

Evaluation

I have attempted to produce a 4 spread magazine pages, 2 posters, and a billboard for a campaign on child abuse (mainly focused on sexual abuse). Its aim was to give out several different messages to different audiences. Enigma was one of the main factors in my campaign, and most of the posters were mainly based on people's imagination. I have used a variety of methods and techniques in order to complete my coursework.

In my opinion the end product was strong in achieving the aims of the brief; however it was not without its weaknesses. The two posters were very different to both the billboard and the magazine pages. I have purposely done this, in order to give a variety of different techniques that would suit everyone, and that would certainly appeal to the different audiences. Both posters are made up of two contrasting main colours: black and white. In the first poster, the black background connotes the evil and abuse the children are surrounded by in this world, and the white writing representing the ray of pure light that is going to save their innocence. The colours contrast really well together, supporting the stereotypical ideology, of black being a dark and evil colour, and white being the pure angelic colour. The poster is mainly targeted to children, which is why the help line number is in big bold white writing, so that is clear and apparent for the ones who need help. Furthermore, the spotline on the telephone shows how important it is to call, and also showing that this is the only solution. The picture of the child feeling lonely and holding the teddy supports the other picture, as it represents the narrative of the poster, and its aim. It also makes it easier for children to understand it as it is illustrated, and the child's emotions are clearly shown. The simplicity of my advert was very important as I was determined to try and deliver the right message with as little writing as possible. The poster ends with the words "safety is just on the other end of the phone...it's never too late" supporting the picture of the phone, and juxtaposes with the child's picture, as it's offering the opposite of what the child in the picture is feeling. Even though the words and the simple pictures make the poster appeal to children, however the layout and the colours would also attract adults, making the target an ABC1C2D audience, as it could be for parents, children, relatives, or even anyone aware of this serious matter happening around them,

Different ideas are used in the second poster; it is very simple and is based on the intertextuality of the Oliver twist film. The phrase "Please sir, I want some more" is very well known, and people immediately relate back to the film when it is said. I decided that by using it, the audience would relate back to the main character, and eventually remember how he was suffering, and how he was begging for help, surely the same as this child. The black and white contrast, and the innocent picture of a vulnerable child looking up, makes it clear what the advert is about, even though it is very enigmatic, since the readers do not know for sure who the child is looking at, or what he is begging for. The word "please" enforces the idea of the child's innocence, especially with the picture of him helplessly looking up. It is mostly directed at parents or adults since it is intertextual with quite an old film, and therefore it would be the more wealthy ones that could afford televisions, to an ABC1 audience.

The attempt to set up a narrative for the piece whilst still maintaining an element of secrecy emphasising the conspiracy element of the story was done with a certain

degree of success, using enigmatic photos, yet giving out very strong hints that made the audience almost certain of what it was about. The logo accompanied by the telephone number and the website of the organisation was found on both posters, giving the readers the information they need in order to complain or seek help.

The 4 page magazine spread, has worked exceptionally well, even though I had to adjust it and make some changes disagreeing with my brief. The main idea around it was to use reflective methods and juxtaposition to give out the message. They are all in a form of a diary, written by a child with a happy picture of them in the middle. The language used is very simple, and the children in the photos appear very happy. Enigma is shown throughout this whole series of pages, as the reader would not know what the advert is about, or who the "he" is, however as they go along, they will eventually understand until they get to the back page. The colours are very light, even though they are quite washed out representing purity being taken away from those children. The pictures are in black and white, juxtaposing with the picture itself as it is not colourful and happy as it should suggest. The main aim of these pages was to show people how simple it is for children to be brainwashed, and what thoughts they have in their minds. The last page shocks the viewers with the facts, and therefore completing the idea of what the advert was about.

There were some changes that I have made throughout making the project, in order to give out the exact effect on others. For example, in the posters, I tried to make them very simple and just by using as few words as possible I will give out the right message. Therefore this has taken me a while. I did not mention the idea of intertextuality used in my brief, as I have thought of it while creating the poster, same as the other one. The theme of subtle colours was also a difference that I have decided to add whilst making it.

For the series of pages, I have applied all of what I have mentioned in my brief, expect for changing the colourful bright picture, in order to give a sense of juxtaposition.

The logo is on every single page in my campaign, showing the institution I am using, "darkness to light". I have also used a graphic programme called "Easy media creator 10 suite" to help in editing my photos, and a digital camera for taking the pictures needed.