**Planning & Development Written Task:**

**1 – Audience Research**

From my survey, I was able to work out the age of the audience for my horror trailer. From there I was able to work out what tropes to use to make it appeal to them. My audience were all aged 12-15. Therefore, I don’t have to make any changes in accordance to their age as this was already my target.

Question 3 allowed me to work out how much my audience wanted to see the villain in the trailer. 70% of those who responded to the survey preferred to see the villain in parts of the trailer, so I will remove the scene where the supernatural antagonist is sitting in the corner of the shot.

Question 4 allowed me to find out what kind of horror film my audience preferred. The majority (50.82%) of those who took the survey preferred psychological horrors so I will make changes that build suspense and tension rather than having blood and gore. For instance I will add suspenseful music and I have chosen to add a shot which will build suspense by having the protagonist walk through a dark corridor and into a room, it will also act as an anti-climax.

Question 5 was used to work out which setting my audience preferred for a horror film. At the time of writing, the majority of those who responded prefer the horror film to be set in a school, as this was already my setting, I will make no changes. A school works well as a horror film setting because schools are usually old buildings with long, dark corridors which are elements that are in most horror films.

Question 6 allowed me to work out what type of villain my audience preferred. Most who responded prefer a normal villain. As a result of this, instead of having a supernatural villain, I have decided to have the villain be a student instead. The original villain I was using was a small toy that would be implemented as the villain because it would be in most of the shots in the trailer, I changed it to a student by having the student in question remain alive during the shots where others were dead and by filming a shot at the end where it zooms out as he is looking through the window.

Question 7 was in case people had any extra comments about their preferences for horror films and any advice for making a horror film. Most additional comments about things I should include in my horror film were about building suspense, so I will make sure to include more tropes to build up the suspense. The main way I will build suspense is by adding ominous music that has a change in pitch at the moment of the disruption. I will also build tension at the end by including a shot where the antagonist is looking out of the window and the camera zooms out.

**2 – Internal Institutions**

The main internal factor that will affect my film is the lack of budget and funds and as a result I will have to use the schools or my own equipment, this includes any props and editing software I may use.

One of the internal factors on my trailer will be the equipment. However, this will have very little effect as I will be using my own Nikon camera and Sony Vegas which I have used in the past for other school projects. The main reason I am using my own equipment is because I am able to work on it more at home and because the schools equipment and editing software is much more limited it allows me to do more with my trailer in terms of editing.

Another internal factor will be time constraints; I only have a few weeks to do all/most of my filming (February28th), because of this, I will have to plan carefully which sections I am going to film and I will have to film at every opportunity I have, including after school and at lunch time. I did this by creating a shot list of which ones I was able to film, on which days in order to create the least amount disturbance whilst making the most of the time I had, I also used my storyboards to give the people starring in my film a better idea of what they were doing as a result of which less explaining was needed and therefore increased the time I had.

Further internal factors that will affect my trailer are constraints created by the school. I have limited locations and I will only be able to film at certain times. I will get around this by filming outside of class; I will also have to plan my trailer around the available locations, these locations are classes and corridors as I will have to be careful not to disturb other pupils whilst I film. The front of the school is another location as I am in public.

Furthermore, another internal factor would be actors. The actors I will be able to use in my trailer are my classmates and I could have issues if they are ill. To solve this problem I could reduce the amount of actors in my trailer to one and use more point of view shots.

**3 – External Institutions**

An external factor that will affect my trailer would be Health & Safety. I am responsible for the safety of the people whom are starring in my trailer and thus I must make attempts to safeguard them on scenes where they might get hurt. An example of this could be if someone in my trailer is getting stabbed, or if there is a shot of someone falling over, I would have to make safeguards such as using a safety mat or not actually stabbing someone and instead making it look like they were stabbed in editing.

A further external factor would be copyright law. I will have to seek permission from the organisation that holds that copyright of any sounds or music I may wish to use. I am going to get around this by using royalty free music which I will find online, the music I am going to use will be ominous in order to build tension in the trailer.

Another external factor would be the BBFC Guidelines. I must try to keep my trailer at an age rating of 12 even if the movie is supposed to be a 15. I have done this by making sure there aren’t any graphic scenes in the trailer. I must also make sure there is no overall tone of threat and that violence is moderate. This isn’t a problem as my trailer contains no violence or threatening behaviour. The reason I don’t need to contradict the BBFC guidelines and why they don’t affect my trailer is because it relies on suspense and atmosphere in order to appeal to its target audience.

Furthermore, an external factor that would affect my trailer is advertising law; I will have to make sure that my trailer doesn’t encourage illegal, unsafe, or anti-social behaviour. This isn’t a problem as no part of my trailer portrays any doing such things.

**4 – Narrative Research**

One thing I found out about the narrative structure of most horror trailers is that the equilibrium phase usually begins with various friends getting together to do something, this may be them preparing for prom (Prom Night) or going on a trip (Cabin in the woods). As a result of this, I have decided that my trailer will now include a scene where the main characters are walking through the corridor to their next class; this will act as the equilibrium phase of the narrative.

Furthermore, I have discovered that these trailers follow a smaller version of the Todorovian narrative structure apart from the new-equilibrium, which obviously isn’t included because it would spoil the ending. However, as having the characters realise that there is a killer wouldn’t fit the tone of my trailer I have decided to only apply the Equilibrium and Disruption phases to my trailer. The disruption in my trailer occurs when the students and teacher are in the classroom and the music changes pitch at the same time the shot switches to another where all of the students and the teacher are dead apart from the antagonist.

Trailers also create enigmas that will be answered in the film and to make the viewer want to watch the film to find out; in the trailer for ‘Unfriended’ one of the first enigmas that is set up is “Who is Billie227?” the characters even ask each other who the mysterious user is. As a result of this, I have decided to include an enigmatic scene at the end of my trailer where the main antagonist looks out of the window as the camera zooms out to cause the viewer to wonder who he is and why is he doing it.

I have also discovered that these trailers use binary opposition to show which characters will be set up as the protagonists and antagonists; these include good vs. evil, safety vs. danger and hero vs. villain. In my trailer I have decided to use a change in lighting to create the contrast of good vs. evil as darkness is traditionally associated with evil.

Trailers also use music at the point of the disruption; this is especially obvious in the trailer for ‘Cabin in the woods’ where someone pulls a lever and the music changes. I have decided to use music that moves up an octave at the point of the disruption in my trailer to build tension.

**5 – Language Research**

Most trailers have a change in lighting at the point of the disruption for example, In ‘Prom Night’ someone turns out the lights to the building, this is when we know that the killer is inside. As a result of this, I have decided to film my disruption scene again but with the lights off, or just dimmer light.

In terms of editing, trailers usually have moments where they fade to black in between clips for example, in ‘Prom Night’ it is used after most shots as the characters are preparing and it changes to jump cuts after the disruption. I will have multiple moments where it fades to blank in order to transition into the next clip. This will help build tension in the trailer as the viewer begins to anticipate something after each time it fades.

Horror trailers also use the angle of the camera which is usually canted when bad things are happening, or they purposely make it look like the camera is someone following them around for example, in ‘Prom Night’ when one of the characters is hiding underneath something to escape from the killer, a canted angle is used, she is then dragged out from under the bed. I have decided to change one of my shots to a canted angle because of this; the shot is the disruption scene where the students and teacher are dead.

Horror trailers also use sound, or sometimes the absence of it to build tension. For example, in the trailer for ‘Cabin in the Woods’ when two of the characters are going down a lift, it goes quiet and we can only hear them breathing. However since I will have music throughout my trailer to build the tension I don’t feel like it would be necessary therefore I won’t make any changes in terms of sound.

Horror trailers usually aren’t bright and colourful for example; in ‘Unfriended’ most of the shots seem de-saturated as the characters are supposed to be using webcams. As my location is a school, it doesn’t have many bright colours therefore this doesn’t affect me. I have also turned the lights off for one of my shots as the darkness helps build tension but it also created a contrast with the previous shot.