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Writing

Portfolio

23

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HELLO!

I'm Sandra

I am a creative individual that has a versatile background in writing, journalism, marketing and design. Among my array of skills and experiences, I have always had a passion and love for writing. I am confident in producing all forms of written pieces and I trust that the selection of pieces in my portfolio effectively showcase this.

My journey began as a Writer and Social Media Marketer at Global Magazines, where I honed my writing and interviewing skills, while also delving into the intricacies of social media planning and website maintenance.

As a Marketing Executive at my previous two roles - Huddersfield Art Supplies and Ionix Advanced Technologies - I wore many hats to develop a comprehensive digital marketing strategy, managing social media accounts, e-commerce websites, and print marketing. This strategy included frequent blogs on the website to maintain substantial website traffic and implementing effective strategies that consistently drove high volumes of visitors to the site. My efforts in optimizing web content and utilizing SEO techniques resulted in impressive and sustained user engagement, contributing to the overall growth and visibility of the online platform.

I have specifically chosen these pieces to highlight my diversity and showcase different styles. So sit back, grab a coffee and enjoy!

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AINTREE RACECOURSE

Project Brief: In this article, we delve into the 170th Grand National event, hosted at the iconic Aintree Racecourse. We take a close look at the safety procedures put in place to ensure the well-being of all participants. Through an exclusive interview with Carl Pastor, the Operations Manager at Aintree, we gain valuable insights into the measures that make Aintree a pioneer in safety management within the industry. Furthermore, we shine a spotlight on the trusted companies that collaborate with Aintree to create a secure and unforgettable experience for everyone involved.

Content Type: Long-Form / Magazine Article

Institution: Global Magazines

Word Count: 1,179

The Grand National is the biggest horse racing event in the world; with 600 million viewers globally and over 150,000 attending the event over the 6th, 7th and 8th of April. This year, they will be celebrating their 170th Grand National from when it was inaugurated in 1839. To celebrate this momentous occasion, we spoke to the Operations Manager, Carl Pastor.

Carl has worked with the Jockey Club for over ten years, originally based in Haydock Park. He moved to Aintree in 2014, "There has been a massive transformation and hardly anything is left from the old look". This will be his fourth Grand National as Operations Manager and his 12th Grand National overall, the first three were sponsored by Crabbies but this year it is host to a new sponsor, Randox Health, the global leader in healthcare and pharmaceuticals. And with ITV receiving the UK broadcasting rights there are definitely a lot of exciting new changes to the event.

Health and safety is the number one priority for Carl and his team, they work closely with Sefton Building Control and Merseyside Fire and Rescue. Working with their own structural engineers, Arena Group and Geoff Wilks who owns TRP consulting, they independently review all the structure including marques and all temporary grandstands. Working with so many different companies and contracts, health and safety is a priority, "We accredit roughly five thousand contractors which roughly works at about 800 firms so we have a very strict accreditation system here at Aintree". Contractors all need the vital paperwork and documentation put forward which includes risk assessments, insurance and method statements. An outsourced accreditation team, ACT, vets out the contractors and once the checks are complete Carl gives them a second sign off, "It just means it lightens the load for me and the company that we use are fully qualified in health and safety".

With working on a building site all regulations have to be adhered to, nobody gets on site without the correct PPE, accreditation and paper work so it is very tightly controlled. From the 24th March, it is an official building site so it conforms to the same health and safety practices as any ordinary building site, there is only one entrance and no one can enter the site without the correct accreditations in order. Once on the site they are free to come and work safely.

They also work with Merseyside Police, even more so after the tragic incident that happened in West Minster recently. Although Carl couldn't mention much about it he says, "The safety of our guest and our staff is not just from a building perspective but from extremism, it is very high on the agenda".

When it comes to the footprint of the Grand National, it isn't just the event that needs covering but the

surrounding city as well. Working with transport networks such as Arriva buses, Mersey Rail and Travel and independent companies as well. They are currently dealing with a rail strike that will happen on the Saturday's Grand National. The union for the drivers and guards, the DRMT, are in dispute about guards losing their jobs because of the guard-less trains. This could possibly affect the attendance for the race heavily as the trains bring one in three people. They should have a contingency in hand by Wednesday so trains will still run even if the strike is still on. The company, Retail Parks, hired out their facilities for parking off site as well, "It's not just planning what happens on the racecourse we also have to plan what's going on outside the racecourse as well. We all work in conjunction".

Not only is health and safety taken seriously when it is being built but it is also taken seriously after the festival when they de-rig, even more seriously during such an important and high risk stage. Contractors want to be back and take equipment out quickly because the equipment is needed for another job. Once again, independent health and safety people come in and do surveys and reports. They also use a mystery shopper who will come in during the build and de-rig, they take photographs and make a report on their findings and what they see. To ensure everything is up to scratch Carl also comes in and does a similar thing. From this report, he can justify if they will work with a contractor again, "Overall health and safety is the paramount for us. We want to make sure that we have a safe and successful event".

All year round, Carl and his team look after all the operational needs for Aintree Racecourse, they regulate everything from movement of equipment and all types of work that is going on, to who is allowed and not allowed to come on site, "Except for looking after the horses and racing on the track, we are involved in everything else". It takes a lot of dedication from the team to make sure everything runs smoothly for the festival, starting as early as 6am and finishing as late as 11pm for weeks leading up to the event. After the de-rig, Carl makes sure his team has time off and is recharged for the year ahead. It takes a few weeks for the de-rig to be complete and the planning for the next national starts shortly after.

A lot of planning is put into place to foresee things, however things can just come up out of the blue. During this year's build when Storm Doris hit the shores of the UK they lost a major structure. A quarter of a million-pounds worth disappeared with the wind, the structure blew away on Friday but by Friday night they had exactly the same structure coming in on a ship from Belgium. This was a challenge for them, Carl says, "We've got a pretty good team here, so if you can deal with a quarter of a million-pound structure disappearing on a Friday and then getting a replacement that night, you're not doing too bad".

This year's event should be an exciting three days, not only with the races but also with all the other entertainment and live events. Accept Management have come in, worked on the stage build and the production of all the music across the site. They will have a large stage built on what's called the Aintree Pavilion which is the equestrian centre and they will also do an entertainment and DJ set in the Red Rum garden feature. On Thursday at the equestrian centre Toploader, the band with the number one hit, Dancing in the Moonlight, will be headlining and on Friday singer, songwriter and model, Sophie Ellis Bextor will be headlining the stage. Finally on Saturday there will be a house band, "the music scene in Liverpool is fantastic and we get all good, local bands in on this final day and they go down a storm".

This year should be a thrilling three days, we here at Global hope your bets come in!



DAVID JAMES ARCHITECTS

Project Brief: In this article, we venture into the world of David James Architects, a distinguished architectural firm. This article shines a spotlight on the mastermind behind the firm, Managing Director David James, offering a glimpse into the firm's journey, future, and their prestigious affiliation with RIBA. With a passion for innovative design and unwavering attention to detail, the firm has evolved from its initial design focus to encompass comprehensive services, including interior design and project management.

Content Type: Long-Form / Magazine Article

Institution: Global Magazines

Word Count: 1,127

The South Coast of England is home to some beautifully elegant residences. Mainly situated in and around the county of Dorset, these award-winning buildings are created by a well established architectural firm based in Poole. We had the exciting opportunity to speak with the Managing Director of the firm, David James. He spoke about future plans of the firm and being established members of RIBA (Royal Institute of British Architects). David James Architects was formed in 2009, they design and plan luxurious, stylish and exquisite flats and homes for exclusive clients. "We are very busy and it's exciting", David says in an extremely passionate manner, he explains that the growth and expansion of the firm has resulted in the hiring of sixteen employees and working further across the UK, such as London, Brighton and Wales. Originally just a design firm they now design, plan, interior design and project manage developments. Even though they have expanded their involvement with projects, design is still at the forefront of their focus, "It's all about getting that design right with every project, and that's really what has been the focus of the company going forward".

Originally from South Africa, David moved to the UK in 1997 becoming a chartered RIBA architect, he began practicing on the South Coast in the mid-2000s. His role includes designing most of the schemes in the office as well as the day-to-day running of the business. He loves the design aspect of the job and speaks of it with enthusiasm, "It's something I've always enjoyed, it's not a chore and flows easily". From start to finish David is over-seeing the design process and projects, he explains how hands-on he is with his team, "I'm always communicating with my team about little details even before the client sees anything. We debate it, we discuss it and when we're ready we say right let's get the clients in. And I think it's that attention to detail that sets us apart". Having such a good working relationship with his employees is a true reflection of the excellent work and designs created. Working very closely with their clients they can deliver extraordinary looking homes with their website speaking volumes on what they can and have achieved.

One of the main aspects of the initial design they look at is the flow of the building. They walk through and study the building to make sure the homeowner can go from point A to point B with ease and perform household daily tasks simply through the use of the layout. "We are known on the South Coast as architects that deliver radically beautiful designs that function at a human level", David says. The buildings function according to the human scale whilst looking at modern family life, "It's all a logical process, but it's only logical if you explore and think about it". Every detail is taken care of, including a very practical approach to the services of the house, from appliance placement such as the refrigerator and boiler, right down to where the ironing board is located.

One thing that David loves to do is to make sure the house always has an orientation to some form of view, angle or something to make it come alive. Constantly looking for new materials, they visit other countries to get the best material for each project whilst making sure it is cost effective. They also make the most of a site, maximising the potential without compromise. Creating additional value for the clients at the highest possible standard.

Being a member of the Royal Institute of British Architects means the firm is a chartered practice. This sets David James Architects to the highest of standards, having a level of professionalism clients seek. Clients have the comfort in knowing the company will follow a set criteria and standard that RIBA requires, "I think people look at it and know, we as an accredited company and RIBA champion the highest standard in architectural design and that's what they're about. They want to make our cities, the places we live and work to look and function better". Part of that environment David thinks allows the company to learn from that, to be a part of discussions and gives the firm credibility in the industry as a whole that clients can see. The firm receives a lot of repeat work coming through from developers and clients which David feels is due to being an established member of RIBA.

Working with a number of excellent contractors and suppliers and continually remaining faithful to companies that work hard in helping them build beautiful homes. They're always expanding their contact list and look out for new companies to work with who have exciting new products, a good work ethic and high standards. Some of these companies that David speaks of include;

Creative Home Cinema, "Who provide a professional design service, delivering the installation of high standard latest audio-visual products. System handovers are extremely thorough upon completion. We have a good working relationship for design requirements and efficient installations".

Bournemouth Glass & Glazing, "Are a long established local company and provide the highest quality of products that complement our various design requirements. We have always found them to be helpful, competitive and a professional customer service. Their portfolio of work is vast and full of beautiful buildings ranging from apartments on the Poole harbor and Sandbanks beach to peaceful suburban neighborhoods".

Although the projects speak for themselves in architectural terms, producing such grand designs has led to winning a variety of very prestigious awards. Winning The International Design and Architecture Awards for three years in a row is a fantastic achievement that David is proud of. They have also won the best luxury house in the What House? Awards in 2014, a feat David himself was blown away by, "It was the best house in the whole of the United Kingdom and we designed it". All the awards they have won show great recognition for the time, work and effort put in by David and his team to build astonishing homes.

At present the firm is looking to expand into other parts of the UK, with a possibility of further developments internationally such as Barbados and South Africa. A lot of work has been published overseas so it is a very exciting time for the company. David also has future plans to expand the business to include a more comprehensive interior design element, as well as further project management services. The bright future that lies ahead of the firm is the result of a brilliant team, "We have a dedicated team here that creates exciting and dynamic buildings that we deliver". One thing is very clear with David James Architects, they love



LAYOUT VS MARKER PAPER

Project Brief: In this Basic Breakdown Blog, we delve into the world of paper choices, specifically focusing on Layout and Marker Paper. Despite their visual similarities and common placement side by side, these two paper types are fundamentally distinct from each other. This concise breakdown aims to highlight the key differences between the two, facilitating informed choices for creators and artists alike.

Content Type: Short-Form / Blog

Institution: Huddersfield Art Supplies

Word Count: 455

Despite looking very similar and typically being placed together. It's easy to get confused and think they are the same product, however they are vastly different from one another. Here is a Basic Breakdown Blog to explore the difference between Layout and Marker Paper;

Similarity

First of all, let's not deny that they are a very similar paper. When you plan to purchase paper the two most important things you look at to make sure that the paper is suitable is weight and texture - and on the surface - marker and layout paper look the same. They are both lightweight (being under 100gsm) with extremely smooth surfaces.

Production

Most of the paper making process will be the same, especially to achieve the smooth paper surface. However one of the main differences between the two is the wax treatment that is added on the reverse side of the marker paper sheet. This treatment is what makes the paper bleedproof and something that is needed with every marker sheet. Winsor and Newton Marker paper is a great example of this and will not bleed through onto the next sheet or make the ink run which is something that is needed when doing something like cartoons drawings.

Uses

One of the key differences between marker and layout is that they have dramatically different capabilities - Marker Papers are used for alcohol markers and Layout Papers are used for developing ideas and getting a layout of the final product. One can be used with vibrant and colourful inks, whilst the other can be used with a technical pencil.

Weight

We already know that both sheets are thin and light, however, layout paper is around 45gsm which makes it very similar in weight as tracing paper (and something you can use layout paper for). Marker paper is around 70gsm, making it a little thicker, it's also not as translucent and not ideal for things like tracing.

Economical

To be honest, there isn't much of a comparable difference with this, we just think it's great to highlight how economical they are. Both pads average out at about 50 sheets and it can be a lot cheaper to purchase a high quality layout or marker pad compared to a high quality cartridge pad.

Overall, we haven't gone into great detail here, but we don't think we have to. Both products are great, the main question you need to answer is - what will I be using on it? If it's just alcohol markers, go with marker paper. If it's mainly for ideas and sketching with pen and pencil, go for a layout pad. If you want something even more versatile you should also check out our Bristol Board.



WHY YOU SHOULD USE KRAFT PAPER

Project Brief: In this “Five Reasons” list, we delve into the versatile world of Kraft Paper, a durable and eco-friendly paper. Kraft Paper’s merits extend far beyond its usual application, particularly during the holiday season. This article outlines five compelling reasons why you should consider using Kraft Paper as wrapping paper, shedding light on its environmentally responsible attributes, durability, affordability, artistic potential, and year-round versatility.

Content Type: Short-Form / Blog

Institution: Huddersfield Art Supplies

Word Count: 466

Kraft Paper is a diverse and durable paper that is available in roll format. As we have mentioned previously, paper comes in all shapes and styles and a paper roll can be much more of an economical purchase than just getting a sketchbook. Although there are many excellent reasons for getting a paper roll, needing this format for gift wrapping would be high up on that list. Here are Five Reasons Why You Should Use Kraft Paper this Christmas.

1. It's Environmentally Friendly

One of the main reasons to use Kraft Paper is because it's 100% recyclable. Most wrapping paper can be dyed, laminated or contain things like plastic which cannot be recycled. This means it is extremely wasteful, especially when you consider the amount of materials and resources used to create this paper which then can't be repurposed after its initial use. Because Kraft Paper is 100% recyclable it means not a single scrap will be wasted after the Christmas period has finished.

2. It's Durable

If you are too rough when wrapping, the paper can easily be ripped. This can be a very frustrating process when you have a mountain of presents to wrap. Kraft paper is strong, flexible and durable. It is 90gsm which is thin for a paper, but it feels a lot thicker from the materials it's made from - making it easier to fold and less likely to tear.

3. It's Economical

We understand the importance of a high quality product that is low in price, Christmas can be an expensive time of year for some. For the amount of paper you get in these rolls it can work out a lot cheaper in the long run.

4. It's Pretty

You can decorate it any way you'd like. Add ribbons, strings, tags, tape and even your own doodles. There is a lot more creativity allowed because it is a blank canvas with no pre-made designs. As well as this you can also use the excess paper in craft projects such as paper cutting, scrapbooking and kids craft projects which makes it a very diverse paper to have, especially around the Christmas holidays.

5. It's Not Only For Christmas

Unlike Christmas wrapping paper, it can be used at any time of the year and can be decorated accordingly to any occasion a gift is needed - birthdays, weddings, christenings, etc. can all use Kraft Paper which shows it's great versatility and something very handy to have throughout the year.

An environmentally friendly, durable and diverse paper is something that can be hard to find, especially when it comes to something like wrapping paper and paper rolls. Kraft Paper is something we highly recommend if you are looking for that type of paper, [click here to view the product in more detail.](#)



CLAIREFONTAINE: THE COMPANY

Project Brief: In this company profile blog, we explore Clairefontaine, a company with a rich history, a dedication to the environment, and an unwavering commitment to charitable causes. This blog series introduces us to their exceptional line of products and delves into the seamless integration of Clairefontaine's charitable and environmentally friendly ethos.

Content Type: Short-Form / Blog

Institution: Huddersfield Art Supplies

Word Count: 774

Who is Clairefontaine and what do they do? This blog series will explore their products and go into detail on why Clairefontaine is a brand that has a charitable and environmentally friendly ethos that integrates itself well within the Perfect Paper culture. In this first blog, we will look at the company and the additional charitable work Clairefontaine does.

Companies that focus on the environment and charitable causes that also produce high-quality artist papers are a rare find. Clairefontaine is one brand that has successfully become a leader in this; with a reputation that is exceptional when it comes to their paper production as they control every stage of manufacturing. Their paper mill is on the Meurthe River in Étival-Clairefontaine, North-Eastern France, where they create exquisite paper for professionals and students alike.

Established in 1858, Clairefontaine began in an already fully established paper mill that was built in 1512. Jean-Baptiste Bichelberger chose this small town to take advantage of the local textile industry and the rags they provided. The company began from the creation of envelopes but by 1880 it began the production of notebooks. Now part of the Exacompta Clairefontaine Group, it is one of the most important factories within the region. It is the only paper manufacturer in France which means that they can maintain the environment whilst also providing an excellent and consistent product.

In total they have four paper mills with their reputation upholding at each location. As mentioned above, their main site of production is Étival-Clairefontaine. Since expanding, they now have a mill dedicated to recycled paper in Everbal. The Mandeuve mill focuses on heavy-weight and speciality papers and the Schut site in the Netherlands focuses on the top-end speciality papers. Although they have four mills they still focus on the environment, sourcing materials from FSC and PEFC certified companies.

As well as producing high-quality professional paper, they are also an untiring advocate in education. Since 1950, one of the company's main priorities was to produce the best tools for children's education by providing quality notebooks to complete school-work. According to Unicef, as of 2019 there are approximately 115 million young people (aged 15 to 24) who are illiterate around the world and have never had the opportunity to go to school. Feeling that this figure is unacceptable, Clairefontaine supports - and works closely with - Unicef, because they feel a child without education has no future.

Supporting Unicef means that they are able to build concrete projects to disadvantage school children. Since 2004, Clairefontaine has been committed to donating over two million euros of their profit every year in aid of supporting the charity. They have also endorsed the construction of buildings, teacher training and school products so all children can get an education that everyone should be entitled to.

Not only are they pioneers in the support for schools and education, but they also heavily support various sports and sport teams. They have partnered with many youth teams around France that focus on different disciplines such as football, hockey and basketball. They feel that providing a proper education to children

is extremely valuable, but they also want to advocate the values of participating in physical exercise as well. Values such as respect, ambition and equality can be developed and constructed through exercise. These qualities are something that Clairefontaine share and are seen as invaluable assets within the brand. This has led to them becoming huge sponsors towards many prestigious national youth football clubs in league one and two as a way to support young people who participate in fitness as well as promoting the importance of exercise.

Clairefontaine also uses fitness and sport to help raise awareness for climate change. They work closely and sponsor OceanoScientific (previously known as the Meroceans Association). Working together their aim is to promote the environmental protection of the ocean by raising public awareness to the consequences of climate change; one way they achieve this is by holding an annual sailing race, Trophée Clairefontaine.

For over 150 years Clairefontaine has worked hard in creating a company that not only creates exquisite paper but thrives in supporting education and exercise. Believing that everyone should have an equal opportunity in learning and building values that advocate in targeting this quality. Choosing locations for their paper mills that take advantage of being in close proximity to sustainable and recyclable materials leads to the beginning of their environmentally-friendly ethos and culture. Not only does this company create perfect paper but they also create a perfect opportunity for values to grow, education to be taught, exercise to be encouraged and the environment to be safe.



HPZ KEY FEATURES

Project Brief: In this technical pillar post that linked to various other pieces, we explore the qualities of Ionix HPZ ceramic, a material with the power to enhance your piezoceramic products significantly. The article systematically highlights the key features that set Ionix HPZ apart and make it an ideal choice for optimizing a range of applications. This piece serves as a comprehensive guide.

Content Type: Short-Form / Blog

Institution: Ionix Advanced Technologies

Word Count: 617

There are many key attributes to Ionix HPZ ceramic. These features are what make HPZ so unique and something that can easily enhance your piezoceramic products. Below are all the key features that we think make Ionix HPZ a ceramic that can optimise your applications. Click on the links to get more information on each key feature.

High Sensitivity and High Temperature

One of the main features that a lot of companies look for is how sensitive the ceramic is, especially when heated. Piezoelectric materials are of significant interest for use in precision and ultrasonic applications due to the high resolution, quick response times, large force generation and low power requirements. The HPZ ceramic can provide a high temperature withstand without losing its sensitivity.

High temperature piezoelectric materials, with a Curie temperature (T_c) > 500 °C, generally deliver low piezoelectric activity and low mechanical strength. These materials are generally considered to be unsuitable for some applications, such as actuators. Ionix HPZ ceramic demonstrates both a Curie temperature close to that of bismuth titanate and a higher piezoelectric activity than lead metaniobate.

Plug and Play Compatibility

Our plug and play feature can be a key element to any customer who is looking to enhance their devices with Ionix HPZ and who currently uses a PZT ceramic. HPZ has a comparable density and speed of sound to PZT and therefore ceramics / crystals / elements have a similar size and shape. This means that often there is no need for a radical redesign, minimizing development time, allow customers to access new markets swiftly.

Toughness

When selecting a piezoceramic for integration into your devices, toughness and machinability can be of high importance. Many devices require the piezoceramic to be able to withstand high pre-loads or the ceramic may be exposed to high forces during operation.

High Coercive Field

A high coercive field means that a relatively high electric field is required to polarise the ceramic. A high coercive field allows Ionix HPZ to withstand high stresses and high temperatures. It can also withstand high field applications, and is resistant to reverse biasing, that is, applying a strong electric field at 90 or 180° to the original poling direction.

High Temperature Shear

Ionix high temperature shear plates made from HPZ580 material can enable the creation of devices that can serve a range of demanding environment applications. These shear parts operate beyond the capability of other commercially available materials, with both a high piezoelectric activity and high operating temperature.

Positive Thermal Expansion

One thing many people don't know is that when you pole a traditional piezoelectric material like PZT it gets thicker. Therefore, when you heat that material up towards its Curie temperature, it gets thinner. This provides a negative thermal expansion coefficient which can make it difficult to use the piezoelectric material in a range of applications, where a large thermal expansion miss-match which can either lead to damage to the piezo, debonding or it can lead to instabilities in a device. Ionix HPZ is unique because it has a positive thermal expansion coefficient which makes it easier for our customers to use piezoelectric materials inside their sensors and actuators.

Low Pyroelectric Effect

The pyroelectric effect happens when there is a change in the temperature within the piezoceramic crystal. A change in temperature can generate an electrical charge. Ionix HPZ has a high operating temperature and is therefore far less susceptible to the pyroelectric effect, defined as dP/dT , the change in polarisation with temperature. No spark is generated from HPZ when following the same heating and cooling profile as PZT. This makes it ideal for deployment in hazardous environments where there are changes in temperature which could lead to a spark.



JOHN HUGHES TOP FIVE FILMS

Project Brief: In this article, we pay tribute to the late film legend, John Hughes, who had a remarkable understanding of the teenage mindset. Known for his work as a writer, director, and producer, he created a series of iconic films that continue to resonate with audiences today. This article presents a list of the top five must-watch films by John Hughes. This was a team project where we had to create a full magazine, I was lead designer overall but we all had to write one article, I received a first.

Content Type: Short-Form / Magazine Article

Institution: University Project

Word Count: 482

The late John Hughes was a film legend. He just understood the teenage mind set of the eighties and wrote, directed and produced numerous well-known films. Creating movies that are still popular to this day we have compiled a list of our top five films you must check out.

1. The Breakfast Club

A simple story with complex character development: five very different high school students - a brain, a beauty, a jock, a rebel and a recluse all have detention together on a Saturday and realise throughout the day they have more in common than they originally thought. This film can still be easily relatable to teens now, it covers a range of important topics including drugs, suicide and abandonment. It is one of the most iconic teen films of the eighties which is why it is our number one choice.

2. Ferris Bueller's Day Off

Ferris Bueller decides to have one last day off before school and reality fully kicks in. Along with his girlfriend and best friend, he has one epic day which involves a baseball game, parade and a Ferrari, despite the principle having other ideas. One of the most notable coming of age films with one of the most iconic breaking of the fourth wall. With a brilliant cast, story and soundtrack, Ferris Bueller's Day Off remains one of the ultimate teen movies.

3. Sixteen Candles

His directorial debut follows a young woman on her sixteenth birthday who is crushing on a boy who doesn't even know she exists, all the while her family forget her birthday. A feel-good film, you truly see Hughes style fall into place, with some iconic music choices (which is one of his calling cards within all of his films), Sixteen Candles needs to be part of any John Hughes marathon.

4. Weird Science

Two nerdy outcasts take inspiration from Frankenstein to virtually create their idea of the perfect woman. With the use of a government programme a real woman with endless powers is created. This cult classic eventually lead to a popular TV series as well as a possible remake in the works. Coming straight from Sixteen Candles and The Breakfast Club, Anthony Micheal Hall brings a comedic performance showing just how much of a leading man he can be.

5. Pretty in Pink

A school outcast who is loved by one of her oldest friends, however, she ends up falling for one of the rich and popular boys whose friends don't like their budding relationship. This film highlights the class system of the eighties perfectly which can still be seen today. Although he didn't direct Pretty in Pink unlike the others in this list, it still deserves a place within the top five. It proofs was a talented story maker and writer as Pretty in Pink still highlighted important subjects of the time as well as hitting that teenage mind set.



DISSERTATION EXCERPT

Project Brief: In the final year dissertation, the aim was to explore the concept of the “Splat Pack” and its relationship with the genre known as “Torture Porn.” The research will delve into the definitions and distinctions surrounding these terms, investigating how they are shaped through subcultural capital and fan discourse. I received a 2:1 for this educational piece of writing and an overall first for my honours degree.

Content Type: Long-Form / Academic Writing

Institution: University Project

Word Count: 8,475

How is the Splat Pack Defined through the use of Subcultural Capital and Fan Discourse?

Introduction

My dissertation will explore the horror term ‘Splat Pack’ whilst establishing its relationship within ‘Torture Porn’. I decided to do my dissertation around these terms mainly down to two reasons; (1) my keen fascination around these films as a horror fan and (2) there is not much academic writing around the Splat Pack and how it is defined.

Both terms were created by film critics in 2006. David Edelstein first coining the term Torture Porn within his New York Magazine article Now Playing at your Local Multiplex: Torture Porn and Alan Jones first coining the term Splat Pack within his Total Film article The New Blood. Edelstein describes these films such as Hostel, Roth (2005), Saw, Wan (2004) and Wolf Creek, McLean (2005) as immoral, ‘viciously nihilistic’ and could not comprehend why audiences watched these films. In contrast, Jones celebrates the violence within them creating the Splat Pack label. This pack includes directors of the early 2000s that created extremely violent horror films; Neil Marshall, Eli Roth, Alexandre Aja, Greg McLean and Rob Zombie. I will be exploring these terms to find out how the Splat Pack is defined looking at the differences and similarities between the two labels. I will do this by breaking my dissertation into three chapters.

Chapter one will look at my literature review; this will help establish my argument and key points. We will explore contract theory and codes and conventions, from this I will be able to understand how horror fans have created these terms by using the familiarity of the genre. Because of this familiarity fans can decide whether a film is ‘authentic’. Jancovich (2002) suggests that this is one way a fan distinguishes themselves leading to subcultural capital gained. Within this chapter we will see that journalists view these films as ‘inauthentic’ whereas fans view them as ‘authentic’. This already begins to establish a division – which is something seen frequently throughout.

Chapter two will look at my methodology; this chapter will solidify my key arguments which are: (1) The two terms have great similarities that they might actually be so similar as to be functionally identical in critical discourse; (2) These specific terms have actually become defined and valued more by fans and journalists of the genre which has now led to horror fans becoming producers and making these types of films themselves. My methodology will explore how I will conduct my study, this will be through the use of textual analysis and a netnography.

These findings will then result in chapter three which will establish and develop my arguments further showing that there is a division between the two terms, from Splat Pack being seen as ‘underground’ and Torture Porn being seen as ‘mainstream’. This will overall help establish how the Splat Pack is defined.