**Unit 8: Responding to a Commission**

**Answer and Template Booklet**

**Activity 1 – Rationale**

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| MoveIt is looking for ideas that meet its commission. The charity has asked you to provide a rationale for your ideas in response to the commission you have chosen. It would like to know how you have used the information it provided to form your ideas. Use the space provided to write your rationale.Type your response below this line. The box will expand as you type. |
| **Production Overview** – Using a small budget, I will be creating a 6-minute promotional video for Move-It, a not-for-porfit campaign which has intentions to promote a healthier lifestyle for the people of the United Kingdom which can benefit themselves and for the world/people around them. With an end goal of relieveing stress off of the NHS and other medical organisations, the video will help raise awareness about how people should be participating in regular exercise and dieting and will reach across to its audience in an empathetic and inclusive way to both address those who may lack confidence or motivation to take up these lifestyle changes and to not single out any person, no matter what their lifestyle or body is. By targeting the whole of the UK, Move-It hopes to strike a change in people’s lives by starting at the root cause of the problem, whether it is if you yourself lack any motivation to put some work in to make yourself healthier or if you may suffer from some mental health issues which are forcing you to not get active, like social anxiety. **Target Audience Research** – Move-It want to target the video towards the whole population of the UK, however I have decided to focus the videos release among a certain demographic of the UK as it is here tat I believe more people will see it, but some people will not be excluded from being able to watch the video. The target audience for this video will be the younger generation, mainly sttered towards teenagers who are in college or attending University or young adults. I have decided to aim the video at this group because it is in that time in someones life when people are most oblivious about the choices they are making and about whether they are living a healthy lifestyle, and as their bodies are changing, they might come to realise that what they are doing to it will have lasting effects on them, most not good. It will also be important to be inclusive, as this age demographic tends to be very self-conscious about the way they look and live, mainly due to the influx of social media and seeing people live the “perfect-lives” and setting innapropriate standards for both genders. But this generation is also very impressionable, so we hope that with our video it will help them change or improve their lifestyle choices in terms of exercise and food/calorie instake. Recent studies have shown that 80 per cent of people are not having their recommended daily intake of vegetables and that 52 per cent of people are not eating the daily recommened amount of fruit. Food is important when trying to lose weight as it is a key benefactor in dieting, so eating the wrong foods whilst trying to change your lifestyle can pose as a risk to all of your work. With our video, we hope to make a change for the better with these numbers, hoping to increase them. By increasing these numbers, we hope to leave a mark on these people’s lives which we hope they can continue on into later life. Due to these statistics we will be revolving the video around exercise and the benefits of healthy eating along with exercise, and how the two can work together to make you live a healthier life.**Primary Research** – I interviewed two different people from different backgrounds/lifestyles in the UK, I will be making my promotional video themed around the feedback that I received from them about the questions I had asked, one of the participants was a male and the other was a female, which is good as I get to gather infomation from both genders on how they act. From the information I gathered, I learnt that these people fitted within the 16-22 age demographic, so from this information I will be targeting the video mainly towards the younger adult group, as well as the whole population. Both participants agreed that they do not live healthy lifestyles, or live as healthily as they should, which goes to show that people aren’t paying enough attention as they should, and with both coming from different social backgrounds, it proves that this problem is common throughout different social classes so it isn’t an isolated problem or minority. Along with that, both responded saying that at most they did two days of exercise a week, whereas the average is four. When I asked them if they both went over the daily recommended amount of calories it was a mixed response. For men, the dail reccomended amount of calories is 2500, a lot more than it is for women, which is 2000. The female said yes, the male said no. When I asked if the one saying yes ever binge eats, they confirmed that they do, showing the type of eating ethics people have, which goes to show that it could possibly be one of the reasons why the UK is not as healthy as it should be. Both believe that exercise was an important factor in our lives. From this information we can gather that people don’t consider these as problematic, which could be bad. They also don’t care about what they could be doing to themselves. Coming from this I know that both genders struggle with trying to get healthy, so my video should be targeted to all gender demographics as it isn’t a one sided problem. We also need to get the message through that the younger generation should be taking more care for themselves as it is evident that they do not.**Secondary Research** – <https://www.standard.co.uk/lifestyle/health/1-in-5-brits-dont-exercise-at-all-survey-reports-a3489461.html> This website provided information from a survey taken about the amount of people that exercise in the UK alone. This website was very interesting as it provided me with information that I did not know about previously, which in some ways I can try to portray in my video, whether it is on the screen appearing as facts or being represented visually. In the article, it gave statistics detailing as to why some people might refuse to exercise, with some of the types of excuses they give, the website states: “The top three reasons for putting off exercise? Not having the time (33 percent), feeling tired (32 percent) and cold weather (28 percent).” This is key information as we can use this in the film to target those that make such excuses, and through this we can work around it to make them change their opinions on the matter This type of infomation just goes to show that a lot of nthe population is not putting in enough effort and that, in some cases, are too lazy to be bothered to get up and make a move. I will possibly be using these statistics and will directly ask my audience members these questions. The direct address to the viewer will engage their attention more and can make them question whether they are living a healthy lifestyle, which is what we want them to do. The survey also states that 1 in 5 people don’t exercise, which goes to show how important a video like this will be. With the population of the UK averaging at around 60 million, that is a large demopraphic of 12 million that are not getting active. Using these statistics, we hope to influence the viewer, and possibly guilt trip them into wanting to do better by questioning their ethics and current lifestyles.<https://www.nhs.uk/live-well/exercise/exercise-health-benefits/> This page, which I got directly from the NHS website was very useful as it provided you infomation detailing the effects that not having regular exercise can have on the human body. In the article, it gives a list of different problems and diseases that you could suffer from if you don’t follow a healthy lifestyle, listing both physical and mental benefactors. On the website, it states that you are at risk of: “a 30% lower risk of early death”. This is very impactful information, I will be using this statistic in my film as it is very hard hitting as nobody wants to die, so including information like this can make the viewer worried about whether they will have a full long life, and knowing that if they change their lifestyles they will have a 30 per cent added longer life does hit home, as that 30 per cent could be mean you don’t miss out on important events or experiences. I think making viewers aware of the risks you are putting yourself into will be very effective and will make them reconsider the way they are acting, which is what Move-It wants. I think it is important if we use information from the NHS, as the aim of this video is to try to relieve stress off of the NHS and other medical organisations as well as getting people fit. Lastly, the article also talks about excuses being the “silent killers” which I will include in my film as I really like the idea of personifying people’s lack of motivations, and by calling it a killer can strike a chord with viewers. We know that excuses is a huge problem amongst people due to the research gathered from the previous article.**The Purpose of the Comission –** The purpose of the video is to raise awareness about healthy lifestyles int he UK by encouraging the target audience (everyone, but specifically the 16-22 age demogrpahic) to exercise more. This is being accomplished in the form of s six minute long promotional video which will include statistics and motivational techniques to help encourage viewers to make a change for themselves. I think including things like personal stories and facts will be good as it gives the audience a chance to relate to what they are watching. We plan to advertise it evetywhere, but specifically online on social media platforms such as Instagram, Facebook or Snapchat and inside gyms as it is these places where the 16-22 demographic will most likely see them. The wider the release, the better.**Ethos and Reputation of the Client** – The video will be represented by Move It, a not-for-profit organisation based in the UK which is trying to promote healthy lifestyles. The organisation wants to make a change in the way the population of the UK acting and to try and help alleviate the stress from the NHS and other mental health/medical organisations that unhealthy people are causing. It is funded by the sport and fitness industry; thus, it will encourage more people to sign up to places such as gyms, and a result from this is that the industry will grow and will create a better image for itself and overall a better image for a healthier Britain.**Themes of Subject Client Wishes to Explore –** Move-It wants to make the UK healthier, by doing this they want to try to encourage the population to adopt healthier lifestyles in order to live a longer life. The client wishes to boost motvation in the people and to give people a chance to try and improve their own lives through their confidence levels in themselves. We want to break down the barriers that are preventing people from going out and making a change for the better, whether it is problems they are facing based off of their body image, physical disabilities, mental disabilties and lack of motivation.**Messages the Client Wishes You to Communicate** – The message that Move-It wants to show is that switching up your lifestyles and exercising more can have huge and impactful benefit on yourself. They also want to show that this process can be fun and that it won’t be a pressuring burden on you. The promotional video will help show the target audience how this has changed certain people’s lives (for the better) and to give viewers more options and opportunities to make their lives healthier in ways that they may have previously not thought of. **Who or What the Client are Targeting (Impact)** – The client is trying to target the entire population of the UK, which we are doing but we are also focusing specifically on the younger generation as it is in this period of peoples lives that people are least aware about the lifestyle choices they are making and the long term affects it has on them. It will also show them some of the changes they will need to make in order to live a fuller future. Tackling a problem like this early will be more effective, as if you leave it too late there things will be much harder, whereas if these people begin to have healthier lifestyles now they will most likely keep up with it and encourage it among others such as friends or their own family.**Geographical and Demographical Opportunities** – The video will be shown across the whole of the UK due to Move-It wanting to target the population as they want this change to be a widespread solution instead of focusing on one area or group. From our research we know that we want to target the 16-22 age demographic, so we will promote the video across multiple social media platforms such as Youtube, Facebook and Twitter etc... We will be showing it online and in gyms most of the time as it is where you can find this demographic the most. We can get permission to show it in gyms as the video is funded by the sports industry.**Restrictions on the Client** - The content in the video must meet the Move-It regulations for what they want and must include themes that do not break any sort of laws. As it is being shown on social media it can be seen by even younger viewers, so it must show age appropriate content and comply with rules and regulations of outlets such as YouTube or Snapchat. The video can even be played in cinemas before movies, in this case we will need to have a BBFC rating which would have to be a U (for Universal) so all audience goers can watch it.**Competitors within the Same Industry and their Products -** <https://www.youtube.com/watch?v=XnjcEcBo6jo>This video was extremely helpful in my research as it gave me a look into the effects that changing your lifestyle and exercising more can have on your body in a period of time on an individual. In the video we see a woman detailing the problems she had on her weight loss journey regarding her weight and confidence. The video is very inspiring, and I think is the type of thing we need to include in our promotional film. Having a role model to look up to can make the journey and decision easier for some people due to not seeing many people represented in this fashion in the media. It can also be very inspirational to others and motivate them to go out and do the same thing. The woman talks about going to the gym, and the alterations she made to her diet which helped her. She talks about going vegan, which is both healthy for herself and good for environmental factors. She shows different types of food, offering healthier meal options. She has alos provided us with images of herself throughout the weight loss journey and you can see how much she is losing and how shocking it is in such a short period of time. It also gives an insight on how the human mind feels in these situations, as she talks about self-doubt, her own personal struggles and how she has tried to mentally and physically overcome these. A lot of people in the target audience age demographic do struggle with the way their body looks, feels, and sometimes people punish themselves for not trying hard enough. Bringing realistic factors to the video is important as people are most likewly to hear about it from a normal everyday person from, let’s say, a celebrity. I will definitely use some ideas represented here in my video.<https://www.youtube.com/watch?v=vRe5BuefvX8> This video has been made by a gym from a city to try and encourage people in the area to join their fitness program. They promote it as a friendly environment, almost like a family, which is good as people who are new to areas such as dieting or exercise may require some support, especially if they lack the confidence in themselves. The advert is very precise and shows clear images of friendship, giving off the idea that you are not alone in these situations. This video shows the friendly atmosphere/mood which I want to make apparent in my own video as it makes things more encouraging. It also shows off a wide range of different ways to exercise, including different gym equipment and sporting events such as swimming or running that you can get involved with. Overall it promotes a friendly atmosphere, which is especially important in situations such as these. It also shows a fun side to this process and it shows different styles of working out methods, which I will use in my video to make it clear that exercise is not subjective to just running. **Idea 1 –** The first idea revolves around a one-to-one conversation between the viewer and an everyday person who appears in the video, meaning that the audience is more likely to relate to them if they can make connections. The person in the video, who has drastically changed their lifestyle and has shown amazing improvements, will be telling their story. An example of a story being told is of someone who may have been bullied through their childhood for being obese, and that from this their mental health deteriorated and became anti-social, almost feeling like they had become an outcast to society. Then they talk about their change in their lifestyle, and we will see different images, comparisons, tips and alternative food recipes appear on the screen as they talk, showing more options to viewers on what sort of things they can do and eat when living a healthier lifestyle, it is very reasuring as it shows that not all food is just vegetables, and can motivate these people to try these things out which is what Move-It wants. The speaker will then talk about how good the changes have been for them and how they think that more people should be encouraged to try and lose weight, or even change their lifestyles for the best. The video will then end on an inspirational quote, “The way to get started is to quit talking and start doing,” – Walt Disney. At this point the screen will cut to black and the video will finish. Including a quote from Walt Disney I think is a cool idea as a lot of people love or enjoy Disney, whch can also bring in that demographic of Disney fans.**Idea 2 -** The second idea will show a woman running beginning her run up a hill. With the first step a non-diegetic song begins to play, talking about believing in yourself and encouraging you to take acttion, it will be paralell to what is being shown on screen. As the woman begins to go up we overlay the video with flashbacks of her beginning her journey of trying to get healthier. At some point we see her slip up in the past, possibly binging on bad foods or almost giving up, as this happsn she begins to slow down running up the will, almost giving up. Showing that she is determined and motivated. The clips shown as she runs become better, more positive, her lifestyle has changed, and she looks at a mirror and sees a thinner version of herself. Some other clips that might be shown is her throwing away all her junk food, resisting the temptations of eating unhealthily, going along with friends to local dance classes. Over the top of all of this is a motivational song about trying to push hard to accomplish your goals. The song will then finish as she reaches the top and all sound is diegetic, and then she continues, coming out a better person from the “climb”. The hill stands in as a metpahor for herself, and overall it shows her defeating her biggest enemy – herself.**Idea 3 -** This idea is different to the others, as the others talk about the process of trying to lose weight and to live healthy, whilst also detailing the bad events that occur along the way. This idea instead is going to be showing the communial feeling that having a workout group has and the positive affects it has on the people, much like the video from the competitor about the local gym. In the video we do talk to real people, once again using direct address to the audience, here they then talk about how coming together as a group and working as a team has helped them achieve their goals more easily and to get fit and healthy. We can talk to a running team, a local dance/fitness class, as yoga group, a swimming group etc… the aim of this idea is to get across the viewer that being healthy is not all about trying to break a sweat and eating better foods, but it is also about the teamwork that helps get you to where you are. It is better in these situations to portray real life people instead of those who appear in social media as people can relate to them more.**How these ideas will Measure against the Client’s Criteria -** It fits the clients brief as they are wanting to try to encourage people in the UK to live healthier lifestyles, and I think my ideas are very encouraging so if someone were to watch it, they would be inspired to do so. There are clear distinct themes across all of my ideas, the first and last will be about real-life people who either have gone through this process or are beginning it, whereas the second idea is portrayed through actors and most of the infomation is shown visually, which means we can be more creative with it. It will also fit inside the 6 minute time slot as we have enough content in the idea to reach that mark.**The Final Idea -** The idea I will be choosing is idea number 2. The reason that I think this idea is much better than the others is because it tells a story, meaning we have creative control over what we show and means that we can be as imaginitive with it as we want. Of course, this idea requires actors, whereas the other two wouldn’t but it is better because the other two require research, trying to find people who would be open to do it out of their spare time and organising these events to film them. It would take up more time than we would like. I think it also touches all aspects of trying to be healthy, as it shows different types of dieting, exercising and overall just how to be more positive during these times.The types of images it shows are very realistic also, I would know, being someone who has gone through this process so I could also share some personal experiences through this video. Allowing the video to be how it is means that we can also produce it in a shorter amount of time which is very cost-efficient. **Developments to the final Idea** - I like how I included a message at the end of the first idea so Iam going to use that at the end of this idea also which means we can try to make is as direct as possible towards the viewer and really try to hit it home. The video will cut to black at the end, and the following message will appear on screen: “To achieve your goals, you must first overcome yourself. You are what is stopping you, to make a change, you must change.” It is commonly known that one of the reasons that people don’t try to exercise more is due to their lack of motivation, so I really want to end the video on a note that can make the audience members question whether they are doing enough for themselves. I chose to make up the message instead of using the Walt Disney one as I thought that I am getting the point across more. **Justification for these developments -** I think that if the viewer is left on a more powerful message, they would become more motivated and encouraged to change their lifestyle as it is being directed to them personally, so it would spark more of a reaction, which is what Move-It wants, to make the audience members to reconsider their lifestyles to see if they are living healthily.  |

 (Total for Activity 1 = 16 marks)

**Activity 2 – Pitch**

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| MoveIt will have many people hoping to secure this commission. You will need to convey your idea in a succinct and persuasive way through a written pitch. You will need to ‘sell’ the idea to the client by including an overview of the content and style of your idea to persuade them that it is worth considering. (max 350 words)Type your response below this line. The box will expand as you type. |
| We plan to make a six-minute video to encourage members of the UK to adopt healthier lifestyles, it will portray a woman running up a hill whilst also facing problems that she has faced in her journey going up the hill and whilst trying to lose weight and changing her lifestyle. Overall, it is a metaphor for her overcoming herself, her biggest enemy. We plan to use a woman as the main character as studies show that in adulthood, 73 per cent of males exercise compared to 61 per cent for females, so we plan to represent the minority group in an attempt to get these numbers to rise. We also know from our primary research that men were more likely to make a change in themselves regarding exercise and weight loss and dieting as women were more likely to binge eat. Act 1 will see her begin her journey going up the hill, as it is the start of said journey things are easy, we overlay flashbacks of her beginning her weight loss journey, the mood overall is very positive, a non-diegetic song plays over the top which is paralell to the mood and which lasts throughout the entire video.The song preaches about trying hard to accomplish your goals. Some of the images we see includes her weighing herself, walking her dog, swapping out her foods for healthier options and making different types of healthy meals which we hope looks appealing to the audience members. We will also use pastel colours throughout the film to indicate when things are good which looks very aesthetically pleasing on screen. Act 2 sees her begin to struggle as the hill incline increases, she almost stops. The flashbacks show her beginning to doubt herself, slipping up and eating the wrong foods, falling back into bad habits etc... She almost gives up.Act 3 sees her push on, she gets back into old habits in the flashbacks, improvements are made and we can see them on her. She picks up the pace and finally reaches the top and has a moment of celebration, she has finally achieved her goals. The pastle colours are very vibrant here. As she runs down a smooth path into the sunset happily the final message appears on the screen, “To achieve your goals, you must first overcome yourself. You are what is stopping you, to make a change, you must change.” You should choose us to make your video as we promse a high-quality, time efficient and beautiully shot film that we believe based off of our primary and secondary research attacks the centre of all issues that members of the UK face through the visuals that apear in the film. Through the music, editing and lighting we plan to tell a story which at the end will show someone’s own personal struggle and journey trying to change up their lifestyles through situations which we believe our audience will be able to connect with. We will require two days for filming, one day at the hill and the other day to film the other sequences and two days for editing, overall it will be 4 days of production which will help save time and money due to how short of a time it will take. Meaning if we need to, we can edit and make changes in post-production. The film will be shot on HDLR cameras and edited in Final Cut Pro. |

(Total for Activity 2 = 16 marks)

**Activity 3 – Proposal**

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| The proposal expands on the original idea in the pitch and gives further detail of how the media product will be produced. The proposal requires details of:o content overviewo technical considerationso contributors, assets, locations and equipment o legal and ethical considerationso scheduling and planning considerations.Please use the following pages to complete these sections of your proposal. |
| **Proposal****(Medium)** | **Producer****(Name)** | **Title of Production** | **Page 1/5** |
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| **Content Overview**Type your response below this line. The box will expand as you type. |
| **Scene One –** The film opens up with a close-up on the main character, a large female who is obviously on a run due to her being outside and because of the clothing she is wearing. Her clothing stands out against the background as she is wearing dark colours like grey, black. The background, where we can see fields and the bright blue sky, represents the perfect world, filled with bright vibrant pastel colours. Her wearing dark clothing indicates that she is different from the rest of the world, and it can also be a visual representation of her mind. The shot changes to an establishing shot of the location we are in, at a hill. We see the woman standing before the hill, she is small compared to it. We have decided to use a female as the main character as research shows that in adult like 73 per cent of males regularly exercise whereas only 61 per cent of females exercise. If we represent the minority of the two on screen it can be more encouraging to some audiences.**Scene Two** – She begins her run up the hill, we have a close-up of her feet as she begins to move. When she places one foot on the ground music begins to play. The music playing is an inspirational song with the message of believing in yourself and overcoming your problems. It is non-diegetic so the woman cannot hear it but it is paralell to what will be being shown on screen. The song lasts throughout the entire video. We then move up to have a look at her upper half with a close-up, we see the determination in her face.**Scene Three** – We cut to a new setting, we are in a bathroom. The lighting is dim, inside things are grey, and outside through a window in the background you can see the perfect world. From a side view we see the woman step up onto some scales, this is early in her journey. In a close-up we see the result from the scales, it is high. We cut to her standing in front of a cracked mirror, the theme of things being dark continues over the top of the footage, as well as the song. She lifts up her shirt and we see she is unhappy with her body. She looks outside to the perfect world.**Scene Four** – We are now inside her kitchen. From inside a cupboard we watch as she opens it and takes out several food items, she throws them away into a bin, only keeping what she thinks is healthy. We then see her inside a supermarket, numerous close-ups show her icking up different foods, fruits etc... She picks up a banana and in a transition we end up back at her home, she is cutting up the banana. The pace of the film shows that she is determined to make a change as soon as possible. As she cuts up the new foods for a meal we see the light from the kitchen window beginning to seep through into the kitchen, showing that things are taking a positive turn.Scene Five – We cut back temporarily to her running up the hill again, we have a close-up on her face, she is getting hot and sweaty, her eyes are fixed on her goal. **Scene Six** – In a long shot, we see her jogging down a street with her dog, it is another flashbackl showing her journey. We have a close-up of the dog running towards the camera. Studies show that people are more encouraged to get fit if they have a friend to do it with, so including a dog, and maybe even another person, can be a visual representation of this data.Scene Seven – We go back to the hill, we have a close-up of the womans legs, they are catching each other, and she is beginning to stumble. In a close-up on her face we see she is bright red and almost on the verge of stopping. Her eyes begin to lower, no longer fixed on her goal. **Scene Eight** – In another flashback we see the first of many times when she begins to slip up in her journey. We have a repeat of the previous shot in the bathroom of her steeping on the scales, we see in a close-up that the number is higher. In the background, the light begins to seep back through the window. **Scene Nine** – In her bedroom we watch her in a close-up as she cries to herself, the camera pans out to emphasize how lonely she is in this room by herself. The light in the background almost vanishes, all the work she has been doing is going. We cut to her back in the kitchen, sher is eating junk food such as choclate or sweets. She is on the verge of giving up, almost entirely. In a series of multiple shots displaying a time lapse, her house begins to get messier and messier. **Scene Ten –** Back on the hill, we see her in a medium shot gradually come to a stop. Cutting back to the kitchen she walks towards the bin to throw away some junk food wrappers where she looks outside the window again at the perfect world, to be a part of it was her previous goal she abolished. She looks at it longingly, we have an extreme close-up of her eye as the camera pans in towards her face. In a close-up on the binwe see her angrily throw her rubbish in it ajnd she goes away. She is beginning her journey again.**Scene Eleven –** In a series of montages we see herself pick herself up again, she goes running, changes her diet. Back at the hill we have an extreme close up on her eyes, similiar to the previous one. They draw back towards the top of the hill, she is closer. She composes herself and pushes on, picking up the pace a little. She is not giving up just yet.**Scene Twelve –** The montages continue, this time blended between footage of her running up the hill and her back at home. The scales show she is losing weight, in front of the mirror her body has clearly changed, she is finally getting the results she wants. The light comes back into the house, she has almost reached her end goal. **Scene Thirteen –** The woman is almost at the top, we look at her running from the front as we move with her, and she has almost made it to the top. We have a close-up of her feet, she is running now, trying to get her goal as soon as possible. **Scene Fourteen –** Shot from the top of the hill in the perfect world where all colours has come back, we see the woman rise up and finally reach the top, she enters the colourful world and with it changes colour herself. She has accoplished her goals, the hill being a metaphor for her trying to overcome her biggest enemy: herself. As she reaches the top the song fades away, all sound is diegetic, and we hear ambient noises. The woman breaves heavily, she has accomplished elevation, the runners high. In a close-up on her face we see her smile. She continues to run towards the perfect world. In an aerial shot rising up, we see her from behind running to paradise. The screen fades to black and the final message appears on screen: “To achieve your goals, you must first overcome yourself. You are what is stopping you, to make a change, you must change.” The message fades away and the Move-It logo appears at the bottom in the centre, and there the video finishes. |

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| **Proposal****(Medium)** | **Producer****(Name)** | **Title of Production** | **Page 2/5** |
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| **Technical Considerations**Type your response below this line. The box will expand as you type. |
| Due to our production company having our own equipment on hand, we will not need to be paying extra in order to have said equipment to make the video. Not only is this cost effective but it also saves time in having to go out somewhere to find any equipment to rent or buy. We will be shooting the film with standard Canon HDLR cameras, as we have multiple on hand we can shoot the film using a multi-camera setup, meaning at the end of the day we have more footage to edit which means we can have more angles and can include more cdreativity into the final product of the video. When being edited together, we will be using the editing software Final Cut Pro. We are trained in how to use this software so there will not be any time wasted on trying to get the editors used to using the programme. Other types of equipment we will be using are tracking wheels, for those shots where we needs the camera to move but in a smooth manner, like when we follow the woman running up the hill. We will also need tripods and a dolly to help get still shots, and some shots where the camera might move just a little in any direction. We will also be using recording equipment. I have stated that the majority of the film will have no diegetic sounds with only the song playing over the footage but when the woman reaches the top of the hill in the climax of the film the sound switches to everything being diegetic, so we will need to be able to record the woman being out of breath and her sound of her steps. Overall, we will require two days for filming. The first day we will be situated at the hill, here we will film all the necessary shots that show the woman making her progress up it. The second day will be dedicated to the other scenes which the hill is not included in, like when we see the woman in the bathroom and at the supermarket. This will be the longer period of filming in the two days as there is more to get covered in those 24 hours. One thing we will need is a filming crane so we can get the final shot of the film of her running into paradise, we have one of these on hand. The editing process will also take two days. In these days the editors will be putting the video together based off of the storyboards and will be adding the effects onto the footage to make certain areas different colours, which can easily be done on Final Cut Pro due to the different features it has to offer. The music that will be featured will be a copyright free song, and if need be we will pay for the rights for it. Overall it is a good value for money as it both saves time with a short production schedule and additonal costs for buying more equipment as we will be using equipment and softwares that we already own and are familiar with.  |

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| **Proposal****(Medium)** | **Producer****(Name)** | **Title of Production** | **Page 3/5** |
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| **Contributors, Locations, Assets and Equipment**Type your response below this line. The box will expand as you type. |
| **Contributors** – We will be using a copyright free song which will play throughout the film spreading a message of overcoming your problems, confidence and love. If need be, we can pay for the rights of the song as we are being funded by the sports and fitness industry. **Equipment –** For the video, the equipment we will be using consits of three standard Canon DSLRs, a tripod, a dolly, tracking wheels, recording equipment and a filming crane for the final aerial shot. In terms of editing we will be using Final Cut Pro. **Assets** – We will be including the Move-It and Sports Industry logo towards the end of the film. **Locations –** The Hill – The hill is the primary location in the film. It will feature in it heavily as it is what the story is centred around. The hill stands in as a metaphor for the woman trying to overcome her biggest enemy which is herself, along the way we see her struggle to get the top, but she keeps pushing on till the end and finally accomplishes her goal. We will need to find a suitbale hill to use, one that is steep and also tall. As we live in an area filled with bumpy landscapes and commons, this will be easy to find.The Kitchen – The kitchen is where we see the woman the most in the video outside of the hill. It is here where we see her at her best when she is making a change, and at her worst when she falls back into bad habits. A kitchen will be easy to find as most building have one, and if we were to use a workers house as a set it would save time having to build a set. The kitchen is very dark and cramped, a polar opposite to the outside world, it is in a way a visual representation of the womans mind as she is in a very dark place. The kitchen can be made to look like this in post-production during ediitng on Final Cut Pro.The Bedroom – The bedroom is a set that only appears briefly in the film, it is included when we see the woman crying to herself, a moment of weakness. The room will be almost empty, representing her loneliness at that time.The Bathroom – The bathroom is another significant recurring set in the video. Here is when we see the woman most open about herself, as she is undressed completely almost, like when she is weighing herself or looking at herself in the mirror. Street corner – The street corner is a location that appears briefly in the film. Its purpose is to show the woman exercising with friends, family, her dog etc... When she goes jogging. As we are stuated in a town, we have a lot of street corners to acces so it will be easy to scout for this location. The supermarket – The supermarket sequence appears in the film and shows the woman as she buys healthier foods, almost giving a hint to the audience at the type of stuff you can eat which also looks and tastes good. We will need permission from the local supermarket to film inside, although we can easily just go in and get it covered by ourselves if the supermarket does allow filming or taking pictures inside. **Assets – Risk Assessment** As we are on the move a lot, there are many risks at hands that could pose as a threat towards actors and crew alike. * At the hill, we will require the actress to the run a lot. Due to the incline of the hill she could get tired very quickly which could effect her performance. Pushing her too hard could also, in worst case scenarios, cause her to faint. In order to overcome this we will need to keep her hydrated by having water at hand, and also give her times to rest so she isn’t constantly up and about. Before filming we will also do some stretching exercises to wake up and loosen her body a bit more.
* If the weather is bad, the hill could become wet and slippery, so both the actors and crew are at risk of falling over and hurting themselves. In order to overcome this we will need to check when the whether is clear and sunny so we don’t face obstacles such as these.
* In the bathroom, there is sequence where she stands in front of a broken mirror. In order to make sure nobody gets cut when positioning the mirror or if we have to break the mirror ourselves, the people handling it will have to wear protection when moving.
* The whole house set has to be very cramped and messy as it is a visual representation of the womans mind. This means people on set are at risk of tripping over themselves and camera equipment as the set will be quite small. To overcome this people are going to have to take extra care inwatching where they step.
* When we film at the street corner, we need to make sure we are not getting in the way of pedestrians or cars. To overcome this and not put ourselves of bystanders as risk we will have to either block off a road for filming or not take up too much space so people can come by freely. We may put a notive up in a local page on a website or Facebook to warn people beforehand that we are filming there with times also so people know not to intrude.
* We need to be careful to not brake any laws when filming inside the supermarket if filming inside is not allowed, so beforehand we will need to get permission to do so.
* In one part of the film we see the woman running with her pet dog. The woman will need to practice running with the dog so there isn’t a risk of her tripping over the dog and injuring the dog or herself.
* Crew needs to be careful when walking around the sets as there will be wires around on the floor. So in order to not be at risk of tripping they will need to watch where they walk.
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| **Proposal****(Medium)** | **Producer****(Name)** | **Title of Production** | **Page 4/5** |
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| **Legal and Ethical Considerations**Type your response below this line. The box will expand as you type. |
| **Legal Considerations -** Some legal considerations that need to be taken for account in my video is the song that will be played in the background of the footage. The song needs to copyright free, and it also needs to be upbeat and tell a story with its lyrics, its main purpose in the video is to be inspirational and encouraging to the viewers. If we decide to go through the copyright route, we will need to find a suitable song and co-ordinate with the originator of the song in case they wish to charge us, which the Sport and fitness industry will be paying for. No statistics will be shown on screen, but it will be referenced visually, like having the main character as a woman as they are the demographic who do not get active the most in the UK (73 per cent for males, 61 per cent for females). The footage also has to not break any rules of the platforms that we will be showing the video across, like Youtube.**Ethical Considerations –** Some ethical considerations that we need to take into account t that we need to make sure that there will be no age restrictions on the video. We plan to show some of this video inside cinemas where it can be seen by a large variety of people in the United Kingdom. We know that our video will not contain any verbally indecent or grpahic themes as we want it to be friendly for all audiences. In order for this to happen we will need to get a grade of a U from the BBFC. The U grade stands for Universal, meaning all types of audiences can watch it. |

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| **Proposal****(Medium)** | **Producer****(Name)** | **Title of Production** | **Page 5/5** |
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| **Scheduling and Planning Considerations**Type your response below this line. The box will expand as you type. |
| As you can see with our schedule, we have already planned out each step in the production of this project in order to be time effiecent and organised. The process will take place across a total of fourteen weeks, starting with the first meeting with Move-It going up all the way to the time where the video is going to be released in time for the new academic year. In the first week, commencing on the first Monday of June 2019, we will be having a meeting with Move-It. Here we will be discussing the brief, discssing about what Move-It wants from our video and giving us any infomation we need and areas we should touch up on. In the second week in June, we return to Move-It and pitch our idea after having to time to brainstorm and come up with different ideas for the video. In the third week of June we will set up a discussion group with our target audience, which consists of anybody in the age demogrpahics as we are targeting the video towards the whole population, but we will emphasize on wanting more representitives of the younger generation there. In week four which brings us into July we go intro pre-production, this involves scripts, call sheets for actors, scouting for locations etc...Then in week five we get the cast, crew and equipment together, to ge thte cast we will spend one day having auditions. In week six we begin the film process which takes place over two day, this is followed by the editing process which occurs during week seven, and this also takes place over two days. In week eight we give a draft of our video to Move-It, and we then make any necessary changes to it that they wish, showing that we will respond to critisism and feedback and get the job done. Between weeks nine and thirteen, we work on some final preperations. As we enter August we hand over copies of the final video to different platforms such as Youtube, Facebook and Snapchat. We also give digital copies to gyms across the United Kingdom and to different schools. On week fourteen, the first week of September, the video is officially released in time with the new academic year. From this schedule you can see that we are organised and prepared for this task. We have clearly structured out our plan and have taken into consideration that all aspects of this project are important, so they all need a good amount of time spend on them. Here is the list showing you our budget for the film. Due to us having our own equipment and editing software, and locations which are local, we do not need to spend extra money on these areas. Overall the total of this video is £3,850. As the sports industry is paying for the film, they will be pleased to know that our video costs less than a lot of other competitors. Making it as least as expensive as possible is good as it means we can save money.  |

(Total for Activity 3 = 20 marks)

**Activity 4 – Treatment**

MoveIt wants a small sample of what your idea will look and/or sound like.

Using the templates provided (or any other appropriate template), give details of the style of your proposed product. Use the accompanying justification sheets below to justify your ideas.

* Select the treatment below for your chosen commission.
* Complete the templates required for your chosen treatment.
* Ensure that your ideas are an expansion of your pitch and proposal.

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| **Treatment 1 – Promotional Video**Create a storyboard that shows:* An appropriate sample or taster of the product

You may submit a maximum of **three** storyboard sheets plus **three** justification sheets. |

(Total for Activity 4 = 20 marks)

**TOTAL FOR PAPER = 72 MARKS**

**Template 1 – Promotional Video**

Create a storyboard, using the templates provided, that shows an appropriate sample or taster of the product.

You may submit a maximum of:

**three** storyboard sheets (using these templates or any other appropriate template)

Plus **three** justification sheets (use the pages at the end of the template section).

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| Justification Sheet Ref(e.g. Storyboard page 1) | Producer | Title | Page |
| Storyboard Page One | George Puchalski | “Elevation” | 1 |
| Type your response below this line. The box will expand as you type. |
| 1. The video opens up on a close-up of the main characters face. Here we see her looking at something but we do not know what yet. She stands out against the background, she is wearing dark clothing, the background it bright and beautiful, a clear contrast between the two. Judging by the clothes she is wearing, a tracksuit, she is out running. I decided to open the film with a close-up on the face of thi character so the audience can establish that she is the main focus of the film. The close-up also allows us to have an in depth look at what she is saying through her facial expressions. The reason that she looks so different to everyhing is else is so she can represent an anomoly in what seems like almost a perfect world. Everything is bright and happy, but she is dim and dark. Her clothing, posture and looks indicates that she does not fit in, and the dark colours surrounding her could serve as a metaphor for her state of mind. You can easily tell she is unhappy with something. We have made the main character a woman as statistics show that females are less likely to exercise when compared with males.
2. The next shot is an establishing shot, overlooking both her and the hill that lies in front of her. The hill is large in comparison to her, the shot has been set up to make her look small against it. At the top are bright colours, to get there, she must go up. I have used the top of the mountain as a visual representation of her end goal, you can see that if she gets to the top she can join “paradise” as it were. We know she is going to have to go through a journey to get there. We purposely made her look smaller against the hill to show the hills domination over her, making her look small and weak.
3. The third shot shows her feet as she begins to move up the hill in the form of a close-up. As her foot irst touches the ground as she steps off the song begins to play. The song is non-diegetic and is paralell to what is being shown. We have decided to play the song at this moment as it is here when she begins her journey up the hill, and it is from this point where she will need support. The song is very motivational, preaching about self-confidence and believing in yourself, which is what she and anyone who is trying to get fit needs to be told if they doubt themselves. It is non-deigetic as the character cannot hear it, and it is paralell to what will be shown throughout the film as she does go through a time where she is trying to build up her confidence to go outside and make a change to her lifestyle.
4. Here, the camera focuses on the womans face in a close-up, we see her eyes are fixed at the top of the hill. In an extreme close-up, we focus on her eyes. We have heavily focused on her eyes as it shows her determination to reach the top, to make a change. The change from one show to another indicates that this is important to her, and she will not stray away from her goal. This will be filmed on a track to make the shot smooth as we go up with her, as if saying we, the audience, are joining her.
5. In the fifth shot, we enter the first of many flashbacks of her starting this process of losing weight. We see her in her bathroom on some scales in a close-up, we can see she is unhappy. In the background is a window looking out into “paradise”. We have set the shot up like this to include the window in the background to act as a reminder almost to her, the way the camera is positioned has the window next to her head, indicating that she is thinking about it, but something is stopping her. The bathroom is dark, dirty and cluttered, a visual representation of her mind.
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| Justification Sheet Ref(e.g. Storyboard page 1) | Producer | Title | Page |
| Storyboard Page Two | George Puchalski | “Elevation”  | 2 |
| Type your response below this line. The box will expand as you type. |
| 1. We cut to a new location, in front of a mirror. In an over-the-shoulder shot we see her reflection in the mirror, we see her body as she lifts up the shirt. The mirror is cracked. We decided to position the camera over her shoulder so we can also share her experience as she lifts up her shirt and finally gets a good look at her body. It also acts as a play on the “Mirror, Mirror” rhyme from Snow White, but instead of looking at the fairest of them all, the woman is looking at the opposite. The mirror being cracked also indicates bad luck, showing that she has had bad luck for many years with her weight and is overall unhappy about the way she lives.
2. The seventh shot is of a close-up on the womans face. Here we see her reaction to her body, a tear trickles down her cheek. The window is in the background and is out of focus. Then the focus switches to the window and “paradise”. The close-up on her face shows the womans heartbreak over how she looks, and we as an audience feel empathetic for her as we can tell she doesn’t want to live and look like the way she is. The window being out of focus, and then coming into focus, is a visual representation of her getting the idea to change her ways. Her mind goes towards “paradise” and she wants to be a part of it.
3. The eigth shot is positioned inside a cupboard. At the start the doors are closed, then the woman opens them and looks around, she is searching for unhealthy food. We have purposely positioned the camera in there as we wanted to bring some creativity to the way that we shot some scenes. In the close-up, we see the woman looking around for something, occasionaly she may look directly at the lenses, as if she is looking at the audience. We hope that this direct address towards the audience makes them have an unsettled reaction, as it is bringing thm back into reality and leaves a gateway for them to think over whether they are living healthily or not as they now are not completely endorsed in the video and the womans decisions, but theirs also.
4. In the ninth shot, the camera is catching (in the style of a medium shot) the woman beginning to pull items out of her cupboard and throwing them into her bin. In the kitchen there is window, and from there some natural light begins to seep through. This scene has been included so we can see how determined the woman is to make a change by throwing away junk food. The light coming through from outside has been included to show that now she is making a change, she is one step closer to “paradise” as her world and mindset around her begins to change.
5. In the tenth shot we have some quick montages of different close-ups of the woman inside a supermarket picking up different healthy foods. Some of the foods include apples, bananas and soya milk. At this point, she has finally gained the courage to go outside and do whatever she can to make things right, so she has changed her diet. The quick cuts makes the pace of the film increase as until now a lot of the shots have been very long. It can also represent how desperately the woman wants to change as she has been trying to make progress very quickly. It shows how much she wants it
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| Justification Sheet Ref(e.g. Storyboard page 1) | Producer | Title | Page |
| Storyboard Page Three | George Puchalski | “Elevation” | 3 |
| Type your response below this line. The box will expand as you type. |
| 1. In the eleventh shot, we show a close-up of the woman cutting up a carrot with a knife. This is continuing the part of the video which revolves around food and changing up diets. The reason we hae included the idea of this and displaying different foods is so we can show to the audience different types of things that they could eat to get healthier. In the background we can see some some more light seeping through, showing and telling the audience that dieting, or changing your food ethics, is one of the many ways to live a healthier lifestyle.
2. In the twelth shot, we cut back to the hill. An establishing shot shows in the same position as before shows the progress the woman has made going up the hill. This shot has been included as it is telling the audience that the woman is making her way closer and closer towards her goal and that she is being successful so far in her journey to become healthy. It is the same position as the second shot in order to make a link between the two and to have some continuity throughout the film.
3. In a close-up, we see the womans face, she is still looking towards her goal, she still looks determined. She stares directly into the lenses. Once again this is another attempt to make direct address to the audience, hopefully to make them also question their own lifestyle. Almost like the World War One army poster, “Britain needs YOU!” She is in a way directly telling the audience that they must do the same. As we are running with her again, this shot will be accomplished on a track.
4. We cut back to another flashback, on a long shot from another side of the road we see the woman out on a run wih her dog. This shot has been included as a visual representation of the idea that people are more likely to exercise, and are more likely to be happier, with a friend. I have decided to do this segment in the form of a long shot to show off more of the surroundings and colourful background, almost like she has intergrated into it as she is now much happier to go outside in it.
5. In this shot, we have a close up low on the ground of the woman as she runs pass, focusing on her dog. This shot has been included to bring a cute factor into the video, also showing that exercise and changing your ways can benefit other people also. The camera is low on the ground for this shot as it needs to be at eye-level height with the dog.
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