FOLIO TO CREATE A

NARRATIVE

What's your story?

Name _____

Code Conventions of Storytelling

- **Opening Development & Closure**
- **Multiple Storylines**
- **Narrative Possibilities**
- **Character Development**
- **Cause & Effect**
- **Setting**
- **Structuring of Time**
- **Point Of View**

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING
A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING
Listeners will not only experience the similar brain activity to each other, but also to the speaker.

DOPAMINE
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Media Codes

Technical, written and symbolic tools used to construct or suggest meaning in media forms and products. Media codes include the use of camera, acting, setting, mise en scene, editing, lighting, sound, special effects, typography, colour, visual composition, text and graphics.

Media Conventions

Rules or generally accepted ways of constructing form and informing meaning in media products including story principles, form and structure, generic structures, character and story arcs, cause and effect, point of view, the structuring of time, elements of page layout, paper stock for print, titles and credits sequences, hyperlinking and mounting and framing of images.

For this assessment task:

You are required to create a narrative within a media product.

Firstly you are to create a design folio that outlines what you plan to create.

The folio will contain the following sections:
- Development
- Pre Production
- Production
- Post Production

In each one of these sections you will be required to complete and discuss the media code and conventions according to your narrative and media product for your selected audience.

Narratives are revealed to audiences in many formats. It is your job to select the media form you work best in. Some ideas include:

- Short film – Moving Image
- Photography sequence
- Magazine
- Online social media platform
- Blog
- Website
- Advertising campaign
- Radio
- Computer game
- Hybrid of two media forms – Magazine online

So for this assessment task you are completing two things:

1. **Design Folio**
2. **Media product that contains a narrative**

DEVELOPMENT

Inspiration

This is the opening of your folio. Here you want to make a visual statement of what you are about. Your personality summed up in images, words, music, photos, passions, ideas, song lyrics, artists….

As an introduction to this Area of Study you are all required to get a FOLIO and design and print the first few pages with the following information and imagery:

TITLE: Inspiration

- Source FILMS with a powerful narrative & annotate.
- Source TV SERIES which contain a powerful narrative & annotate.
- Source SONGS or PODCASTS which contain and propel a powerful narrative & annotate.
- Source PHOTOS which contain and propel a powerful narrative & annotate.
- Source STREET ART which contain and propel a powerful narrative & annotate.

Your annotation should include: (write on behalf of the audience NOT YOU)

- The code and conventions employed by the creator to propel the narrative to the audience.
- Where and How the media product was produced and distributed.
- The impact had on the intended audience.
- Any prior understandings or expectations that audiences may or may not have had.
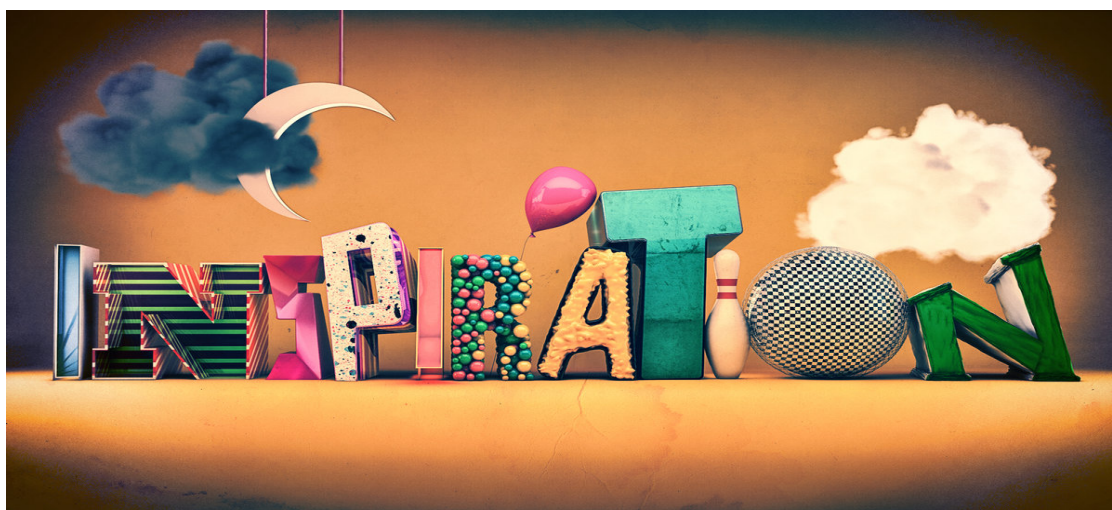
Exploring Ideas

Once you have completed your Inspiration (Task 1 above), you can now move onto Exploring Ideas. You are still in the Development stage of creating your Media Product so it is completely ok if you are still unsure what your product form will be and what narrative it will contain.

Exploring Ideas can look and feel how you like. The point is to explore and advance on existing ideas that already exist. You may have got a few ideas from your Inspiration section and want to further expand and explore concepts, codes or conventions from those media products.

For example: Exploring…..

- Colour – The psychology of colour and how it is employed to engage and tell a story.
- Font – The psychology of font and how it is employed to engage and tell a story.
- Titles & Credits – How these are created and what impact they have on setting a feeling or resolving a product.
- Location & Setting – Cinematography – What this does and how effective it is.
- Paper Stock – How different they are and what they mean to the end user.
- Score – Foley – Sound Effects – How sound is employed to engage and tell a story.
- Camera Techniques – Who and how these are employed to engage and tell a story.
- Lighting Techniques – Who and how lighting is effective to engage and tell a story.

These are only a few ideas….you may have more. Make sure you include images and source your ideas.

PRE PRODUCTION

Audience

Audience is the central reason why any media product is created. Without breaking down the demographics of your target audience your client will not fund the production or consider it a worthy creation to invest in. No product or media form is created for everyone. Even a bottle of water has a targeted audience. It is not made for everyone who drinks water.

Your audience breakdown should be one A3 page of writing and include the following breakdowns:

Demographics:

Gender, Age, Income, Family.

Geographics:

Where you live, How you live, Where you holiday, Where you hang out, Where you buy things – online/in-store, where they don't go?

Psychographics:

Their likes, Dislikes, Hobbies, thoughts on things, social media use, Who you hang out with, Buying trends, are they confident, social, leader, follower, trend setter, social currency is important or not, self worth, body image identification, do they fit in or not, how they see themselves compared to others, where they fit within the social setting, any stereotypes attached to their representation?

This is a 300-500 word statement articulating your target audience/s. It should include a description of who they are, what their expectations are and knowledge might be and why they would be engaging with your media product. In your audience statement you might address the following dot points.

- Some key demographic information (EG; age, gender, where they live, income levels etc.) Sometimes not all of these are relevant but most of the time they are so be specific, it's ok if you feel like you're stereotyping because in a way that's what you are doing.
- What other media forms and texts does your audience engage with?
- What knowledge does your audience bring with them? What conventions etc. Are they aware of and expecting from your product?
- What aspects of your media product will they engage with and why?

I would firstly have a read of good examples of previous folio Audience examples. This section of your folio should be typed and at least the size of A3. That way you are very clear whom your product is created for and its purpose.
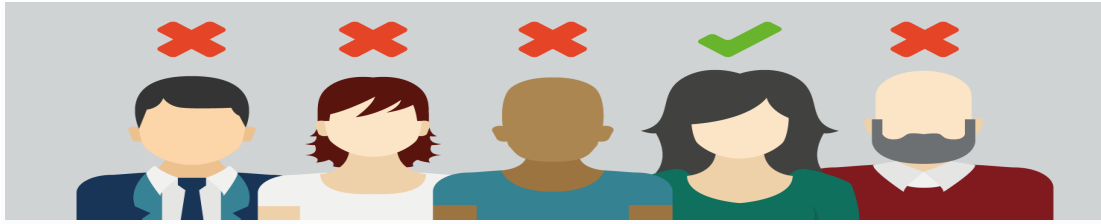
QUESTIONS TO CONSIDER - • Whom are you creating this media text for? • What are their interests? What are they passionate about? • What knowledge will they bring to your media product? Will they be familiar with the content, style or genre of your work? • What expectations will they have of your film, magazine or other media product? Will they compare it to similar works? If so, what?

Audience Consumption & Reception – factors to consider and discuss

• Previous readings of the text or product
• Audience physical, emotional and mental context
• Audience emotional engagement
• Reception at the time of the text release or later
• Audience expectations and possibilities
• How audiences are influenced by the element

Intention

In the first sentence of your intention, you must clearly identify what you want to make. For example:

- I am going to create a short film - Horror film.
- I am going to create a documentary about my grandparents' migration to Australia.
- For my SAT, I am going to make a music video for a local band.

Once you have clearly identified what you want to do in the opening sentence of your intention, you can go on to give more detail about what you hope to achieve.

What do you hope to achieve by producing your media product? Again, it is useful to be specific. When writing your intention, think carefully about what you hope to achieve. Write about the purpose, impact and outcome of your media product.

QUESTIONS TO CONSIDER:

• What are you making? The first sentence of your intention should clearly state what you intend to make.

• What is the purpose of your piece? What impact or effect do you want it to have on the audience?

• Do you want your project to have a wider impact on society?

CODE & CONVENTIONS OF STORYTELLING:

In order to convey your narrative to your audience, Creators of media products will consider the Code and Conventions of Storytelling that engage and propel their ideologies. Ideologies represent the social values and the fabric of which your society is made from. You want your audience to relate to your characters and their story and you want your audience to connect to the ideologies that underpin your narrative.

Your job will be to discuss the Code and Conventions that you will be employing in your media product to engage and propel your story to your audience. Select from the list below and explain how and what Code and Conventions you will be using. Make sure you include images where possible in your folio.

CODE & CONVENTIONS OF STORYTELLING:

- Opening, Development & Closure
- Multiple Storylines
- Narrative Possibilities
- Character Development
- Cause & effect
- Setting
- Structuring of time
- Point of View

For the media language that supports each of these, please refer to the Code & Conventions Booklet.

Script – Interview Questions

If your media product requires a script or interview you will need to include this. You must use the correct conventions of script writing and interview formats.

It is a good idea to cross check your script with your audience to see if you need to make any changes before you film.

Storyboarding

For every photograph, film shot produced, or magazine layout you will require a Storyboard. There are many programs that will support this if you are not the best drawer. It is HIGHLY advised you do not use stick figures.

Storyboards are crucial to any media product. They allow prompt direction on the day of shooting for, the Director, Producer, lighting crew and actors.

There are storyboard templates for film and photography on the website: http://www.mediaknite.org/storyboards/
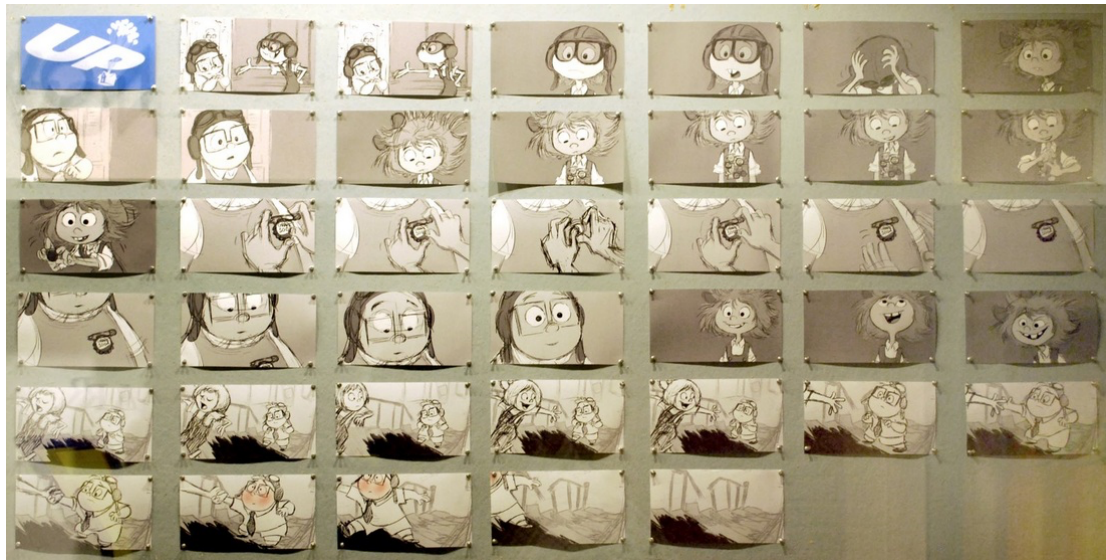
PRODUCTION

Casting

Who is in your production and WHY?

Character Profiles (if relevant)
Even if the information will not necessarily be expressed in your final product, you are to write one paragraph on each of your main characters. What kind of person are they? What is their social and cultural background? What are their interests, desires and motives? **INCLUDE PHOTOS**

Actors / Models
Note the actors/models you plan to use, then when you have confirmation that they will be involved, introduce them. For major actors, including yourself if you are acting in your own film, comment on the suitability on each performer and what you hope they will bring to your product. If you are acting within your own film, discuss how you will manage the logistics of the production process. Explain why each actor/model was chosen. **INCLUDE PHOTOS**

Timeline – Run Sheet – Shot List

For this section you will require a table, chart or calendar of shots you require with dates and times listed. This will go hand in hand with your storyboards so you know when you require equipment etc. Not all films or photographs are shot in chronological order. Quite often it is based on weather conditions, timeframes, location mapping etc.

Depending on how you like to read your schedules will depend on the layout of this section. Some people design their own run sheet formatted table and others embed printed calendars and label them.

Layout

If you are completing a print production this section is crucial. Here you will be outlining the layout of your media product. You can do this in a variety of ways. You can use a computer program to help you or just draw the layout pages by hand. I would experiment with different ideas before you reach your final.
Each page that you plan to print will need a layout design.

Layout
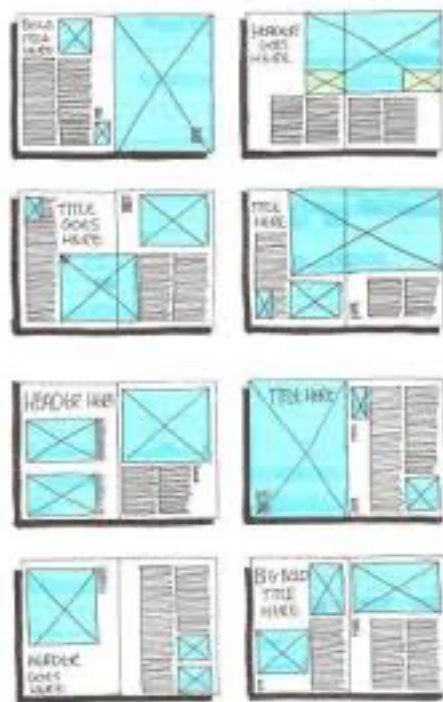
POST PRODUCTION

Editing

Editing techniques will vary depending on what media product you are creating. Each media form has a different approach to editing. Some require large amounts while other productions will use the raw material and not manipulate the original form.

In this section you outline what software you plan to use (include an image). What techniques you will be employing in order to engage your audience. How long you plan this activity to be.

Consider things like:
- Colour grading
- Photo Shop
- After Effects
- Special effects
- Sound manipulation

Titles & Credits

This section is for the moving image. All productions must contain a title and a credit sequence. This is crucial to your moving image and audience expectations.
Get creative with this section. There are so many ways to create meaning with your title and credits.
Research some ideas and include them in your folio.
Show some images of ideas you found. **Annotate them.**

Title doesn't have to be at the very beginning. It can be straight after your opening scene for example.
Credits do not have to be white text rolling on black background. Find an interesting piece of music to align with your audience. Perhaps shoot some extra material specifically for the credits. Bloopers perhaps. There are so many creative ways to open and leave your audience.

Mounting / Paper Stock

For the print and photography productions only. You are required to consider and explain what format your final output will look and feel like. How you would like your media product to be displayed.

Things to consider for this section are:
- Paper stock (Matt / Glossy / GSM)
- Mounting ideas (Framed / Foam board etc)

Social Values & Ideologies

The context in which a narrative is viewed can affect the way the audience understand, experience and respond. This will depend on factors such as; WHERE (location) the media product is distributed and WHEN (time period) it was consumed.

Every place/society and time period contains audience's with a world view. The fabric or lens in which they see the world. The way they see social values and the way they expect certain ideologies to be represented.

We as Media Producers can discuss the time period and the location of distribution and consumption and see how relevant they are to the narrative being told.

Understanding Ideology:

Neutral Ideology:
Those media products where the main purpose is to entertain rather than persuade the audience one way or another

Implicit Ideology:
Found in media products where the protagonist and antagonist represent conflicting ideologies.

Explicit Ideology:
Exists in media products that are made to persuade the audience to think a certain way.

POLYSEMIC: The *polysemic* nature of a media product – the factors which enable different viewers to make different senses of the same text.

In your folio include a discussion on the Ideologies, themes and social values that exist with the fabric of your narrative. Try and use media language in your folio as this is where you score maximum points.

Distribution

Distribution is important. This is how you plan to distribute and promote your media product. Where, When and How. List as many factors as possible and ensure you connect back to your audience and intention statements.

Release dates are important and so too is location. You must consider relating this back to the Ideologies, themes and social values you listed in your folio. It is essential in all media products that audience understand why a product was made, why it was consumed at a particular time and why at a particular place.