sound and titles

Used the convention of enigma codes and not having them answered in the opening.

The theme of having a vulnerable girl was used.

The eerie music was similar but it was slow in this text, and we changed it to being upbeat and more urban.

The titles were white on a black background (the same as ours) but the animation was much more eerie than ours.

James Morrison - Please Don’t Stop The Rain

Performance, framing, colours, location, mise-en-scene

Took inspiration from some of the framing of shots.

We changed the locations in order to show Joe’s star values.

Ben Howard - Old Pine

Colours, narrative, editing, framing, performance, mise-en-scene, themes, locations

Used the colour scheme, basic narrative, framing ideas and relaxed themes.

Developed them to have a deeper meaning.

Changed the performance to narrative ratio to have the guitar playing more.

Ben Howard - Keep Your Head Up

Colours, editing, mise-en-scene, narrative, performance, locations

Used the colour scheme, basic narrative, framing ideas and relaxed themes.

Developed them to have a deeper meaning.

Changed the performance to narrative ratio to have the guitar playing more.

Did not have that narrative because it would not suit the style of song.

Ben Howard - Only Love

Performance, mise-en-scene, narrative

Used a similar, casual, style of mise-en-scene.

The performance, slow style we developed to have the guitar to show him as talented.

Narrative was changed, as we wanted the performer to be seen in the country rather than the city.

**MUSIC VIDEO**

Momento

Narrative, titles, colours and mise-en-scene

Challenged the conventions of that film with a different storyline.

Used similar mise-en-scene and colour scheme.

Developed the use of titles with the light text on a dark background.

Se7en

Titles, narrative, sound, colours, editing, mise-en-scene, framing, location, lighting, themes and conventions

Used them for inspiration.

Gave us an idea of what to include and how to achieve the mood and tension that we wanted to.

Creatively developed them with a different storyline, but used them in order to look at them to make our product look professional.

**PRELIMINARY TASK**

Exemplar Task

Editing, camera, sound

We made sure that we didn’t make the same mistakes re continuity and 180 degree rule.

The conventions were used because they were almost for the same task but we put our own twist on it so that they conventions were developed.

**USING CONVENTIONS FROM**

**REAL MEDIA TEXTS**

Name of Text

What features were explored (repertoire of elements)

How it creatively used, developed or challenged those conventions