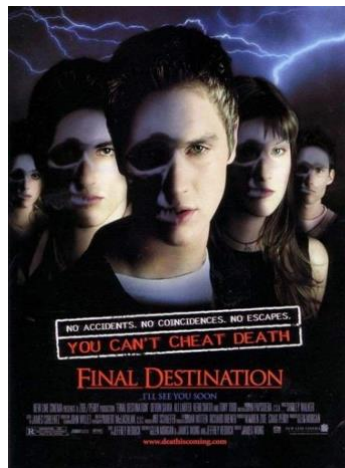


Reflective Analysis



The brief given for my production was to create a teen horror genre film produced by Dimension Films. The campaign was aimed for the demographic of a young adult audience between the ages of 16-25. My research revealed that a major component denoted in many Dimension Films posters produced in the 1990's was the inclusion of cast images, positioning them in a way to *-connote the archetypes and many narratives the films feature. Denoted in the 1996 film 'Scream', the 'Final Girl' (Neve Campbell) features at the top of the poster to signify her characters narrative in the film, creating enigma for the audience to why she is screaming, as well as to anchor the written code of the film's title "Scream".

From this I decided to include this into my teaser poster, to not only signify conventionality to Dimension Films, and the style of their posters, but also to create a shortcut into the narrative creating enigma around the characters storyline and to establish the 1990s theme in which it is set. The inclusion of the character image on my teaser poster also establishes the brief in which it was set, as the visual code of the young teen actress signifies the target audience of 16-25-year-olds, as well as showing conventionality to Dimension Films slashers. As well as this, I have edited the background setting of my poster with a black shadow background, further establishing the horror genre as it connotes a sense of darkness in the film's narrative creating enigma. Furthermore, using my editing skills I applied a red slash like marking across the characters eyes to symbolically signify the idea that she could possibly be dead as if she has been crossed out. Anchoring this, I employed usage of the colour red due to its connotations of death, blood, and danger. Throughout the use of written codes on my teaser poster, I was able to establish the genre of the film and create a narrative for the audience. The written code of the film's title 'Dead by the Bell' signifies to audience that it is based around a high school setting, due to the intertextual reference to 1989 teen sitcom 'Saved by the Bell' introducing a possible older audience, but also from the common saying. Furthermore, the contrast between the red and white typography throughout the poster draws common connotations of horror, signifying the genre, as colours such as red connote ideas of blood and danger, anchored by the written code 'Dead', whereas white hold connotations of innocence, purity and naivety juxtaposing the horror genre.



Throughout my research of 1990s teen horror, I discovered that a common feature that appeared, beside cast images, was the inclusion of the colour blue in composition with the traditional horror colours red, black, and white. The inclusion of blue on horror film posters have polysemic connotations, as the the colour can connote the hybrid genre of sci-fi and horror, like the 1998 teen sci-fi horror 'The Faculty'. However, blue can also be denoted across other teen slasher horrors such as 'I know what you did last summer', where it connotes a sense of the 'Good vs Evil' troupe through the denotations of blue editing surrounding the protagonist cast and red editing surrounding the antagonist of the film. Because of this I incorporated aspects of this into my

production work such as the blue editing within character image, and the red aspects of the slash on her eyes– connoting the sense of danger waiting to happen or has happened establishing conventional horror codes and enigma for the target audience through the use of the indexical signifier of blood dripping down the forehead of the character. As well as the use of red and white typography in my work, I have also employed the use of a handwriting font within my formatting to signify the school theme established through the films title. The handwriting font connotes a sense of the school location but is also anchored by the school bell signified in the film's title, as it connotes a school setting recognisable in many American teen films and TV shows, therefore confirming to Steve Neale's theory that genres are instances of repetition and difference. Furthermore, as this poster is purposed for a teaser release, I have encoded a tagline for the the film "DON'T MISS THE BELL". This creates Barthes enigma as it connotes what the possible outcomes of the skin could be. Additionally, the imperative use

“DON’T” commands the audience, urging them to be intrigued into what the film had to offer.



Similarly, to my release poster, I continued with the theme of using red and blue to connote the “Good vs Evil” trope, conforming to the slasher horror genre of my film. Further establishing the target audience of 16–25-year-olds, I have consistently issued cast images to support the aimed demographic, as well as heading the poster with young up and coming horror film actors such as “Florence Pugh”, “Alex Wolff”, “Maika Monroe” and “Dylan Minnette”. The use of star power here further confirms to many films produced by Dimension Films and gives a high brow feel to the film. The inclusion of the visual code of a dark mask lurking in the background of the cast images on the poster establishes the horror genre as it connotes the idea

that this is the antagonist, anchored by the colour red and it’s danger connotations, as well as conforming to the slasher genre I have omitted as a signature mask becomes an iconic signifier in slasher films such as Dimension Films “Scream” with the iconic ‘Ghost Face’ and with “Halloween” ‘Michael Myers’ mask – this further creates enigma for the audience through the use of an iconic code and the use of a close shot and slight cropping as audience would be eager to find out the identity of the films antagonist. The juxtaposition of the lightness of the main characters and the darkness of background signifies a sense of symbolism to the mystery of the films plot and what darkness may be established in the plot. The conventionality to traditional slasher horror through the use of iconic signifier of masks and an innocent young cast, with the additional of the red and blue colour scheme, gratify audiences who are fans of slasher horror as it plays homage to the originals of the 90s in a new modern way, appealing to a millennial audience. Thus, these conventional would attract the top end of the primary audience of 25-year-olds, but also to the younger audience through the iconic nature of slasher films. The inclusion of the film blurb is conventional to fully release film posters, as well as adding a sense of star power in the films quality with industry names, attracting a mass audience signifying popularity.