**Evaluation**

**For your evaluation you will answer 7 questions.**

You will use **different media formats** for each question. Media formats you could use include:

* Slideshare – produce a presentation with images and sound and upload it to slideshare
* Prezi – produce an animated presentation
* Video – use images and voice over to discuss your ideas
* Audio – conduct an interview to discuss your ideas – include sound/music
* Social media sites such as Flickr to gain feedback on your work

The 7 questions:

1. **In what ways does your media product use, develop or challenge forms and conventions of real media products?** 
   * You need to refer back to your research into other film openings and their conventions. You may like to discuss how your film is similar or how you have taken the ideas and changed/developed them further in your own film.
2. **How does your media product represent particular social groups?** 
   * Think clearly about what messages about particular social groups come across in your film. Consider what you are saying about the lifestyle/interests/dress/style/aspirations of particular groups of people. Have you re- created typical stereotypes? Does this fit with the genre of the film? Have you challenged stereotypes? How/Why? Don’t restrict your response to discussing gender or age.
3. **Who would be the audience for your media product?** 
   * Refer back to your research into your target audience. Explain the findings of the research and show your ideal audience.
4. **How did you attract/address your audience?** 
   * Refer back to your target audience research and pick out clear examples of how your choice of characters, story, camera, sound, editing, mise en scene was designed to address/attract the target audience.
5. **What kind of media institution might distribute your media product and why?** 
   * Look at the distribution companies that produced the films that you researched. Which would be suitable to distribute your film and why?
6. **What have you learnt about technologies from the process of constructing this product?** 
   * Outline the technologies you have used in your planning and researchtion, production and evaluation.
   * Explain how they have helped you with each stage of the production.
7. **Looking back at your preliminary task, what do you feel you have learnt in the progression from it to the full product?** 
   * Compare your preliminary task side by side with your finished film and discuss how you have improved your understanding of film making and the use of digital technologies.