

# Research Evaluation 1 #

In my research I have collected information from both primary and secondary sources. I have collected different fonts from word art and different magazines, and collected pictures from the internet of Different DVD covers and Disney characters as my Secondary research. For my Primary research I have made up a questionnaire to find out other peoples views and taken pictures of existing DVD products. I have also completed an analysis of a DVD cover pointing out all the main features of the cover.

Looking at DVD covers I have explored all the main features that people want on the cover for example the certificate information, to check that the film is appropriate for a certain age group and makes it more clear what audience the film is aimed at. People want information about the DVD on the cover to tell them roughly what the film is about so they can decide on the film. People want an attractive looking cover else it won't catch their attention and will not look appealing to them.

The latest market trends for DVDs is the 'special features' and 'bonus material', when people buy DVDs they look for the features that come with it because it's more for their money. They want more then just the film, they want to see more behind the film and play games related to the film.

Looking at the needs and opportunities helped me to decide how I want my product to be. I chose to do this project because I saw the opportunity to produce what the public want for example packaging to hold a free toy. The public want DVDs with special features and even more so if they are getting something free out of it.

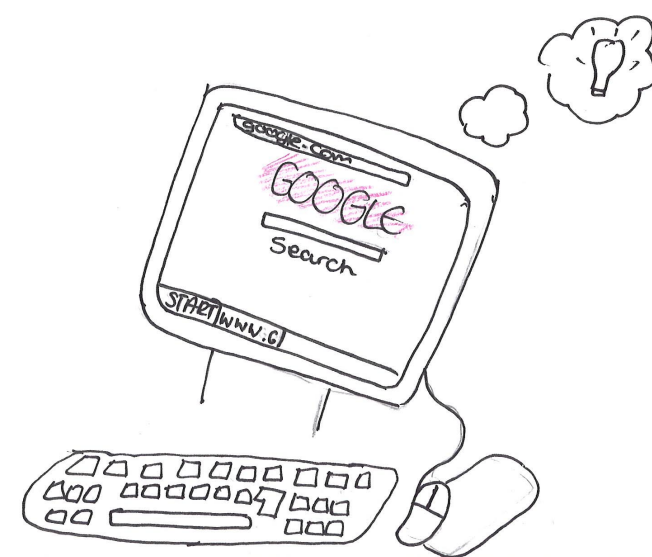
My research has affected my project. I researched all the different Disney films and by creating a questionnaire I brought the list down to two main films. After creating design on both the two films I will create another questionnaire to help me pick between the two.

My Research helped me to see the different things I need to add to my DVD cover and helped me to realise what the audience want to see. It's given me a clearer view of what I want my product to be like and how I want to do it. It helped me a great deal with my specification because I new what my product must be and how I wanted it to be along with how I think the public would want it to be.



Researching existing DVD covers I was able to take measurements to check that my DVD cover was an accurate size to fit in the case. As I researched I gradually decided what I wanted to do and I could see how I wanted to do it and the different stages i need to do.

I have analysed my work well giving both negative and positive views. I think my research was organised well as I used a mixture of both primary and secondary research to help me.



DVD