

Please use the Visual Textual Analysis Sheet below to deconstruct Fantastic Mr Fox.

Read all of the prompts in each box and try to say something about every prompt. If you don't understand something, try using the internet to research the term (include the word media in your search). If you are really unable to write something please highlight the prompt on which you are stuck, this will be useful for discussion. We will be analysing this and discussing your answers in our first lesson of media together so please ensure this work is fully completed by the time you start college.

If you have any problems please feel free to contact us; bluep@callywith.ac.uk or chriswasey@callywith.ac.uk.



Visual Production Textual Analysis

Name (of product)	
Product type e.g., short film/tv show	
Link	
Outline e.g., describe the item being viewed. Trailer/short film, feature <i>Storyline, explain briefly. Narrative Structure? How does this fit convention or differ?</i>	
Mise en Scene e.g. props, costumes, locations, framing, cast/stars, lighting, colours. Describe each of these? What aesthetic do they create? What does it make the audience think/feel about the scene? <i>Are these conventional of genre/product?</i>	
Cinematography Camera movements? Crops? Angles? How frequent? Tripod/handheld? Jibs/tracks etc? Close up? Dutch angle? Frame rate? Shutter speed? Slow motion? What effect does this have on the audience, how are we meant to feel in the scene? <i>Are these conventional of genre/product?</i>	
Editing How many edits? Transition effects, fast/slow pace, chronological / fractured, Sync with music? Colour grade or palette? DoF? How do they use editing to tell story or give impression of style/tone of the film? <i>Is it conventional of this type of product?</i>	
Sound Diegetic & Non-Diegetic Music, sound effects,	

INDUCTION HOMEWORK



<p>choice of voice over, use of audio clips from film?</p> <p>What's the effect of this is the music sad or upbeat, how to the sound effects emphasise what's going on?</p> <p><i>How much are these conventional to this type of product?</i></p>	
<p>Context & Audience</p> <p>Whose producing this? Where is it shown? Who is watching it, who's the target audience? How will that effect the reading of this text?</p>	
<p>Influence</p> <p>What are you going to take from this deconstruction? What codes and conventions do you want to take or break? Why?</p>	