

# Deconstruction of a static image



Deconstruction of a Static Image The image that I have chosen to deconstruct is of a TV series called Blue Bloods. When you first look at the image you can see three people standing; one standing to the side and two facing us. If you look closer towards the bottom there's a reflection of New York City. This could be the setting of the series. They use quite dark colours but we will get into more detail later. In this advertisement the first element that caught my eye were the three characters in the middle. This is because they are surrounded by a white background and outside of it is a dark blue. This creates an effect of dynamics. They use these colours to make an impact on the viewer by persuading them through mysterious colours. At the edges they use a pitch black but when it gets towards the middle it turns to a blue then a white. This shows off the uses of tones and shades to create an effect of mystery and darkness. The tones of these colours are of a dark shade which increases the dynamics of the picture in the middle. The saturation of this image has used a lot of black to create a dark feel. The background is just a plain shade of dark blue. At the bottom of the image it's a reflection of New York City building. This is realistic because it's graphic and can be seen nearly every day in our lives. The lighting of the image is that they use a lot of shade and shadows which creates a shadowy feel to it. In the middle of the advertisement light is used to make the middle stand out. The dark shadowy background creates a feel of darkness and crime. The colours that are used in the advertisement are black, white and a dark blue. These three colours symbolise death, evil, strength, power, peace, trust, purity and seriousness. A lot of crime series have a lot of murderers that have killed many innocent people. The 'good guys' use a lot of power and strength to solve the case. All different colours symbolise different emotions

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which can have a positive or negative impact. The text on the advertisement is at a minimum and gives important information to people who are interested in watching this advertisement. The text is all on the bottom which is the 'real' part of the image but on the top is the 'ideal' part where we idealise, desire or dream about being or wanting. The dark background creates a dark feel to it which in turn makes us understand the importance and to our belief we believe it has to do with something dark and evil. The information being presented is the details on the TV series. The title of the series is Blue Bloods and informs us on two of the characters: Tom Selleck and Donnie Wahlberg. It's a new TV crime family and is shown on channel ten at 8: 30 on Wednesdays. We are positioned straight on towards the characters in this advertisement this is a horizontal angle that is frontal. We are face to face with the image, which allows us to identify the participants and the background. A medium shot has been used which shows the full body length of the participants. It establishes a mixed personal and distant relationship between the image and the viewer. The vertical angle used in the image is straight on because as a viewer we can see the characters positioned right in front of us. This suggests a power of equality between the viewer and the characters. The first person on the left is looking straight at us meaning it's a demand gaze. Whilst the middle person is looking away from the views giving us his back meaning it's an offering gaze. The last person on the right is a demand gaze because she's looking sternly at us. Two of the characters are looking straight at us while the middle person is looking to the side and is holding a gun. When you start at the middle guys head and go down his shoulder to his arm you can see a gun and the reflection at the bottom of the buildings. The gun is positioned just like the

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New York City building. The targeted audience of the TV series ' Blue Bloods' is aimed to whoever is interested or loves watching crime series. They have no set age preference. The overall image has been created effectively to create an understanding of the TV series. They have succeeded on informing us on who, what, when, where and how.