

External assessment 2024

Question book

Film, Television & New Media

General instruction

- Work in this book will not be marked.

Section 1

Instructions

- Respond to **one** of the following questions.
 - Respond in 800–1000 words in the response book.
-

Stimulus 1

Silent, Moonbot Studios, 2014

Length: 2 minutes and 39 seconds

Context

Silent is an animated short film created by Academy Award-winning company Moonbot Studios in partnership with Dolby. The sound was created by Academy Award-nominated sound designer Steve Boeddeker. The film was designed to represent the evolution of film technology and celebrate the emotional power of audio in film. Director Brandon Oldenburg has said that the characters Morris Lessmore and The Kid represent picture and sound respectively.

Silent debuted at the Scientific and Technical Academy Awards on 15 February, 2014.

QUESTION 1: Representations

How effectively do the characters in the stimulus represent the evolution of moving images and audio, and the relationship between them? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

OR

Stimulus 2

Excerpt from *Jurassic World: Dominion*, Universal Pictures, 2022

Length: 2 minutes and 34 seconds

Context

Jurassic World: Dominion is the third *Jurassic World* film and the sixth instalment in the *Jurassic Park* film series, which began in 1993. *Jurassic World: Dominion* is directed by Colin Trevorrow and produced by Universal Pictures. In this scene, Claire Dearing (Bryce Dallas Howard) is attempting to evade a large, blind dinosaur. Prior to this scene, Dearing ejects herself from a damaged aeroplane into the trees.

QUESTION 2: Technologies

How effectively have technologies been used to build tension and position the audience in this sequence? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

OR

Stimulus 3

Goldfish Focus Faceoff Lens, Zulu Alpha Kilo, 2022

Length: 1 minute and 16 seconds

Context

In 2020, Campbell's, a Canadian food company, enlisted advertising agency Zulu Alpha Kilo to market a new flavour of Goldfish crackers to children aged 13 to 17. The agency used eye-tracking and facial mesh technology to create a gamified augmented reality (AR) lens for the social media app Snapchat. It was the first Snapchat AR lens to track blinking, tapping, turning and eye movement. When the lens was launched in November 2021, more than half of Canadian internet users aged 13 to 25 used Snapchat.

Users were encouraged to share high scores, and gameplay was rewarded with a coupon to trial the product. The lens was on Snapchat for one month. It was featured on Snapchat's camera carousel, which selects and promotes lenses based on popularity and user interaction, though Zulu Alpha Kilo paid to have the lens promoted. The agency's aim was to build a connection between the product and the audience, and their success was measured by playtime and sales. When the new tomato sauce flavour of Goldfish crackers hit the shelves, it quadrupled Campbell's sales revenue.

QUESTION 3: Institutions

Based on the stimulus, how has the advertising agency created an effective marketing campaign for teenagers? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

References

Stimulus 1

Moonbot Studios 2014, *Dolby Presents: Silent, a Short Film*, www.youtube.com/watch?v=KA6azZALMiE.

Stimulus 2

Universal Studios 2022, 'The Blind Dinosaur Scene', *Jurassic World: Dominion*, www.youtube.com/watch?v=SNUEUDkfXIM.

Stimulus 3

Goldfish Focus Faceoff Lens (video) in *The Drum*, 'How Goldfish crackers put teenagers' attention span to the test', www.thedrum.com/news/2022/04/21/how-goldfish-crackers-put-teenagers-attention-span-the-test



© State of Queensland (QCAA) 2024

Licence: <https://creativecommons.org/licenses/by/4.0> | Copyright notice: www.qcaa.qld.edu.au/copyright — lists the full terms and conditions, which specify certain exceptions to the licence. Third-party materials referenced above are excluded from this licence. | Attribution: © State of Queensland (QCAA) 2024