



Highly Commended

Multimedia

Year 5-6

Heidi Melegh

St Thomas School



Subliminal messaging, does it work?

Everyday we are bombarded with different types of messages. From the moment we wake, we are being told what to wear and how to act. Companies spend mega bucks to employ advertising agencies and psychologists to research what and how we buy.

My multimedia presentation was to see if I could get 8 peers from my class to choose the number 8.

To produce the video: First I went to a family friend (who owns a sign shop) and got him to print up signs and number 8's to place around the school. I then filmed my fellow class mates. Once I had all the footage, I started writing the script, which I voiced with my Mum's voice over microphone. I used Adobe Premier Pro, garage band and iMovie to create the video, and with Dad's help on a few of the cartoons I tried to make the video informative, but also fun. The idea of me pretending to be a ninja, came from when mum and I planted the 8's around the school and nearby streets.

Most of the information I used in the presentation was from google images and research from Wikipedia and I just wrote the script from what I had read and also what my parents and I had talked about. Plus from the show, Magic for Humans, which had an episode how the magician made people say their favourite actor was Tom Hanks.

So how many kids did I managed to get to pick their favourite number as eight?

Well I wasn't happy with my results at first, however, after speaking to my grandmother, I realised that on a larger scale, my results would have meant a big company could have persuaded a rather large population of people.

I hope you enjoy my presentation and I hope you are already thinking of the number 8 or even the colour BLUE.

Bibliography:

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neilpatel.com/blog/color-psychology

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Google images

Audio from audiojungle.net

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South Australia

Students interviewed

Gabriella Kokosi

Ned Kain

Evie Holdich

Maddison Cantone

Lila Jench

Isobel Jackson

Katarina Tertipis

Emily Cornish

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