

Eve Bryan
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CCiFF Critical Reflection

Logo, Trailers and Idents

I have created three Idents and three Logos for the Copper Coast International Film Festival 2019, it is a 3 day film festival celebrating the world of film in the heart of Swansea. There are screenings of the films entered into the competition on the first two days and an awards night on the third. I believe the theme of the festival is entirely focused on film and celebrating all different genres from all different cultures around the world. My theory behind the logo I created was to make it bold, clear and confident. I believe I succeeded in this, I used a strong yet professional font, copperplate, and kept the frame of the logo from last year's festival, to keep the brand and identity of the film festival intact. The ident I created was of the logo, there is a soundtrack of a camera focusing onto the logo, and then it is as if an image is being taken as the whole logo is like the shutter of the camera. My idea behind this was sticking to the theme of the festival as it is like a camera, relating to the cinematography of film. I also created a trailer for the film festival, it is an inspirational or happy trailer, highlighting amazing cinematography and sequences from some of the films entered into the festival.

To create my trailers for the film festival I watched all of the films selected and chose clips from the majority of them to edit them into a 45 second trailer, I created 3 different versions of these all aimed towards different target groups, for example my first trailer is more of an emotional type, it is aimed towards people who are interested in drama and serious films, I would estimate the age group for this would be 30+. My second trailer is more lighthearted and focuses on the warmth of film and the sense of community, I would say this trailer is targeted towards those who are interested in film and who can appreciate a good film, I'd say the age group for this trailer to be targeted at would be a younger one, around

13+. My third is more about the beauty of film as i have included some amazing cinematography from the films in this trailer, I would say this is aimed at those who are passionate and fanatic about film, I wouldn't say there is a specific age group that this trailer is aimed at as the possibilities are numerous. The way I selected the clips I used in my trailers is by watching all of the films and making notes on certain parts of the films I particularly enjoyed, I then sifted through these to get some really good clips from the films. I have learnt how varied the world of film is and it has made me appreciate it alot more.

The purpose of a TV ident is to inform the viewer of the channel they are watching, this is the same with film festivals. "For me, what really sets this TV ident apart from so many other busy, unremarkable branding identities, is that its signature device on the logo conveys a key aspect to the brand." - Words by Alasdair Lennox about TV Idents. I researched into different idents that were created specifically for film festivals, one that caught my eye is the 2015 BFI London film festival ident, it is effective however I feel as though it doesn't relate to film as much as it should.

I researched and watched the trailers for other film festivals, all around the world, I found the trailers to be upbeat and lighthearted and this is something I wanted to recreate in my trailers, I believe my trailers are focused on the theme of the festival which is film, they are entirely based upon celebrating, and focusing on film. In the trailers I used a dramatic yet inspiring soundtrack which was uplifting and also caught the audience's attention, I also began and finished the trailers with the logo I created, which advertises the brand and festival and will more likely stick in the viewers minds. I used clean cut transitions as I wanted it to be a fast paced trailer and also show off as much of the footage from the films as possible.

The logo I created came from many designs, I began with experimenting on paper as to different styles that could be used, and as the name of the festival is a long one I felt this would be a challenge as the logo has to be easily recognisable, and needs to stand out "Nowadays, companies want to create a strong brand that will be immediately identified. Branding process is therefore used to help companies define their values and essence and establish a positive image, familiarity and recognition within the marketplace." . I then started playing around with different fonts in photoshop seeing which would work best, I chose the

font copperplate, I added a similar border as was used in last year's film festival, I made it thinner but it was still bold. "Your brand is the single most important investment you can make in your business" - Steve Forbes, editor on chief of Forbes magazine. I believe the logo I created for the festival worked well because it is bold, catches the eye of the audience and holds on to some elements of the previous logo but is fresh, clean and professional looking.

In conclusion I believe I achieved the goal, and what I created was a success, I stuck with the theme of the festival while creating something new and fresh. I feel as though I achieved all the targets, and I believe all target audiences were met. I have learnt a new appreciation for film and the hard work each and every person put into these films.