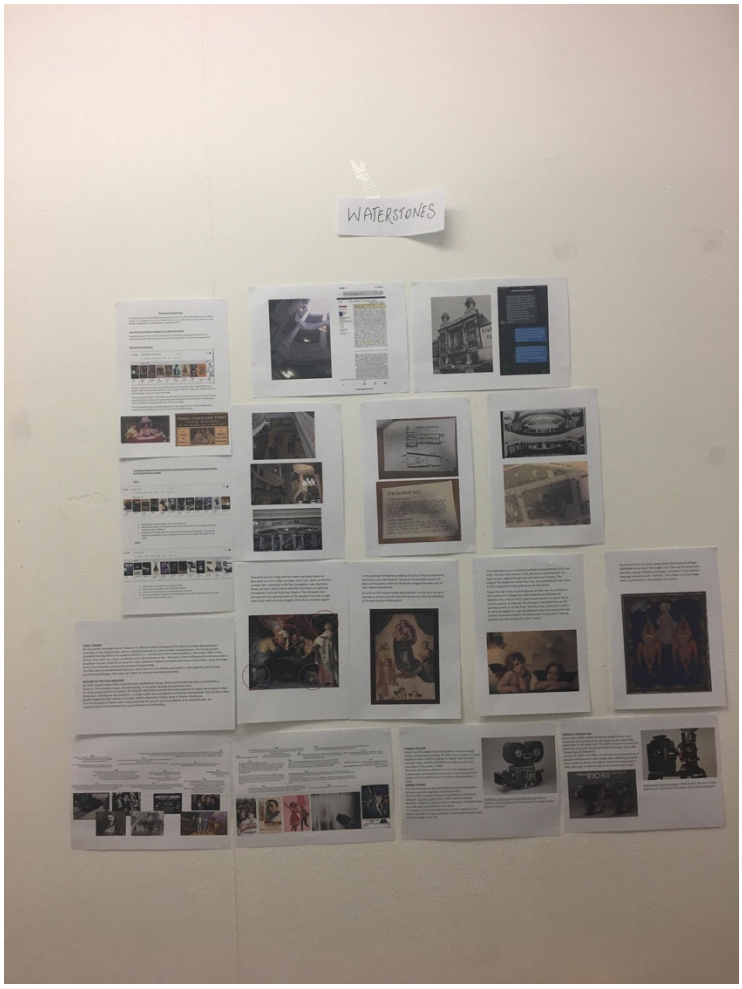
Research

For this exhibition, I was happy to be placed into the Waterstones group as I already knew that the building contained a lot of history which would give us a lot of inspiration for our project. We started researching into some basic information on the building and found out that it was a cinema from 1914 – 1977. This was a very big inspiration to us and knew straight away that this information would lead our exhibition. From this we went to the archives to find out some physical research, in which we found newspaper clippings saying the dates the Carlton Cinema was open and all the backlash it got from when they decided to close it down.



We then planned that we wanted an immersive cinematic experience as it tied in really well with the history of the building and would make any audience members feel like they're actually back in a cinema. We came to the decision of making a moving image piece as a group to relate it back to the history of the cinema which meant we'd have to bring in the idea of popcorn and tickets too. As the exhibition would be in Waterstones, we decided to include a book in some way as typically books get adapted into films. We thought a zine would be best as it easily gives a small amount of information on the given subject.

Whilst observing the building, we noticed that outside there were small statues of cherubs adorning the windows. We looked into that more and found out that the building had be created with religious intent, having a temple like structure, stain glass windows and spiraling staircases. This lead us on to our theme of religion. After coming back from viewing the site, we all came together and started putting our skills forward to see how individually we could help the group. I was originally put on editing for the posters and tickets as I was the most experienced in Photoshop, I was also put on to editing the video itself as I was also fairly experienced in Premier Pro however, when it came to actually editing the video I was unable to be involved to due issues another member of the group caused.

We then got in contact with the manager of Waterstones to try and organize a meeting to view the inside of the building where the exhibition would be held. We had to be supervised during the visit due to the building being a grade II meaning its old and damaged. During the building tour we noticed that part of the ceiling had broken because of water damage and there was an ongoing leak that they were unable to fix due to problems with the council. However, this didn't bother us too much as it was in a corner of the room and was out of the way of the main part of the room. There was also paint chipping off some of the window arch, but this would also not be a problem as it was also out the way and not a big health concern. This trip also allowed us to locate the fire exits and fire alarms in case of emergence. The group then got together the next day to discuss how we'd project the film and the wire

placement as the exhibition room only had one set of plugs at the back of the room. We finalized on a back lit projection would be best as it would be out of the way and sight of the audience and we would be able to organize the wires easier. We had came up with the idea of having a moving image piece including cherubs and as the piece progressed we came up with having two projectors and 5 parts to the film however, to make it less complex in our time frame we thought it best to have 3 parts to the film and have one projector. In terms of filming the short film we researched into possibly filming on an old type of camera to make the film look as dated as possible. We looked into a Super 8 camera as they would have been assessable to us from stores, however we decided against this as only one was available and no one knew how to work it properly and given the time frame we unfortunately didn't think it was a good idea. Yet we realized we could add on the old looking effect during editing if needed.

The final idea we came up with for the film was to use archive footage from The Passion of Joan of Arc and for us to reenact it in the first part. The second part was to use abstract imagery atop spiritual experiences spoken by friends and family of some members of the group. The final part was an interview done talking about people's thoughts and opinions on religion whilst they were divided by a board to make their facial expressions come through as real in response to answers.

We were given a risk assessment by the manager at the start as the space is commonly used for events, they are able to supply them. To make things more thorough we did one of our own to cover more ground just to be careful. We made sure to cover important things like the water damage in the corner of the room, the cracked paint and the max capacity we could have on the floor at each given time. We also noted down where the fire exit was, the fire alarms and the fire extinguishers.

During this time I worked on my main job, working on the posters and tickets. I started with the poster as the time frame on advertising the exhibition was getting shorter. I researched into old movie posters from 1914's and noticed that they all looked fairly similar in style and colour. I liked the block colour in a lot of the posters and wanted to take that into account. I also really liked how each poster looked with the white boarders around the edges. I began to make a few drafts of the poster to fit to the visions my group had.

For the ticket I looked into the shape and sizing of olden tickets, how they were small and printed on card instead of today where they just end up looking like receipts. We wanted to bring back the style of old tickets, so I took a template and redesigned it to fit our exhibition. I used the inspiration from the poster to design the tickets too.

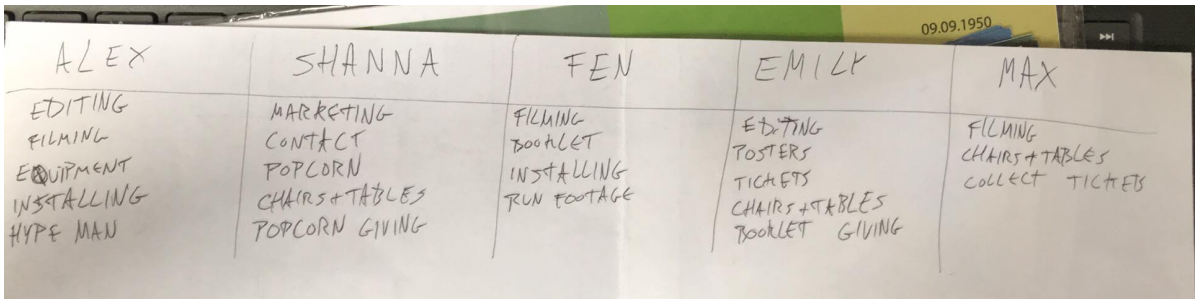
Around this time too I came up with the name for the exhibition, 'Vices & Virtues'. While researching and looking for religious connotations and iconography I came across both the words 'Vices' and 'Virtues' and thought they worked well together. When looking into the meanings of both words I learnt that they were the opposite to each other, "vice" meaning demerit and "virtue" meaning merit. I thought that this would still work for our title due to the varying and opposite opinions people may have on religion which links in with the third segment on our short film.

We realized that on doing a film on religion some comments may be taken as negativity. We obviously didn't want to accidently offend someone, so we looked into Andres Serrano's short film 'Piss Christ' to make sure that our film didn't turn into his work as he got many negative comments from that.

To start setting up for the exhibition we began testing out different projectors and found that the short throw optima projector would be best as it would project wide from a short distance which was exactly what we needed as the screen display would be quite close together. We also used speakers that allowed extra speakers to be plugged in and spread across the room for the immersive experience, however we had a few technical difficulties and only ended up using two speakers which still worked well in our favour.

Evaluation

During the exhibition, I felt the whole planning process went quite well. My key roll in the group was editing for the posters and tickets to help promote the cinematic experience. Originally, I was also put up for editing the film as I had many hours put into learning Premier Pro however, I was unfortunately unable to get involved in that part of the project due to a problem a member of the group caused.



ALEX	SHANNA	FEN	EMILY	MAX
EDITING FILMING EQUIPMENT INSTALLING HYPE MAN	MARKETING CONTACT POPCORN CHAIRS + TABLES POPCORN GIVING	FILMING BOOKLET INSTALLING RUN FOOTAGE	EDITING POSTERS TICKETS CHAIRS + TABLES BOOKLET GIVING	FILMING CHAIRS + TABLES COLLECT TICKETS

To create these posters and tickets I first started looking at old posters from the early 1900's to get a grasp of how they looked back then. A key theme I noticed in a lot of the posters was the block colour and white boarders. They also had interesting fonts with detailed drawings at the cover image as photographs were uncommon back then. I took all of this into account and created a few drafts of the posters to see which my group preferred. My final draft consisted of a block yellow background with white boarder. Yet in the final printed version we decided to get rid of the boarder as it made the poster image itself too small on the page so getting rid of the boarder helped show the information clearer. I chose to make the main image a line art drawing of an old film camera, promoting that the exhibition is of a film and relating the building back to its cinema days. I chose to have the camera show a projection & in it have drawings of two cherubs, linking the drawing style back to the old posters and the cherubim on the outside of the Waterstones building. The font I chose to complete my poster was a font called 'Tangerine' from the adobe type kit. This was a script font so it related back to religion and was the perfect fit for the poster. I included the main name of the exhibition 'Vices & Virtues' in large font at the top of the poster and then important information like the location, date and time underneath it. To design the tickets, I used a lot of my research for the posters as I wanted them to be fairly similar. I also researched into the shapes and sizes old tickets used to be and wanted to take that into account as they would probably be the tickets used at the cinema in 1914. I found many examples of these old tickets and made a mock-up of one in Photoshop. I chose to have a beige background and added some texture to the background to make it more like card as that was the chosen material tickets were made from in those days. I included an image of cherubs to relate back to the poster and the cherubs on the building. On the side of the ticket I added an 'Admit One' phrase as I saw that was quite a popular trend amongst the old tickets. Like the poster, I included all the important information: date, time, location. I used the same font as I had on the poster as I loved how it turned out and wanted to tie both ticket and poster together.

The final exhibition itself I think went really well in my opinion. The set-up process was probably the most difficult of the whole exhibition as there were a few technical difficulties especially when trying to figure out how the short throw projector worked but that was quickly resolved. Another problem was the speakers as we didn't know how to work them at all so figuring out the leads was difficult, in the end out of the 5 possible speakers we could have used we only ended up using 2 which still ended up working well in our immersive experience. Something we could have improved on slightly was the timing of certain things. We originally had so many ideas to put in the film but realizing the time frame we had to make certain changes to the film to make the film fit into our set time. Once getting those issues solved the exhibition ran smoothly from then on. We also had a popcorn booth along with the ticket booth to make the cinematic experience more prominent. To make the event more memorable we made a zine from snippets of the film for the audience to take away. Overall this experience was enjoyable and taught me a lot about working with other people and how they think, ready for any future jobs or events.

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