

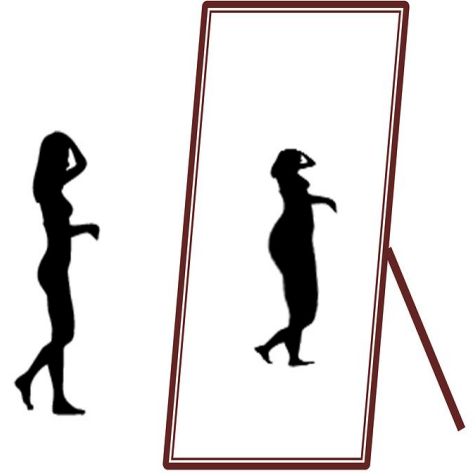
CIE AS LEVEL MEDIA STUDIES

FINAL VIDEO

BY: ZAYYENA ANWAR

STORYLINE

MY TOPIC IS CALLED 'DEEPER THAN THE SURFACE' WHICH IS ABOUT ANOREXIA. I CHOSE THIS TOPIC BECAUSE IT IS VERY PERSONAL TO ME AND I THINK IT NEEDS TO BE TALKED ABOUT A LOT MORE AS IT IS A SERIOUS ISSUE, ESPECIALLY IN TODAY'S DAY AND AGE. WITH THIS MOVIE OPENING, I WOULD LIKE TO RAISE A LITTLE BIT MORE AWARENESS TO THE TOPIC.

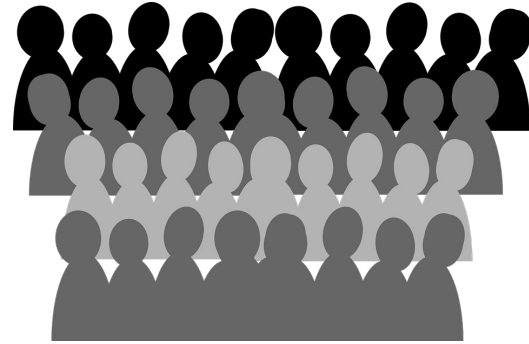


HOW MY VIDEOS TALKS ABOUT SOCIAL ISSUES

MY VIDEO IS ABOUT ANOREXIA AND DEPRESSION. IT IS A HUGE ISSUE IN TODAY'S WORLD. IT NOT ONLY AFFECTS THE VICTIM, BUT ALSO THEIR FAMILIES, FRIENDS ETC. THESE DAYS, MODELS ARE SHOWN AS SUPER SKINNY AND THIN MAKING YOUNG GIRLS THINK THAT THEIR FIGURE ISN'T 'PRETTY ENOUGH'. THIS IS WHY, THEY QUIT EATING. THIS LATER ON BECOMES AN OBSESSION LEADING TO ANOREXIA AND DEPRESSION.

HOW MY VIDEO ENGAGES MY AUDIENCE

MY FINAL COMPONENT IS TARGETED TOWARDS TEENS / YOUNG ADULTS. I WOULD SAY IT'S MAINLY TARGETED TOWARDS GIRLS, BUT THERE STILL ARE A LOT OF BOYS WHO FACE THE SAME ISSUE. MY ACTORS IN THE VIDEO ARE AGED 16 AND 17 TO MAKE IT MORE REALISTIC. I WANTED THIS SHORT SKIT TO BE AN EYE OPENER FOR THE YOUTH. ADDING ON, I LEFT THE VIDEO AT A CLIFF-HANGER AT THE END TO KEEP THE AUDIENCE GUESSING AND CURIOUS. THIS WILL MAKE THEM WANT TO WATCH THE REST OF THE MOVIE.



HOW MY MEDIA CAN BE DISTRIBUTED

MY MEDIA TYPE COULD BE DISTRIBUTED BY MAKING A MOVIE POSTER AND PUTTING IT UP AROUND PLACES. ANOTHER WAY COULD BE POSTING ABOUT IT ON SOCIAL MEDIA TO PROMOTE MY 'MOVIE'. AND LASTLY, FLYERS COULD PERSONALLY BE GIVEN OUT TO PEOPLE.

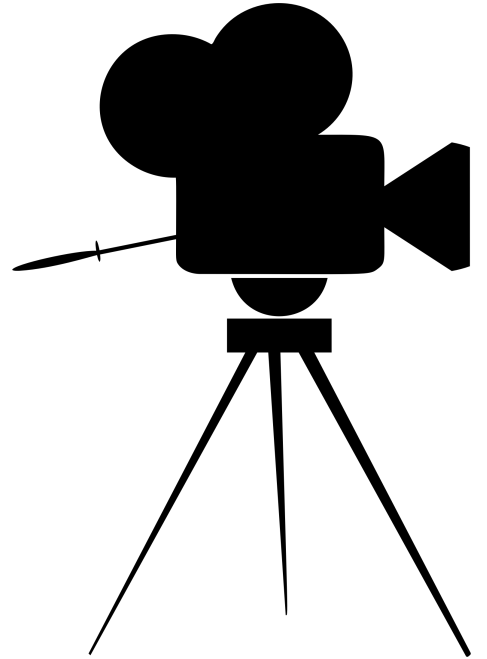


HOW MY SKILLS DEVELOPED

I LEARNT A LOT FROM FILMING THIS VIDEO. I TRIED NOT TO REPEAT THE SAME MISTAKES I MADE WHEN FILMING MY MOCK VIDEO. I LEARNT THAT FILMING IS NOT EASY AT ALL. I LEARNT HOW TO TAKE DIFFERENT SHOTS USING DIFFERENT ANGLES ETC WITH A CAMERA. I ALSO LEARNT HOW IMPORTANT MISE-EN-SCENE IS. ADDING ON, I ALSO REALIZED THAT A GOOD FILM ISN'T JUST ABOUT GREAT ACTING, BUT ABOUT GREAT FILMING TOO. I NOW HAVE GREATER KNOWLEDGE ON HOW TO FILM BETTER.

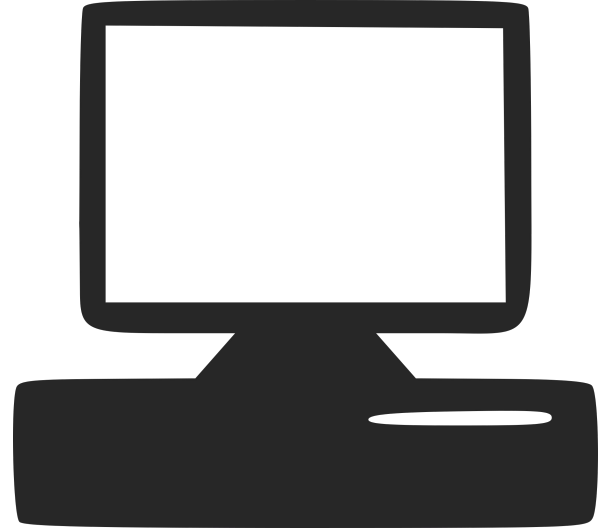
USE OF TECHNOLOGY AND SOFTWARES

- TO FILM, I USED A NIKON CAMERA
- TO EDIT MY VIDEO, I USED I MOVIE



EDITING AND MISE-EN-SCENE

TO FILM MY VIDEO, I USED A NIKON CAMERA AND TO EDIT, I USED A SOFTWARE CALLED 'IMOVIE'. ON THIS SOFTWARE I DID ALL MY EDITING, ADDED VOICEOVERS AND NON-DIEGETIC SOUNDS. IN THIS VIDEO, THE DIEGETIC SOUNDS ARE DIALOGUES AND THE SOUND OF 'MONICA' THROWING UP. USING THIS SOFTWARE, I ALSO ADDED TRANSITIONS. THE TRANSITIONS I USED IN THIS VIDEO ARE 'FADE TO BLACK', 'FADE TO WHITE' AND 'DISSOLVE'.



AS PER MISE-EN-SCENE, I TRIED MY VERY BEST TO MAKE SURE THAT THE ACTORS'S COSTUMES MATCHED THEIR CHARACTER. FOR HANA (MONICA), I MADE SURE SHE WAS WEARING A CASUAL OUTFIT AS SHE WAS JUST SITTING AT HOME. I ALSO MADE HANA (MONICA) CHANGE TO GYM CLOTHES WHEN SHE WAS GOING FOR A RUN WITH HER FRIEND. AS FOR WAGD (JANICE) , I MADE SURE SHE WAS WEARING SOMETHING CASUAL AS WELL. HOWEVER, SHE HAD ALSO CHANGED INTO A COMFY SHIRT FOR THE 'RUNNING' SCENE. AS PER PROPS, THERE WAS A COFFEE MUG, NOTEBOOK, LAPTOP, BAG, ETC TO MAKE IT MORE REALISTIC.



THANK YOU.