

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Spark the Screen: A 9th Grade Media Trend Analysis Quest

How do underground aesthetics become global blockbusters? Decode the complex cycles of high-fashion and cinematic movements.

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**1. The 'Dark Academia' aesthetic, popularized on TikTok and Instagram, heavily draws its visual motifs and values from which philosophical movement and literary era?**

- A. Post-war Nihilism and the Beat Generation
- B. European Romanticism and 19th-century Neo-Gothicism
- C. American Transcendentalism and the Jazz Age
- D. French Surrealism and the Rococo period

**2. In the context of the 'Trickle-up' theory of fashion, \_\_\_\_\_ culture originally wore oversized silhouettes and graphic tees before they were adopted by luxury houses like Balenciaga and Louis Vuitton.**

- A. High-society ballroom
- B. Skateboarding and Surf
- C. Victorian mourning
- D. Classical orchestral

**3. True or False: The 'Camp' aesthetic in fashion and film is characterized by an emphasis on minimalism, subtle dignity, and the rejection of artifice.**

- A. True
- B. False

**4. How did the 2010s 'Neon Noir' film trend (seen in films like 'Drive' or 'Nightcrawler') utilize soundtrack and visual style to reshape audience expectations?**

- A. By using acoustic folk music to contrast urban settings
- B. By removing all color to focus exclusively on moral ambiguity
- C. By pairing 1980s synth-wave with high-contrast, saturated lighting to evoke nostalgia and isolation
- D. By focusing on rural environments to subvert the crime genre

**5. The rise of 'Hyperpop' as a music genre is often analyzed as a critique of \_\_\_\_\_, because it pushes the tropes of catchy melodies and commercialism to an extreme, distorted level.**

- A. Classical arrangements
- B. Conservative folk traditions
- C. Consumerist pop culture
- D. Minimalist jazz

**6. True or False: The concept of the 'Male Gaze' in film theory refers to how visual media has traditionally been constructed from a masculine, hetero-normative point of view.**

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- A. True
- B. False

**7. What does the 20-year trend cycle suggest about current fashion movements returning from the late 1990s and early 2000s?**

- A. Designers have run out of original ideas and must copy the past
- B. Trends resurface when the generation that was young during that era becomes the primary creative directors
- C. Manufacturing technology can only reproduce styles every two decades
- D. International laws prevent the reuse of styles for at least 20 years

**8. When luxury brands like Gucci or Prada collaborate with video games like 'League of Legends' to create digital 'skins,' they are capitalizing on the trend of \_\_\_\_\_.**

- A. Non-linear cinematography
- B. Virtual identity and the Metaverse
- C. Documentary realism
- D. Analog photography revival

**9. True or False: 'Brutalism' in graphic design and fashion is characterized by soft pastels, floral patterns, and intricate, delicate details.**

- A. True
- B. False

**10. In contemporary cinema, the 'Elevated Horror' subgenre (associated with A24 films) differs from traditional 'Slasher' films primarily through:**

- A. Including more special effects and jump scares
- B. Focusing on psychological trauma and metaphorical storytelling over gore
- C. Aiming exclusively at child audiences for educational purposes
- D. Only using black-and-white film to save production costs