

# Noscars 2016

## Audience Analysis

*This page will help you to explore the audience of the Noscars and the films that have succeeded in the past. Attach this to your pre-production booklet and refer to ideas that you have explored here in your justifications and refinements of your film.*

### Genre Analysis

*Tally up all the genres that are explored in Noscars 2014. Use as many sub-genres/categories as you believe is appropriate.*

Genre	Tally
Romance	3
Comedy	3
Horror	2
Drama	3

*What genres are popular? Why?*

Comedy is a popular genre in the Noscars as I believe they are some of the most enjoyable for the audience. Comedies are also less dependant upon perfect acting and camera technique, but more on the comedy of the director that can be successfully done well. A lot of comedy films make use of staff members or well known students to add to the comedy of the film, something unique to the Noscars audience that would not be found funny outside of the Newlands audience.

Horror films such as Nightlight and Sizzle are famous in terms of audience reaction at the Noscars as they involve everyone and incite a reaction from the audience, making them all round enjoyable.

*Why might it be important to use a recognisable genre as a framework for your film?*

Using a recogniseable genre for the framework of the film is helpful in terms of understanding audience expectations for the film, but also as a base from which to work from. Each genre has its own tropes and conventions which can be used or subverted to fulfill the audiences expectations.

*Pick a particular genre. What might be some of the pluses and minuses of attempting that genre?*

Comedy as a genre is very subjective, with audience members all having different senses of humour, so the success of the film would be very dependant upon the script itself. Being so dependant on the script, comedies tend to leave some wriggle room in terms of acting quality and film techniques as the audience is more focused on whether the film is funny or not.

*What are some conclusions that can be made from the list of films that resonated with the audience?*

Films that resonated with the audience are those which excited a reaction from the audience, whether they were scared with Nightlight, happy because of Its About the Journey, or sad after I Found you. The Noscars audience want to feel something from the films they see, and be able to connect with what they are watching as the Noscars audience works in collaboration with the directors in terms of the films reception.

### Audience Choice Award Analysis

2011 Winner:	<i>Alice (mockumentary)</i>
2012 Winner:	<i>I Like You (romance)</i>
2013 Winner:	<i>Big Love (romance/music vid)</i>
2014 Winner:	<i>Night Light (horror)</i>
2015 Winner:	<i>I Found You (drama)</i>
2016 Winner:	<i>Sizzle (comedy horror)</i>

### The Judge's Awards Analysis

Best Film	<i>Ad Astra</i>
Best Director	<i>Others</i>
Best Script	<i>The Great Race</i>
Cinematography	<i>Rewind</i>
Sound/Editing	<i>Unforgettable</i>
Other films that received multiple nominations	<i>Don't, Take My Heart, The Visitor, It's All About the Journey</i>

Rewind used settings and lighting within the film to make the overall cinematography very aesthetic. It added to the narrative, making the film seem polished and professional as all of the locations were outside of school and spread throughout Wellington.

The Great Race had a mixture of simple and more complex jokes within the script, making the script more rounded in terms of comedy. They balanced some very low brow humour with more complex jokes so that there was something for everyone to enjoy within the film.

*Comment on the elements that stood out for you in the films that won awards. Eg. What are some sound/editing elements that stood out in Unforgettable? What are some cinematography techniques that were outstanding in Rewind?*

*Why might a mix of films be important for the Noscars?*

A mix of films keeps the Noscars interesting, as a run of similar films would leave the audience jaded. Instead, having a mixture of films would make the noscars more of a rounded experience, having films for everyone in the audience at some point in the night.

NB. Many of these films as well as the Noscars trailer and other stuff can be found on the "[Newlands Media](#)" Facebook page. For brief descriptions of each film, go [here](#). A montage of clips from the 2016 Noscars is [here](#).