Please do not lose this sheet. It will act as a checklist, and be useful to you during the timed conditions essay portion of the assignment.

Students will produce 3 distinct and individual pieces for this assignment.

1. A **pre-production portfolio** with the following: any evidence of research gathered looking into film trailers, including screenshots and annotations of existing forms of theatrical film trailers/promotion, notes showing personal engagement with the assignment.
2. Three distinctly different **promotional pieces** for your target audience. This includes (1)a DVD cover for the film, (2) a film trailer and (3)billboard poster. These should show careful use of text, font and image to create a professional product that ‘looks like the real thing’.

1. A 700-800 word (3 sides) evaluation of your work featuring the following:

* Para 1: Introduce the aims of your project; how have the aims of the production have been met? *(What did you set out to do? Did you accomplish this?)*
* Para 2: How does your product use the appropriate codes and conventions studied this term? *(How does your trailer/poster/DVD cover look like the ‘real’ thing. What sort of things do you include to make it look realistic?)* **You must make use of appropriate media language in this section.**
* Para 3: Who is the target audience of your product, and how do you make this obvious? **You must make use of appropriate media language in this section.**
* Para 3: How does your product represent people, places or events *(gender representations, stereotypes, etc****).* You must make use of appropriate media language in this section.**
* Para 4: Where and when would your product be exhibited/viewed? *(Where would you expect your product to be viewed?)*
* Para 5: What regulations and controls might be applied to your product? *(Is your product subject to any regulatory board or rules?)*
* Para 6: Sum up the end result of your work; are there any strengths and weaknesses that you notice, now that the project is completed? How effective were you at meeting the needs of your target audience? *(What do you feel you did really well on this project? What do you feel you could have improved?)*