

TASK 1

P1 originate, develop and research an idea for a media product working within appropriate conventions and with some assistance [IE, CT]	M1 originate, develop and research an idea for a media product showing some imagination and with only occasional assistance	D1 originate, develop and research an idea for a media product showing creativity and flair and working independently to professional expectations
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1 Be able to originate, develop and research an idea for a media product

Originate ideas: group and individual brainstorming; analysis of each idea; selection; justification

Develop an idea: eg mood boards, thumbnails, mock-ups, surveys

Constraints: time; costs; personnel; resources; legal and ethical considerations, eg privacy, libel law, defamation, race discrimination law, data protection, freedom of information; codes of practice; copyright (requirement, owner, clearance, cost)

Research an idea: audience research, eg age, gender, socio-economic grouping, lifestyle, location; audience figures, eg RAJAR, BARB, ABC, CAA, ELSPA, ChartTrack, MCV; primary content research, eg interviews, questionnaires, own observations; secondary content research, eg newspapers, magazines, books, audio, audio-visual, electronic, internet, archives, libraries; research into competitors; research into market

YOU NEED TO TAKE A COUPLE OF WEEKS TO PRODUCE AN IDEA WHICH IS :

- CREATIVE
- FEASIBLE

Stage 1: Originate ideas.

- Watch films. Make notes. Target your viewing at a particular genre, director, style, period, country; something defined which can shape your own idea.
- Narrow down your thinking to about 3 possible ideas. Thoroughly brainstorm each idea. (Maybe divide it into plot, character, narrative structure, locations, aesthetic. And ALWAYS add everything else that comes to mind.)
- Produce a PMI analysis (Plus, Minus, Interesting) analysis for each idea.
- Choose an idea and write a paragraph explaining your choice.

Stage 2: Develop Idea.

- Do some pre-production. Preliminary sketches for sets or costumes, mood boards, treatment, character backstory. Get some audience feedback on your idea (run a focus group.)
- Devote some time to production research. If you were making this for real, what equipment would you need? What personnel? What locations? Where would you find them and what would it cost?
- You are making films. What are the laws in Hong Kong with regard to shooting in public places? What about the use of copyright material (eg music?) Your film is designed to be shown to an audience of teenagers; what is the law in HK with regard to what can and can't

UNIT 4 TASK 1

be shown? How are films certified? Are there laws in place with regard to representing people of various ethnicities, sexualities and so on?

Stage 3:

- Further research. What are the entry requirements for the festival you are entering? What other festivals could you enter?
- What similar films have done well? Is your genre currently popular? What budget/ profit ratio did they generate? Where did you find this information? Keep a bibliography.
- What research might you need to do to make your subject matter compelling and convincing? What technical research do you need to do? What further research into your aesthetic do you need? Where will you find this stuff? More detailed audience research. Who is your audience? Which age, gender, demographic, psychographic, ethnographic, groups are you hoping to attract? How will you actively attract them?

Stage 4:

- Prepare your pitch. Expect to be talking for around 15 mins at a minimum.

TASK 2

P2 pitch a proposal for a media product with some appropriate use of subject terminology and with some assistance

M2 pitch a proposal for a media product competently with generally correct use of subject terminology and with only occasional assistance

D2 pitch a proposal for a media product to a near-professional standard consistently using subject terminology correctly and working independently to professional expectations

2 Be able to pitch a proposal for a media product

Proposal: content outline; target audience; resources; personnel requirements, eg cast and crew, team, specialists; budget; project schedule

Pitch: style; format, eg PowerPoint, video presentation, multiple presentation; technology, eg video screen, projector, audio playback; product information (content outline, target audience, resources, cast and crew requirements, budget, project schedule, market fit); preparation of materials; rehearsal of pitch; delivery of pitch