TELLING THE FUTURE - ON VIDEO

Designing and making a short video based on the theme of fortune telling.

Episode 1: Deciding on the effect you want to achieve

The task for this activity is to create a video clip of a fortune teller at work. You will need to decide on the effect you want to achieve to make it entertaining and then set it up and film it. The completed film can then be used to gather responses from other people.

Remember, this is just for fun. It isn't supposed to be a serious attempt to foretell the future, but rather to be entertaining. Nevertheless, to be entertaining you're going to have to think about the effect you want to create and how to go about it.
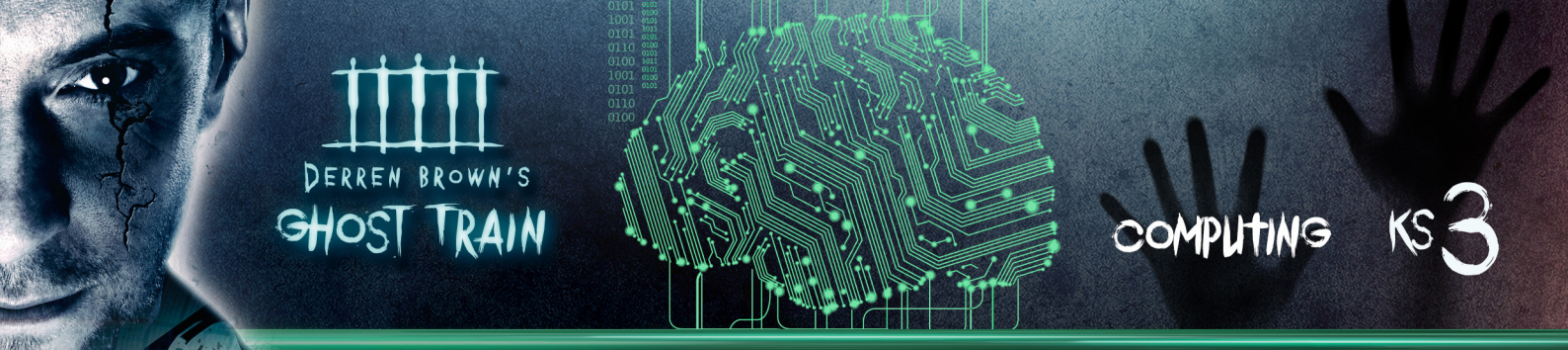
The video will consist of what is known as a 'piece to camera'. This is when someone talks directly to the camera, looking into the lens and speaking while making eye contact. The idea is to create the effect, when watching it, of the person filmed speaking directly to the viewer.

Whether or not you've ever had your fortune told, you should imagine the effect you want to create. Here are some things to think about:

- how the fortune teller will be dressed
- how the fortune teller will be lit
- what other props might be used
- what the fortune teller will respond to. It will be more entertaining if the person whose fortune is being told has to do something such as show the fortune teller their hands, submit a card they've written something on or be gazed at. This helps to make it more engaging.

1. Now develop some ideas for a script. It will be better if the person being filmed isn't reading it aloud, but they'll probably need some ideas.

2. Now set the scene up and film it. You might, for example, use an iPad and an app such as iMovie to do some editing.*

Episode 2: Seeing how Derren does it

If you get chance to see the Zoltar machine at Derren Brown's Ghost Train which features 'Derren' as a fortune teller then you should do so. If not, watch this video: **https://www.youtube.com/watch?v=4kGVeEmvn44**

1. When you're looking at these, think about the effect created and how the designers approached the same issues as they did.

2. Were they successful at creating an entertaining clip and if so, how did they do it?
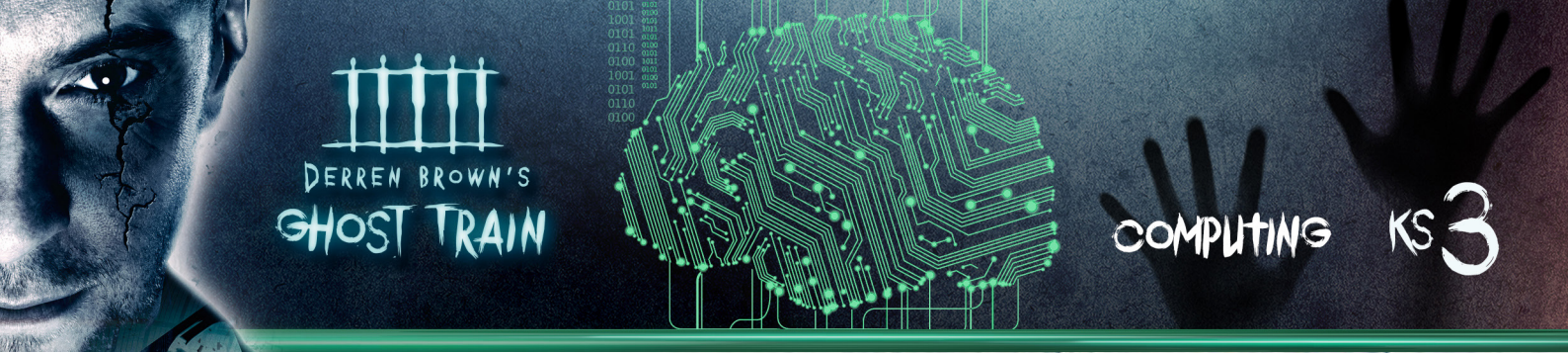
Episode 3: Comparing your attempt with the professionals

Organise a screening of the videos shot by teams of students in your group. Think about the components of an effective film piece and agree some success criteria. These might include items such as:

- engaging script
- effective lighting
- convincing clothing and props

1. Now screen the various films, discuss effectiveness against the criteria and award marks.

* If you have not used iMovie before, there's a good guide at:
www.larkin.net.au/resources/iMovie_guide.pdf

CREATING AN IMAGE FOR A SIMULATION

Finding out how an image can be used to set the scene for a game or film.
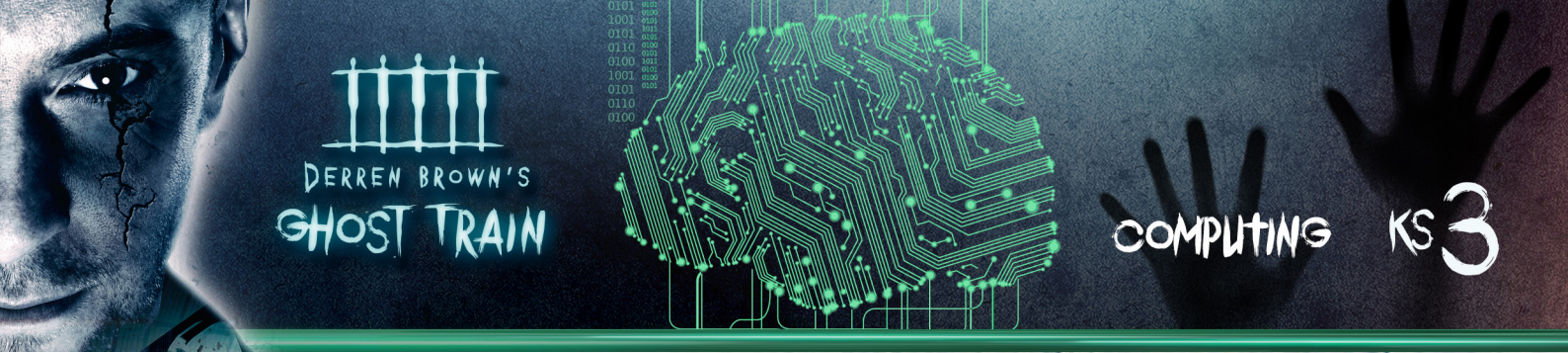
Episode 1: Making an impression

When you're designing a scene for, for example, a computer game or a film, you need to create an impression. Using a variety of approaches you can convey a certain sense, or feeling. You might use colour, lighting, texture or shape. The scene might even include words or images within it.

You will be shown an image for a short period of time (around 30 seconds).

1. Look at the picture, afterwards discuss your ideas with a partner and record them in a table.

Impression – what did the picture suggest might be going on?	**How created** – what aspect or feature created that impression?

2. Prepare to share one or more of your ideas with the whole class.

3. How similar were the impressions that other students had formed – was the overall impact pretty much the same?
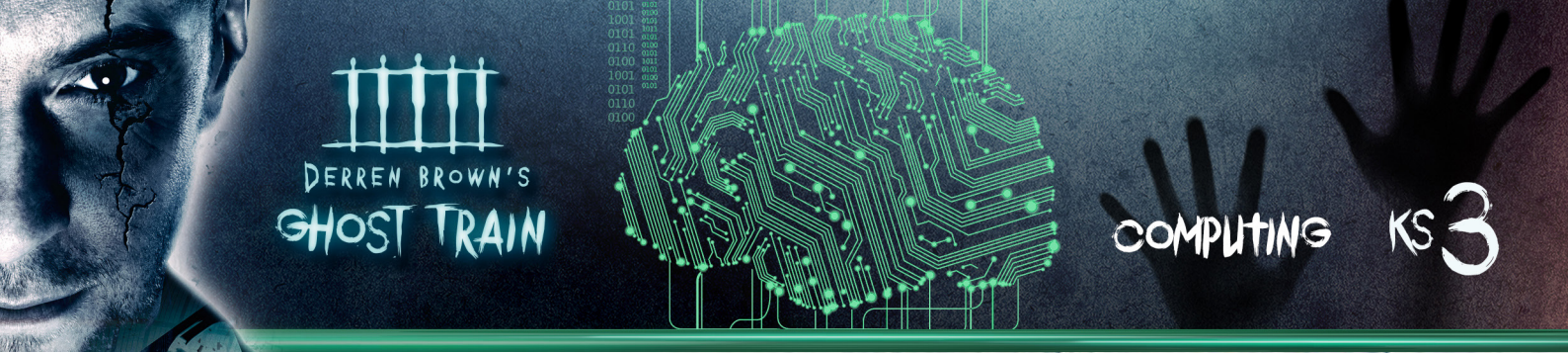
👁 Episode 2: Seeing how it works

Now apply these ideas to an actual entertainment product. This would work well with an attraction such as Derren Brown's Ghost Train, or you could use another situation, game or scene from a film.

1. Whichever context you are going to use, look at and discuss the way the designer achieved the necessary effects.

2. List the impressions the picture makes and then try and identify how this was achieved.

Episode 3: finding your own picture

Imagine that you are designing a scene for a computer game or film. Think of the impression this scene is trying to make and how you could try and arrange this.

1. Search for images of scenes that might try and convey the right effect.

2. Capture one of these images and identify the features that are successful and why. Imagine you were going to use this to give some suggestions to people who are going to develop the idea further. You don't want them to copy the scene exactly as it is, but there are certain features that you want them to pay attention to and draw upon.

3. Annotate your selected image with labels that clearly draw out key features.

PERSONALISING PRODUCTS

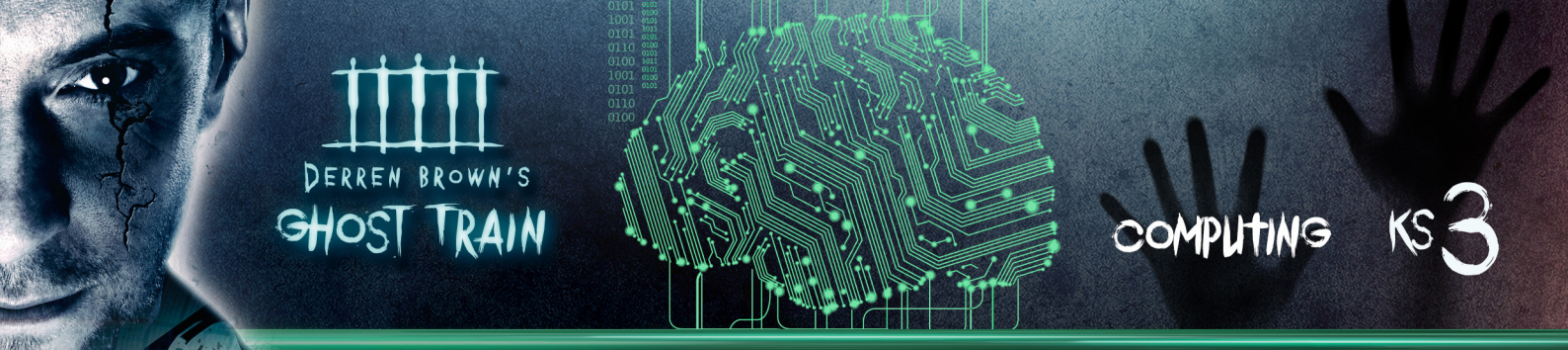**Exploring ways of personalising products to add value.**

Episode 1: Make it mine

Many of products today are mass produced. From ball point pens to cars, manufacturers have found they can keep the cost down by producing and selling large numbers. It means the development costs can be shared out widely. If for example, it costs £5,000,000 to design a new phone but the company can sell 10,000,000 that is 50p per phone, which would be seen as a good return.

The problem with this however, is that often people don't like having the same as everyone else. There's no individuality in a mass produced product. This doesn't matter if it's something like an electrical plug or a bottle of milk, but a mobile phone or a car has more value if there's something about it that shows it's yours.

This is a challenge for the manufacturer. How do you make a product personal whilst still keeping the economies of mass production?

1. Do some research and produce a short report into personalising products. You could look into the following, or choose your own:
   - Some cars, such as the Mini or the Fiat 500, have a large number of options that a purchaser selects from.
   - Find out some of these options and suggest why these have helped to make these cars so successful. What challenges does this present the manufacturer with?

2. Mobile phones are highly personal. Think about a smartphone and suggest:
   - what options the manufacturer might offer
   - how the manufacturer might offer the user ways of personalising their phone
   - ways in which users might find other ways of personalising their phones cases.

👁 Episode 2: Personalised merchandise

If you go to an event or tourist attraction such as THORPE PARK Resort you will see many examples of merchandise. Some of this isn't personalised – the value comes from the association, such as a t-shirt from a particular ride. Other products are highly personalised, such as photos taken on the ride.

For Derren Brown's Ghost Train, one of the products is highly personalised. It would spoil the surprise to reveal what it is (or how it has been produced) but when you leave the attraction, you will see what it is.

1. What is the product?

2. How do you think the image was acquired?

3. Comment on how effective you think it is, and why.

Episode 3: Look at yourself

Think about and then make something personalised – with your own face! It's a good way of making something uniquely yours and using a camera phone, it's easy to get an image to use.

1. Decide first what it is that you're going to personalise. It should have a transparent cover so that the image can be mounted behind it. For example:
- a CD case
- a folder for school notes (some have a plastic card holder on the spine)
- pencil case
- mobile phone case

2. Give some thought to the image. It could be a conventional front view of your face, but it's worthwhile experimenting a bit. Try standing turned away from the camera and turn your head towards the camera. It's also worth lowering your head a little (but if you do this, be sure to smile or it will look aggressive).

You can also consider the background – should it be plain or could you use a 'selfie' taken in a favourite or unusual place?