**-Production overview**

I am going to create a short film which helps people become aware about MindMatters and the charitable work that they do as well as making people more aware of mental health issues and how many people do suffer and what others can do to help them.

**-Target Audience Research**

The target audience is for young people aged 14-24. Even though this is quite a broad age range mental health affects a lot of people and especially younger generations who may be going through a lot of stress with school, college or university. It is aimed at both genders but it will focus mainly on men as they may feel more pressures from their peers and can’t talk about it due to

**-Primary Research**

For my primary research I sent out a questionnaire to the two classes In the year. Here are some of the results I got.

It is clear after sending out my questionnaire that majority of people know someone who have been diagnosed with a mental health issue. However, the 25% might know someone with a problem but it might not have been professionally diagnosed. Still this shows us that most people do know someone suffering.

This question even though is broad it gives a basic understanding that people are aware of mental health issues other than depression which is the leading issue but not the only one. This is a positive sign and means that in the video it might not have to be explained too much about the different types of mental health issues.

When this question was sent out I did not expect one of the responses to support social media and it created a good point about how it gives people a chance to talk to others online about their problem if they can’t do it in real life. But it still gives the problem of jealousy and that it creates pressure on the person suffering from the mental health issue.

This question was a little more personal but as it’s an anonymous quiz people answered it honestly. As you can see most people have had a mental health issue which is not overall surprising as by the age of the people answering the questionnaire they often have a lot of extra stress from schools and college from their peers and their subjects.

**-Secondary**

This website tells us about how social media is affecting mental health and how the pressures of having a “good social media” is important in modern day society. It also talks about how it is affecting younger peoples sleeping pattern and how they are staying up late and often people waking up in the middle of the night to check their social media. Meaning that they are not getting the recommended amount of sleep. This then leads onto them getting stressed out and possibly falling behind with school work leading them in a downwards spiral. The article doesn’t give many facts about mental health, but it gives lots of ideas that can be looked at and seen in our video. <https://www.theguardian.com/commentisfree/2015/sep/16/social-media-mental-health-teenagers-government-pshe-lessons>

However, as you can see most of the people who suffered from a mental illness didn’t receive any help. This helps as it means when creating the video, we can make sure that people know that there are places that they can go either if it’s just friends or family or professional. Most people find help with their family and friends rather than professional which is understandable as it is more personal.

This website gives a lot of facts about mental health which is very helpful as I can include some of them in the short film that I will be creating. For example, it tells us how many people on average suffer from different types of mental health problems. The website is up to date and has many hotlines which people can call if they are in trouble or have any queries about their mental health or others. As this website is full of facts and not an article it gives us unbiased facts that can be used well in the film.

**-The purpose of commission**

The commission has been made to try and make people more aware of mental health issues and how it affects them and if they can get help and how their friends and family can help them through any issues. It will give them a lot of information about how

**-Ethos and reputation of client**

As mental health is a very serious and sensitive matter it is important that the message that is put across is shown to be very supportive and not condescending or distressing for the viewer if they suffer from a mental health issue. As the charity is there to support both people suffering from mental health issues and people who are helping support someone else we need to make it

**-Themes or subject client wishes to explore**

MindMatters wants the video to stand out to the target audience and to try and grab people attention and help educate them about mental health issues. The video is going to be more personal for someone who suffers from mental health issues, so it

**-Who or what client are targeting**

The short film will be aimed at students or people aged between 14-24 as they are the most likely to suffer from extra stress from schools and possible monitory problems as in a lower demographic status, roughly D or E.

**-Geographical and Demographical opportunities**

The video will be shown all the country as people suffer from mental health issues all over the country, but it will mainly be aimed people in the lower half of the demographic scale from C2 to E as they are the most likely people to have extra stresses.

**-Restriction on the client**

The video is suitable for the target audience but as it is going to quite real which may shock some viewers, but it will make people focus on the video and keep them engaged so they will take away the message about mental health and how they can help people

**-Competitors within the same industry and their products**

*Mental Illness: What You See / What You Don't See* <https://www.youtube.com/watch?v=54sDdNa9vek>

The film is shot with a series of static interview style shots of different people talking about mental health issues. It starts with people talking about how positive they are and how they are happy, but they then reveal that it is just on the outside and they are depressed and that they suffer from different mental illnesses on the inside that people can’t see. The video shows the pain that they must deal with and that they don’t know how to fix it except waiting it out. They talk about the disorders they have gone through, for example not eating and losing loads of weight due to peer pressure or just pressures of life. The video ends with them asking for help which makes the audience feel bad for them and make them want to help them. The film is shot very well and issue

*Mental Health Awareness for International Students* <https://www.youtube.com/watch?v=GfCWUX9gnDc>

This video is more factual then the previous short film and less of a personal touch as it gives more statistics about how people suffer with mental health issues. It gives more distinctive ways of getting help and which professionals you can talk to. It is also aimed more at students and talks about the pressure of students moving to new homes or to new schools. It starts by talking about how many people are affected by mental illnesses and how you can tell if someone you know has a mental illness. At the end of the video it talks about many myths that surround mental health issues and about publicity of if you say anything to a councillor or any other professional. It also shows hot lines that can be called if urgent help is needed.

**-Idea 1** An animation of a kid waking up at home. He has breakfast and gets dressed into school clothes. On the way out of the house he grabs his backpack opens it up and it’s empty. He slings it on his back and starts his walk to the bus stop. On the way down the street he is walking down the road some kids from across the road shout out abuse. He suddenly lurches back as if there is suddenly a weight in his bag. He opens it up and there is a brick on the inside. He puts it back on and keeps walking. When he gets to the bus stop he is standing waiting by himself. All the other kids are around him talking in groups, he looks around some are starting and laughing. He suddenly falls back again. He checks his bag and now there are 3 bricks in the bag. He tries to shake it

**-Idea 2** There is a girl sitting on the side of a bed, you can hear her parents shouting downstairs. She walks over to the door and slams the door shut. A voice is heard “what’s the matter” she turns around and there is another version of herself but dark and wearing all black, it is her depression shadow. They start talking about things the depression making her upset and she sits on her bed crying. She puts on her headphones to try and block out the screaming, but you can still just about hear it over the song playing. It cuts to black. She is then walking down the street by herself, she has got a school bag on and is walking towards the bus.

**-Idea** 3 People are sitting on a chair, its set up like an interview, the people all introduce themselves saying what they do for a living. They talk about themselves for a bit before talking about how they suffer from mental illnesses. They all suffer from different things and even though they all seem to be suffering there are many types of different illnesses. They talk about stories that have happened to them, some will be graphic but even though the target audience is possibly younger the aim of the video would be to shock them into learning more about mental health and looking out for those around them.

**-How these ideas will measure against the client’s criteria**

All these ideas would work well for the client’s criteria as they all talk about what it is like for people suffering from mental illnesses. However, only the third idea talks about the different types of mental illnesses and even though it touches on their experiences it is more factual and gives more information about all mental health issues.

**-The final idea**

For my final idea I am going to choose idea 1, it works the best for the clients and will also be more relatable for the target audience. It will also mean that as it’s a cartoon it will be cheaper to produce making it more likely for the client to pick my film.

**-Developments to the final idea**

For the film I may change the end message to make it more powerful and leave them on a more impactful moment so the video

**-Justification for developments**

This would make it easier for people suffering from mental health issues to find help and also for people who don’t suffer to understand further what it could be like for the people actually suffering from the issues.

**Notes for my pitch**

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**Notes for my proposal**

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**Notes for my treatment (justifications)**

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