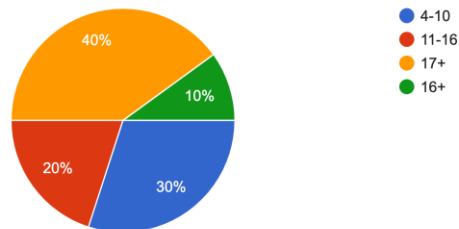


**UAL Creative Media and Games Design**

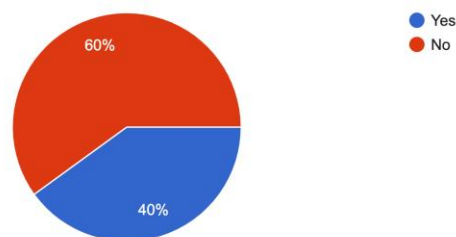
**Survey summary**

How old are you?  
10 responses



I did a survey for my FMP which had a few questions, 5-6 questions. I had 10 people to come and do my survey. I asked the 10 people what age range they were, out of the 10 people 3 of them were between the ages of 4-10. But most people in my survey, 40%, were 17 years. This meant I had a great amount of feedback from a variety of age ranges.

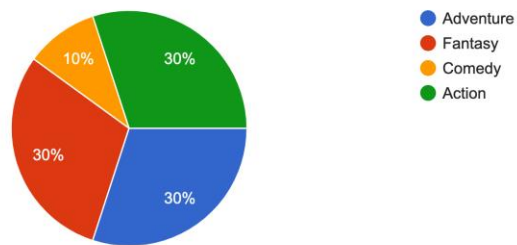
Have you got a younger sibling?  
10 responses



I asked the same 10 people if they had a younger sibling. The reason for this is because I was wanting to know if they are not under the age of 15 does someone else in their household under 15, so I could get a clear understanding of their perspective. But due to the fact of only 40% of them had younger siblings I needed to become more narrowed in my purpose. My short film is based on 4-8-year Olds. So, what a 17-year-old must watch a 4-year-old would not as it would be too mature and dark colored.

What movie genre do you love or more likely to watch?

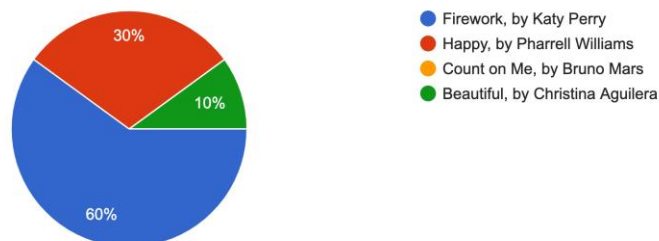
10 responses



I asked this question in my survey, the reason being is to find out their interests. And it was easy to see that most of them were into fantasy, adventure and action. Taking this into consideration, I am going to make a fantasy short film which involves adventure. As I feel like the fact is that the younger audience will love magic dust and fantasy more than they would want to see someone being punched or running. As well as this, taking this into consideration that a 4-year-old eye is more sensitive to fast moving imagery and lighting than a mature teenagers' eyes are.

What genre music do you like?

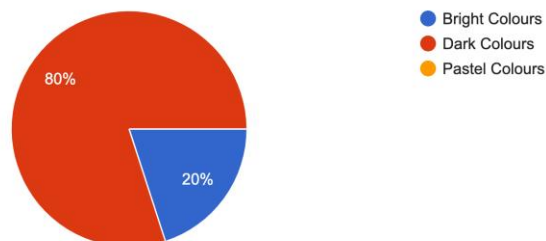
10 responses



I asked the group what kind of music they liked and most of them liked fireworks by Katy Perry. I was taking this into consideration since I needed to act music into my short film to get it engaging the audience through the intro and certain parts of the short film. I would have not changed my ideas to be like the song count on me by Bruno Mars because if I look at the pie chart no one chose it which would mean I would be pushing my audience away from my short film instead of to come and watch it.

What colours do you like?

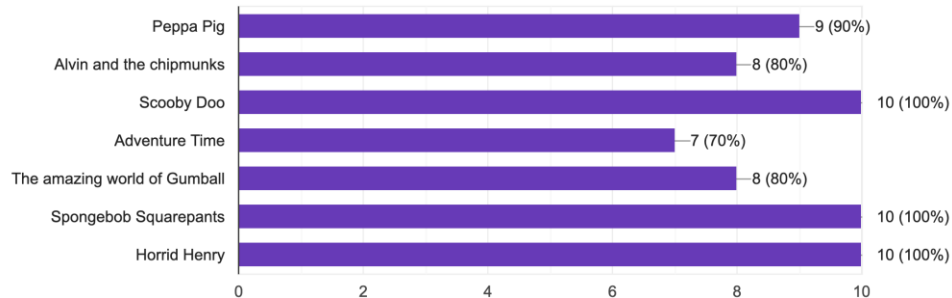
10 responses



This was my main and biggest question. The reason why is because I needed to know which colors will attract my target audience. Which colors will I need to consider, and which colors will I need to use throughout my project? For example, In the pie chart given we can see that most of them have chosen dark colors but I needed to actually re think of taking this in consideration as the group I was asking were mostly over 15 and were about to like more dark colours but this short film was going to be aimed at a much younger audience and I personally think they would be attracted to brighter colors for example Peppa pig.

Which of these cartoons have you watched?

10 responses



As well as the color question this was an important question. The reason for this is because I can get a quick understanding of the most scenic cartoons so I can refer to them and try linking them, so a wider range of audiences are also attracted to the short film as well as young audiences. Here you can see that adventure time is the most least watched so I wouldn't make anything similar or related to that as I wouldn't want to be pushing my audience away or boring them. So, I would want my short film to link in with either horrid henry or Peppa pig. What I have thought is I will make a character mean like horrid henry, so maybe a bully and use and pick up the colors like Peppa pig to engage audiences.

