

Unit 8: Responding to a Commission Answer and Template Booklet

Activity 1 – Rationale

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-

Our production company has been given a brief on the organisation 'Move It'. They are asking for a six minute video to encourage more people in the UK to get involved with exercising, moving more and living a healthier life. I am specifically targetting my video towards a younger audience ages 15-24. I am targetting a younger audience as I think that it is important to grow up living a healthy lifestyle as this will benefit them in the future. My video will include facts and figures that sink in to my audience and make them realise how important exercise is to the body and the mind, as well as including interesting clips of people outside getting involved in sports along with the video being filmed at a high quality.

Target audience research-

My target audience will be students and young adults from the ages of 15-24. This is because the video will hopefully be shown in schools and colleges. I will be including up to date music which is on trend so that the students stay interested and can relate to the music. Younger people, especially children in secondary school will play sports and exercise regularly. This is due to clubs students may do outside of school and PE being a compulsory subject that students are made to take part in every week and includes a range of different sports. It should not only be easier for students to pay attention whilst watching the video, but hopefully they will be passionate about the subject we will be speaking about. Our aim is to encourage people to think about benefits for the future. Although our target audience will be students, our video will hopefully motivate an older demographic as well as any age group can take part in having a healthy lifestyle.

Primary research-

I did a focus group so that I could find out some information requiring the age group of our demographic so that I know what points I need to hit in my video and how I can think of better ideas to motivate students. I asked 10 students if they would like to exercise more and my results were that five out of eight students said that they would like to. On better terms, seven out of eight said that they enjoy exercise which was more than I was expecting. This means that we should try to focus on our students fitting in the time to exercise instead of helping them to enjoy it more. Five out of eight students said that they do not take part in any fitness clubs other than the gym so I would like to make that more common. I could persuade students to do this by perhaps rounding together some sports clubs workers so that they can speak to students in assembly about it, as well as showing them our video.

Secondary research-

The website that I looked at related to fitness and healthy eating was Change4Life. This website promotes living a healthy lifestyle from a young age. This is a good example of a well-known website that benefits students and young adults. The website includes a range of healthy recipes, food facts and activities. Their message is that being overweight isn't just about the appearance, but

is about making sure you don't have any illness in the future that could be life threatening. Having a healthy lifestyle as you get older could also lead you to live for longer. The website also includes their Instagram, Twitter and Facebook that people can follow which shows the company is further branded with these social media websites. This is good as many students are on social medias and so would find this more relatable. The website layout is colourful and includes cartoon men which conforms to a younger target audience. It is clearly laid out so that it is easy for any age group to access and know where to go to avoid confusion. Change4Life also gives you a number to call if you have any questions which shows that it's not only professional, but indicates that they would love to help.

The purpose of the commission-

We are making this video to encourage students and adults to do as much exercise as they can fit into their daily life and to try and eat as healthy as they can. This is to cut down on the statistic being that 63% of adults in England were overweight or obese in 2015. Because this is over half, it is important for us to now take action and hopefully help some of the people watching the video, alongside motivating them into a happy lifestyle.

Ethos and reputation of client-

This promotional video will be aimed at 15-24 year olds and will be created to bring the message across that being active is extremely important. By giving the target audience facts about fitness outcomes, this will hopefully persuade and lead them into the right direction of a healthy life. By also giving the audience a glimpse of happiness that this different lifestyle could give them will hopefully make a change.

Themes or subject client wishes to explore-

The primary target audience for this brief is 15-24 year olds. Although there is a specific demographic, in the video I will provide facts and interesting clips that will encourage adults also. The charity 'Move It', try to provide information and explain a wide range of benefits for the audience of the students. This is because it is more important for them to maintain a fit lifestyle so that they have lots of energy to focus on their education and mental health.

Messages client wishes you to communicate-

Doing sports and eating clean is important for students as they will get a good feeling after which could improve their mental health and attitude towards things that they perhaps didn't enjoy before such as PE. Exercising also helps when students when they have exams on that they need to study for as it is important to have a break and to release the stress. When the students reach the age of going to college, it also becomes slightly more important if they don't take PE as a subject. This is because in primary and secondary school, PE was a compulsory subject so therefore the students had to participate in doing some exercise once or twice a week. I am hoping to make this video which will provide them with facts, as well as including a fun and interesting video which persuades them to join in and get nice and healthy.

Who or what client are targetting (Impact)-

Although fitness and eating good can be something that all ages can participate in, the specific demographic for this particular brief will be ages 15-24. The main aim of the organisation is to help the least active group of people in the UK to feel confident about what they can do to be more active.

Geographical and demographical opportunities-

Our promotional video will be shown across the UK in schools and colleges to bring the important message across to as many people as we can. It is also important to all demographics and so therefore it will fit for every age group and will be posted on YouTube so that everybody besides

just students can access it.

Restrictions on the client-

The video will be suitable for the age group and we will make sure that it is safe and therefore not informing the audience watching of facts that aren't true as this could perhaps lead someone in the wrong direction or drive them too much into an unsafe environment. We will not be telling them what to eat but we will be giving them suggestions on how to live a healthy lifestyle, but balancing this with their social lives and making sure that they are getting the correct nutrients in their body to make them healthy and nourished. We will make sure that the video won't include things that are too over sensitive, however we would like to provide information about topics such as obesity to make the students realise how important the topic is and the risks that come with not eating well or exercising regularly. The video will be a PG rating as it will be shown across schools and colleges in the UK. I will make sure that I will secure with the BBFC the confirmation that my video will be age appropriate.

Competitors within the same industry and their products-

Change4Life is an organisation that provides recipes and facts along with personal information that you can insert about yourself so that the company can lead you in the right direction. They have promoted the website in adverts on channels across the UK so that more and more people begin to become familiar with it and what it is for. Healthy recipes on the website helps people with the eating side of living a healthy lifestyle and food facts being included are good as it makes people gain a better knowledge on the topic. The website isn't taken too seriously due to it's younger demographic. I will make sure in my video to include facts in bold writing, loud upbeat music and interesting clips of people doing exercises. Change4Life have a video which includes diegetic and non-diegetic sound to make it more exciting for children to watch as the actions go along with the sound effects as well as somebody speaking over the top.

Another video that highlights that people should get more involved is the campaign; 'This girl can'. In the video that this campaign have made, there are different shots of interviews and women participating in the sports. The campaign is all about empowering women and making it clear that there are all different sports that you can get involved in. Loud music is included for a motivation method for women. The reason that this campaign is aimed at women is because of the stereotype in the media that men get more involved in sports and so to change this, this campaign was bought out. Although the video is aimed at women, men can be inspired too if they want to participate in a sport that they don't know a lot about, and it might make them more motivated. The video starts off with a humorous clip, which could have been done so that people want to carry on watching. It could also be to bring the point across that exercise can be enjoyable. There is loud, upbeat music running throughout which is motivating to some people with a non-diegetic sound of coaches shouting over the top of the music. There are also clips of women playing sports throughout the whole video. Little dialogue is good as it isn't factual and could be more enjoyable to people.

Idea 1-

For my first idea, I am going to have a young student aged about 16. She will be a girl who is not into sports. She will be crying to her mum at the beginning of the video about how she would love to have the figure of all the girls on social media that she sees. The girl is not bigger than average at all but finds herself comparing herself to everybody. She saves up her pocket money and decides to get a personal trainer. He helps her train every weekend for 6 months. In the video there will be a time-lapse of every day for 6 months of her exercising. We can see her struggle at first but by the end she is fit and happy. In between clips of her working out, there will be bold writing of facts and figures to help give perspective to what having an unhealthy lifestyle can lead to. By the end of the year she decides she wants to run a local park half marathon. There is a clip of her running the marathon with all of her friends and family cheering her on and she came first. There will be writing at the end saying; 'Would you like to be like this?' 'Make a change today.'

Idea 2-

My next idea will be based in 5 different schools across the UK. The video will have a group of fitness instructors going into each school and giving speeches about how important it is to exercise and choose the healthier options. The video will be a documentary style as this is realistic and will feel more real for the target audience. Also the fact that the video is filmed in a school with hundreds of school children aged 15, the target audience can relate which may make them more interested in the video. The group of motivational speakers will be videoed asking the students in the assembly hall if they exercise every week. We will video each schools hands going up to show how many people were asked and to make it clear that the video is based on 5 schools across the UK. Under half of the students put their hands up and the camera zooms into the speakers faces which look very disappointed. One of the speakers calls out; 'We are going to change that'. The video clips switch from all of the different schools whilst the speakers are giving them facts and figures about obesity in the UK. The student's faces look shocked. It then cuts to interviews of 10 different students who are saying the facts to the camera. This is done to make it more interesting as they are shocked telling them and it shows that they have payed attention, along with informing the audience watching about the different facts that they had been taught. The video ends with her asking everyone how motivated they are now at the end of the assembly. Everyone puts their hand up and again, we will film every school with everyone in different uniforms to indicate this. There will be 5 interviews with 2 students in each interview shouting; 'We can do it!' And will then end with the logo of 'Move It'.

Idea 3-

This idea will be based on a 16 year old girl. The video will be a graphic match cut. She will be drawing her life until she hit 14 with a voiceover. She will be explaining her life and how happy she was until she hit the age of 14 and she began to feel very self-conscious within her body, lost all her friends and became very depressed. She talks about how she joined a running club at her local park, made loads of friends and felt really fit and healthy again. The video will have a voiceover throughout along with some music over the top of the positive parts of the video. The video will be good for the target audience as it is based on the age group of my demographic. This means that the audience can perhaps relate to how the girl is feeling or feel slightly more sympathetic and understand it more as it is based on someone close to their age. My research shows that five out of eight people do not take part in sports clubs which shows just how important it is and that it turned a teenage girl's life around for the better. This will hopefully inspire the audience more and give them a positive outlook on sports clubs. Towards the end of the video, she will be running a half marathon with her friends and family cheering her on.

How these ideas will measure against the clients criteria-

These idea's form to the brief that the company 'Move it' have asked for. The video is aged appropriate, contains actresses within the same age bracket as the target audience, is a high quality and original idea. Having no unsuitable content means that it can be shown appropriately across schools. My ideas for the video also fit in the six minute time frame that we have been given.

The final idea-

I have decided to use idea 3 for my final idea. This is because I think that it is original and I have never personally seen a video like this before. I feel as though you can relate to something more if it is happening to someone around your age. This is because a lot of the time you can understand what they are going through. I think that basing my video on a sixteen year old girl is perfect for my target audience as they will be around this age and so may be more switched on. I also that that using a voiceover is different to anything I have watched before when it comes to sports videos. This is because they are usally speaking to a camera in an interview or have loud music blaring over the top of the running video with no dialogue. I will be using a timelapse throughout the video

so that it seems like she is drawing her life much faster than she is as this way, the audience will keep switched on and interested.

Developments to the final idea-

-I want to hire out a Go-pro which will be strapped onto her to use towards the end of the video when she will be running the half marathon. This is because the filming style on a Go-Pro is different and something we don't tend to see very often.

-She will run up to her friends and family and hug them at the end of the race. This will be edited in slow motion to make this part more dramatic and emotional as she never in her life thought she would run a race.

-She will win the race and there will be clips at the end of her standing on the podium proud with her medal.

Justification for developments-

My ideas will end the film on a positive note and show that the girl now has friends and family that are so proud of her. This will hopefully motivate the audience much more. The Go-pro use is good as it is a change of camera style. It will also be attached to the girls body as she is running which isn't a common shot and so is original and fascinating.

(Total for Activity 1 = 16 marks)

Activity 2 – Pitch

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.

Pitch-

My video will be based on a 16 year old girl. She will be drawing her life with a voiceover. She will be explaining her life and how happy she was until she hit the age of 14 and she felt very self-conscious within her body, lost all her friends and became very depressed. She talks about how she joined a running club at her local park, made loads of friends and felt really fit and healthy again. The camera will be set up on a tripod and facing down so that is just filming the whiteboard. The video will have voiceover throughout along with some music over the top of the positive parts of the video. My research shows that five out of eight people do not take part in sports clubs which shows just how important it is and then it turned a teenage girl's life around for the better. This will hopefully inspire the audience more and give them a positive outlook on sports clubs. My idea will be made into a video by using a graphic match cut to make it more realistic and not just focusing on the girl drawing.

Act 1-

The video will start off with the camera facing the whiteboard and a girl drawing how her life began. There will be a voiceover running over the top of the clip of the girl talking along with her drawings. She will be explaining her family situation, the friends she had, the fun holidays she had been on and how much she loved school along with lots of different photos up until she was 14. She then says that when she hit 14 she began to feel self-conscious within her body, lost her friends and became very depressed. She said that she had no motivation to go out the house or do anything. She goes on to say that she wishes a group of people had come into her school and spoken about joining clubs in assembly as she thinks this would have made her feel slightly more motivated and put a more positive spin on things.

Act 2-

It then takes a turn and she talks about how she joined a running club at her local park when she was 15. She made loads of friends and felt really fit and healthy again. She explains that it changed her life and she loved it. She is now 16 and is hoping to run a half marathon at the end of the year which is something she would never have thought about doing. She is still drawing on a white board and showing photos at this stage along with her voiceover. She then shows the camera a photograph of her and her friends running and moves it towards the camera which covers up the screen.

Act 3-

The next clip is the photograph from last scene but in real life. She is being filmed at the park running and having a laugh with her friends whilst they are training for the half marathon. Will still hear her voiceover and at no stage will anyone be talking to the camera. She then says 'then came to the day where I actually ran the marathon'. We show a clip of her running with loud music (Rudimental-Not giving in) over the top and her family and friends cheering her on which which will be edited in slow motion. There will then be a slide show of photos shown at the end of the video with her and her medal with her voice over saying; 'I never thought I would join a running club and love it as much as I do, I feel so much better and healthier within myself and I'm the happiest I have ever been!' Then there will be the logo Move It shown at the end.

Why choose our production company for this commission?-

Our team will ensure that the video will be produced to a high standard and professional quality but with a modest budget. The start of the film, through lighting, editing and tone of voice, the movie will begin on a happy note. This is done so that the audience aren't bombarded straight away with negativity which may cause them to switch off. We will ease them in to the sad story of the 16 year old girl which is good as it fits in with the demographic. The music at the end of the video will have lyrics and is in the charts so that the target audience will be familiar with the song, which will keep them interested, however it won't have copyright as I will make sure that the song is only playing for 30 seconds maximum. Our actress did drama at GCSE and A-level and so is experienced. She will actually be 18 but looks slightly younger and so she will be playing a 16 year old role in the film. The video will be filmed at a high quality standard due to the multi-camera set-up using Panasonic MDH1 broadcast quality cameras and edited using Final cut pro. With the filming across two days and the editing across two days, the film will be completed in 4 days at a high standard which will meet the deadline just right and be a good value for money with the renting of the cameras.

(Total for Activity 2 = 16 marks)

Activity 3 – Proposal

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 overview
- o technical considerations
- o contributors, assets, locations and equipment
- o legal and ethical considerations
- o 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

Content Overview

Type your response below this line. The box will expand as you type.

Scene 1-

The video will begin with the 16 year old girl, Emily, introducing herself to the audience and telling the audience how she grew up with her loving friend's abd family and the situation that went behind this. We won't see her face at the beggining of the video and it will straight away jump into showing the whiteboard. This is done to let the audience imagine what she is going to look like to make it slightly more intreging for them. There will be non-diegetic sound of her voiceover running over the top of the video so that she can explain all of the things she will be covering, but produced to a high standered. This is because the quiality of her voice will sound better if it's recorded seperatly with a professional microphone. She is drawing on her whiteboard the images of what she is saying on top of the video. For example when she is talking about her house that she moved into, she will be drawing the house to give the audience a visual idea of her life.

Scene 2-

There will still be no music to gain a more serious effect. Emily starts explaining how happy she was up until she hit the age of 14 and how many amazing friends she had, with a loving family who supported her. She also speaks about the memories that she has from her younger ages and the good holiday's she had been on. Instead of drawing this, she decides to show photographs this time. She lays them across her bed and the camera zooms in to certain ones.

Scene 3-

Emily begins to explain what happened when she hit the age of 14. She said that she suddenly began to feel very self consious within her body and found herself comparing herself to everyone she saw. This was right when the summer holidays began and so she had no motivation to go out. Her mother took her to the doctors and they diagnosed her with mild depression. Because she couldn't think of anything worse than going out, she lost all of her friends. They were saying that she was boring and

began to be very nasty. This made it even worse. At this stage she will be writing all of the names she had been called on her whiteboard to make them stand out to the audience.

Scene 4-

Emily begins to go on that she had never felt more alone. This sentence will be good to include in the video as the target audience may relate which shows that they are not the only ones who feel down sometimes. When she says the word 'alone', I will edit it so that it echos to make the video more realistic for the audience.

Scene 5-

She goes back onto the topic of when she was diagnosed with depression in August and says that she 'didn't want to eat or go out of the house'. It is good that Emily speaks about the topic of not eating in this video as it raises awareness of how bad and dangerous eating disorders are. Also a lot of younger people think that it is more healthy not to eat which is not true and so therefore, we need to make it clear that there are many dangers to not wanting to eat and that the audience know these dangers.

Scene 6-

She says; 'My mum began to look on websites when it got to mid August to see if there were any clubs that could help me to escape from school life and work that would be coming in September'. 'When we came across a running club at our local park which is 5 minutes away from our house, my mum didn't think it could get any better'. 'At the time I hated my mum for dragging me out of bed, but two years on and I couldn't thank her enough'.

Scene 7-

She is still drawing along at this stage and says that she went to the first session and instantly loved it. 'I loved the cold breeze on my face when it hit October and I had made the best friends I could ask for in such a short time'. She starts to show the camera pictures of her and her running friends training.

Scene 8-

Emily talks about how she is training to run a half marathon in a few months time that she has been training for the past year. She explains that she is very nervous but excited. She shows the camera a photograph of her training which she brings close to the camera until the screen goes black.

Scene 9-

There will then be diegetic sound of the song 'Not giving in' by Rudimental coming in and the picture comes to life of when she is actually running the half marathon. She looks determined but very happy. There will be the song playing in this scene loudly while there is a tracking shot used of her running from behind. There will also be a front shot of what she is looking at as there will be a Go-Pro attached to her body.

Scene 10-

The music will still be playing and she wins the race and runs up to her family and friends hugging them. This will be edited in slow motion to make it more dramatic and a more important moment.

Scene 11-

The music will still be playing. I didn't want to have her voiceover over the top of the music as I wanted this moment to be more of a special part of the video. There will be a front shot of her standing on the podium with her medal.

Scene 12-

The music will then fade out and there will be diegetic sound of her talking to the camera in an interview style, speaking about how proud she is and that she can't believe she won.

Scene 13-

The Move It logo will then come onto the screen so that the audience know the campaign of whom we are working for. There will be diegetic sound of a light instrumental when the logo appears.

Proposal (Medium)	Producer (Name)	Title of Production	Page 2/5

Technical Considerations

Type your response below this line. The box will expand as you type.

We propose to use a high end camera which will be the Panasonic MDH1, which will fit in the budget. We already have access to Final Cut Pro and so therefore that won't cost us anything. We also need to buy a tripod because the first 4 minutes of the video will be Emily drawing on the whiteboard and explaining her story. This means that the camera will need to be set up on a tripod which is steady and we will be setting it up so that it is looking down and facing the whiteboard. The filming of the video will be shot across two days as for the last two minutes of the film, it needs to be shot outside (good weather permitted) and im concerned that if it is filmed in one day, it may not be possible to fit all of the filming in as we want it to be produced to a high quality. This will be fine as this is the correct time frame. Rather than hire out studios and special locations that will cost, we will simply film it in one of the crew members houses as none of the house will actually be shown and it will just be the whiteboard. We will also be filming the last two minutes outside in the local public park and therefore won't cost us any money. We will ensure that the sound will be recorded seperately to the film as we can place it over the top of her drawing and it doesn't have to be completely in sync as she is miming she is just drawing, and so therefore it won't be out of sync at any stage. Recording the audio seperatly will also keep our film at a high standered.

These are the prices of our film all together which fits into the budget.

Item	Per day	Duration	Total
Storyboard design	£300	1	£300
Casting	£300	0.5	£150
Production planning	£300	1	£300
Cast	£500	2 days with girl & 1 days with extras	£750
Director	£500	1	£500
Crew	£300	4	£1200
Equipment	£360	2	£720
Location	N/A	N/A	0
Editing	£300	2	£600
Music clearance	£200	1	£200
Total	Total	Total	£4720

Proposal (Medium)	Producer (Name)	Title of Production	Page 3/5

Contributors, Locations, Assets and Equipment

Type your response below this line. The box will expand as you type.

The location of the video will be filmed anywhere in a house. It doesn't particularly matter where abouts in the house because none of the house will actually be shown as the camera will just be facing the whiteboard in the first 4 minutes of the video. I also think that it wouldn't be such a good idea to record the audio in the kitchen or a bathroom as it echo's slightly more and so we wouldn't be provided with a high quality sound. Our next location will be in a public park. We will be checking the weather app but hopefully be filming the video in the spring so that it is less likely to rain but won't be too hot to be outside in a park all day.

Some potential risk hazards in our video could be-

- The actress tripping over whilst running the half marathon. This could be prevented by watching her steps carefully and only running for a short amount of time only when the camera is on.
- We don't want to film on a day where it is too hot as there sometimes isn't trees in the middle of the park to keep everyone shaded and so we don't want the actress or any of the crew members fainting or feeling ill. This could be prevented by checking the weather app in advance, bringing lots of food and water and bringing umbrellas to shade from the sun.
- The camera falling onto the whiteboard because it was set up too loose. This could be prevented by pulling the camera as tight as possible so that it is extremely secure on the tripod.
- The actress could have an allergic reaction to the whiteboard marker pen so we need to make sure that she doesn't get any on her skin.
- The actress slipping off the podium as it could have been raining. This will be prevented by using a towel to dry it before she steps onto it.
- We need to make sure we check the weather app before going out as everybody needs to be dry and the equipment can't get wet as they may break.

The equipment that we will be using is two Panasonic MDH1's, one tripod, one Go-Pro and professional sound recording equipment.

Proposal (Medium)	Producer (Name)	Title of Production	Page 4/5

Legal and Ethical Considerations

Type your response below this line. The box will expand as you type.

Legal Considerations-

We will consider the copyright of the music we are using. Because the music at the end does have lyrics which is the main factor of copyright, we will make sure that the song is only used for 30 seconds maximum to ensure that we don't get copyrighted. This is important as if our movie did get copyrighted, it may not be able to go up on YouTube for more people to access which would not be good. The song used will be 'Not giving in' by Rudimental. I thought that I would use this song as not only does it fit the mood well, but it also is a song that is in the charts and so will most likely be familiar to the students watching.

The facts used in the video will be 100% true and the source will be acknowledged. This is so that we aren't feeding our audience information that they believe is true and could lead them to do something dangerous. It is also important that we are honest with our audience so that we are trusted and seen as a good a reliable company.

Ethical Considerations-

The ethical considerations will involve us having a warning at the start of the video to say that something they see in this video could be triggering for somebody in the audience. Although the film isn't graphic, it could make somebody feel sad due to the touchy subject, and maybe remind them from a time when they were in a dark place.

The certificate will be a 12 as there is nothing graphic in the video, but it is aimed at 15-24 year olds as the younger audience may not completely understand the full message.

Proposal (Medium)	Producer (Name)	Title of Production	Page 5/5

Scheduling and Planning Considerations

Type your response below this line. The box will expand as you type.

The filming of the video will be completed in two days. This is due to the length of time that it may take the actress to draw her life on the whiteboard. We also don't want it to be dark at any stage of the day that we are filming as this will effect the lighting. It may take a while to get all of the actors and actresses together and ready who will be playing the role of the family and friends. They will be cheering Emily on whilst she is running the half marathon.

It will take two days to edit the film due to the parts where she is drawing on a whiteboard needing a time-lapse. The graphic match cut may also take time to edit and we want a clean and professional finish. The film will be bought out in schools in June which is perfect timing to get them motivated for the summer and coming back in September feeling good within themselves and being ready to learn.

This is the timetable dates of making our film-

January Week 3	Narrative meeting with client
January Week 4	Focus group with target audience
February Week 1	Story board and script re-worked based on feedback given
February Week 2	Final narrative and storyboard confirmed
February Weeks 3 & 4	Location, cast & crew confirmed
March Week 1	Filming 2 days
March Week 2	First draft edit
March Week 3	Feedback from client-focus group
March Week 4	Final edit 2 days
April	Distributed to schools with accompanying materials
May	Released in schools
June	Social media release

The video is a great platform to raise awareness of fitness. This is because the younger audience can relate from using social media and watching visually instead of reading. The younger audience will be able to see people physically doing the sport whilst watching the video instead of just talking about it which is better. Our video will be shown in schools and on other social media sites such as YouTube and Facebook. This is appropriate as it is an effective way of distributing the video due to many people in this particular demographic being able to access and be familiar with these sites. The older audience can also relate to this as well and so not only the video could be shown on social medias, but the video could also be shown on TV which will gain a wider range of audience ages which isn't necessarily a bad thing. The marketing of our video could be shown on Change4Life as the aim is about turning people's lives around for the better. It also supports the information that is already on the site and so therefore is conforming to these factors. An email will be sent around different schools across the UK which will provide the parents on the information that they need to know about the video, if the teachers can't organise or are able to show it in assembly.

(Total for Activity 3 = 20 marks)

Activity 4 – Treatment

Movelt 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.

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

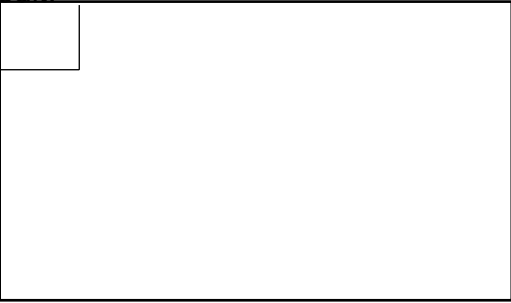
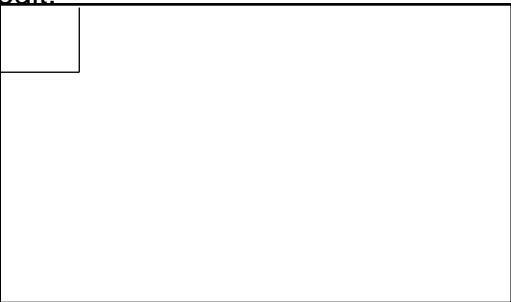



Template 1 – Promotional Video

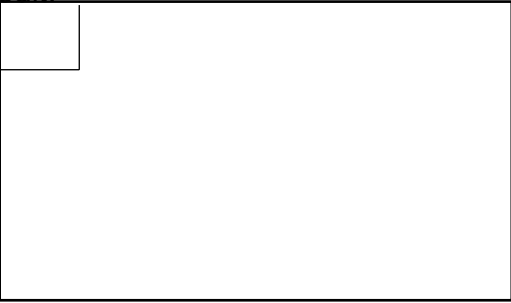
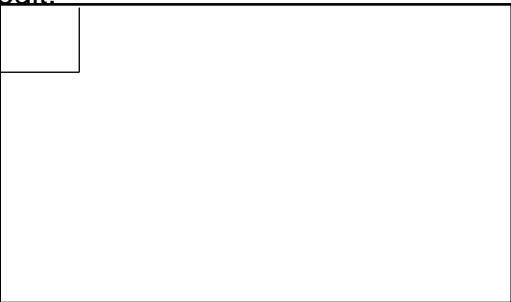



Create a storyboard, using the templates provided, that shows an appropriate sample or taster of the product.



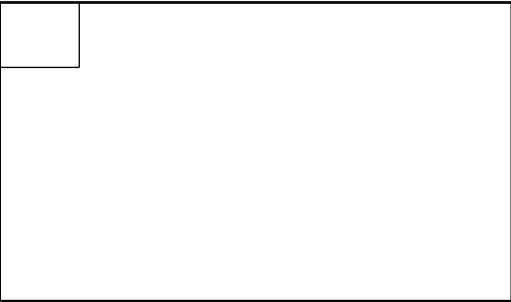
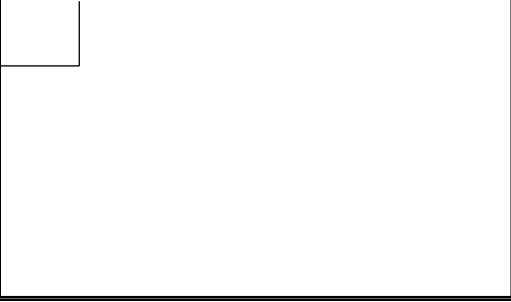

You may submit a maximum of:

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).

Storyboard	Producer	Title	Page Number
			1/3
<i>Image</i>	<i>Audio</i>		<i>Description</i>
edit: 			dur:
edit: 			dur:
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Storyboard	Producer	Title	Page Number
			2/3
<i>Image</i>	<i>Audio</i>		<i>Description</i>
edit: 			dur:
edit: 			dur:
edit: 			dur:
edit: 			dur:
edit: 			dur:

Storyboard	Producer	Title	Page Number
			3/3
<i>Image</i>		<i>Audio</i>	<i>Description</i>
edit: 			dur:
edit: 			dur:
edit: 			dur:
edit: 			dur:
edit: 			dur:

Justification Sheet Ref (e.g. Storyboard page 1)	Producer	Title	Page
	Daisy Murray		1

Type your response below this line. The box will expand as you type.

Scene 1/ Shot 1-

There will be no music, just non-diegetic sound of Emily's voiceover in this scene. This is done so that it is more eerie for the audience when she begins her sad story. She will be introducing her audience to the friends and family that she grew up with. I will also edit with time-lapse to speed up her drawing and to make it more interesting and fast pace. This scene will last for 30 seconds.

Scene 2/ Shot 2-

There will still be non-diegetic sound of her voiceover as she explains who everyone in her family are and explaining that they were very close growing up. This will be a happier part of the video which is good to start off with so that the audience are feeling slightly positive. This scene will last for 30 seconds.

Scene 3/ Shot 3-

There will still be her voiceover in this scene as she talks about all the amazing holidays that she went on growing up. This is included to show the audience that she was genuinely happy as a child and was very grateful for everything. The camera will zoom into each photograph so that the audience can clearly see the images. In this scene she will be using photographs instead of drawing which is different. This clip will last for 20 seconds.

Scene 4/ Shot 4-

She will be speaking about how self concious she felt when she turned 14 and thought she looked so much bigger than she did. She will be drawing on the whiteboard a visual representation of how she felt. She will still be speaking as a voiceover with no music.

Scene 5/ Shot 5-

The audience are still listening to her through a voiceover about how one day in the summer she went to the doctors and they diagnosed her with mild depression. She drew pictures on the whiteboard of her sad feelings and spoke about how she did not want to go outside. This scene will last for 1 minute.

Scene 6/ Shot 6-

This scene will have edited sound in the background with all different voices saying the horrible words as she writes them. This will echo and sound weird for the audience which will make them feel uneasy and feel for her. This part of the film is when she is talking about her friends turning on her. This scene will last for 30 seconds.

Scene 7/ Shot 7-

Emily begins to say that she had never felt more alone. She writes this sentence on her whiteboard so that it sinks into the audience more. I will edit her saying this line over the top of her writing it so that it echos again. There will still be no music. This will last for only 5 seconds.

Scene 8/ Shot 8-

She will be speaking with a voiceover and no music again. She talks about the topic of eating disorders which I think is important to share with the younger age group as they may not understand it too well. This scene will last for 30 seconds.

Scene 9/ Shot 9-

In this scene her mum begins to search the internet for clubs that she could join and is successful in finding a running club. She signs Emily (who was not happy at first) up for it. This is explained with her voiceover and no music. This will last for 20 seconds.

Scene 10/ Shot 10-

Emily shows the camera a photo of her training for the half marathon one year on from her joining. She covers up the camera with it and that lasts 10 seconds. There will still be no music.

Scene 11/ Shot 11-

Diegetic sound of the song 'Not giving in' by Rudimental will start playing loudly as the photograph comes to life. There will be a tracking shot of her running the half marathon, along with a shot from the front taken using the Go-Pro. This scene will last for 40 seconds.

Scene 12/ Shot 12-

The music is still playing and she wins the race. She runs through the paper and hugs her family and friends. I will be editing this in slow motion to make it more dramatic.

Scene 13/ Shot 13-

There will then be a front view shot of her standing on the podium with her medal. She will have a photo taken whilst being recorded which will be edited to make it look like the camera man had taken it. The song will still be playing and this clip will last for 25 seconds.

Scene 14/ Shot 14-

Emily will then be talking to the camera in an interview style explaining how much she enjoys running now and how proud she is of winning the race. The music will have faded out by this scene and there will be diegetic sound of her speaking. This scene will last for 20 seconds.

Scene 15/ Shot 15

The Move It logo will then appear on the screen to finish off the video. This will be so the audience are connected to the campaign that we are working with. There will be diegetic sound of light instrumental over the top and this scene will last for 10 seconds.

