

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

Brief 1: Move It's want a 6 minuet video which promotes exercise's positive effects. Targeting young individuals.

Target Audience Research

The target audience is particually the least active groups of people in the UK. The video will be used in schools across the country focusing mainly younger individuals I.e. between 15 and 24, with some reference potentially to elderly too. The data in the brief highlights that women, particually in the North are the least active as well as both genders in London too.

Primary Research

For primary research I conducted a series of informal focus groups where we discussed exercise habits and how individuals fit in healthy activities during their busy lives. The interviewies were of mixed gender between the ages of 16-18 year olds. I got a real sense of their opinions on exercise and if and how they fit in physical activity day to day and week to week at college.

The general feeling about weekly exercise was poor, compared to the goverenments advised 30-60 minuets active per day. The most students did on average each week was climbing up the hill to college each day. (Which agrueably counts for between 20 and 30 minuets exercise each weekday. However many said that "I get a taxi when I can". A few people in the group however did make an effort to exercise and participated in weekly sports clubs such as football, ruby and hockey. The general message that I found from my research was that teenagers feel like they should do more exercise but can't be bothered.

A 17-year old boy said "I don't get around to doing much exercise. I do climb up a hill to college each day however."

This research proves the need for a campagne video explaining the importance of exercise and a healthy lifestyle. Something needs to be done to encourage all people, particually targetting them when they are young to get them into good habits for life when it comes to fitness and wellbeing.

Secondary Research

<https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2>

This article states the facts linking obesity caused by a lack of exercise and healthy eating to an increased likely hood of diseases such as "an increased risk of certain cancers, more than 2.5 times more likely to develop high blood pressure - a risk factor for heart disease as well as 5 times more likely to develop type 2 diabetes."

The article also states the financial impact on the NHS, which affects both the UK economy and the taxpayers' wallet. It is estimated that by 2050 obesity will cost society "£49.9 billion per year." The country's dedication to being active has decreased massively. "The UK is around 20% less active now than in the 1960s. If current trends continue, we will be 35% less active by 2030." It is also said that we are the first generation to need to make a conscious decision to build physical activity into our daily lives. "67% of men and 55% of women aged 16 and over do at least 150 minutes of moderate physical activity per week." This still leaves almost a third of men not achieving 'moderate' amounts of exercise, and almost half of women. "Only 22% of children aged between 5 and 15 met the physical activity guidelines of being at least moderately active for at least 60 minutes every day." This is incredibly concerning, which is why this is the main target audience.

<https://www.youtube.com/watch?v=-mW55jAeBOE&t=0s&list=WL&index=6>

This video shows some interesting facts about the benefits of exercise and the consequences of not living a healthy and active lifestyle. I think it highlights the problem of inactivity in the country. I believe some of these facts could be incorporated into the video to leave a greater impact on the audience.

The purpose of commission

This video will "encourage people in the UK to take more exercise, move more and live healthier lives." I want to show how exercise can improve people's lives, by promoting exercise and showing its positive effect on people physically and mentally.

Ethos and reputation of client

Move It is funded through the UK sport and fitness industry, they have substantial support and a large reputation. They are a highly thought after organisation, one which people can trust and go to for help and advice. Their aim is to promote healthy and active lifestyles in the UK, not make a profit, just improve the lives of the country.

Themes or Subject client wishes to explore

Move It wants to promote the power of sport and exercise in improving people's lives and in doing so reduce the burden on the NHS and mental health services by having a more active nation. It wants to show people enjoying life and living happy, healthy lives.

Messages client wishes you to communicate

Move It wants to make everyone aware and believe that everybody can do exercise, play sports and improve their own health and lifestyles. They also want to show people that obesity is an increasing problem in the UK, one that the NHS can no longer cope with. They want to promote the benefits of being healthier including living happier and longer.

Who or what client are targeting (impact)

Move It is targeting all people, but particularly the inactive groups of the UK. They wish to wake them up to the problem and encouraging them to do something about it and get into exercise and sport.

Geographical and Demographical opportunities

The video is not limited by one gender, age or race however after analysing the data of the most inactive groups of society, it seems as though the highest of which in the UK is London women. However, there is also a significant proportion of inactive people of both genders in the North of England. Judging by this I believe that if we make a general marketing video targeting all genders and regions, but make sure to make the video relevant to these groups, possibly by including a woman speaker from the north and from London. However the main overall focus should still be on younger people across the UK.

Restrictions on the client

This video will be shown in schools, so it must therefore be age appropriate a 12 rating would be appropriate as the age being targeted is mainly around 15-18. The video must also be 6 minutes in length and be value for money; however a large potential budget is still available to produce a high quality engaging video.

Competitors within the same industry and their products

There have been countless video promoting healthy and active lifestyles before, so I need to find something that will bring some originality to the table and really make a lasting impact on society.

<https://www.youtube.com/watch?v=jTCtVnBia8&list=WL&index=7&t=0s>

This video compares the change of having an active lifestyle and its impact on you towards the last decade of your life, it's impactful as it shows the same person in two scenarios and its imagery that everyone can relate to. It is a good way to encourage a more active lifestyle.

https://www.youtube.com/watch?v=CEySick9_Rw

This inspiring video about a 90-year-old diver works as it shows a man who is fitter, healthier and happier and people would expect, this subverts everyday expectations and makes the audience question why you wouldn't exercise all your life in order to enjoy it for longer. It is an inspiring video made by a young filmmaker which shows how great life can be at 90 with the inclusion of daily exercise throughout life.

<https://www.youtube.com/watch?v=cy9W-ZywVPc&t=0s&list=WL&index=5>

This video is an animated comedy sketch about fitness and how to get around it. I believe as the commission is six minutes of film, then the inclusion of some sort of comedy aspect to the video could be very useful and beneficial in order to capture the audience's attention for the entire duration of the video.

<https://www.youtube.com/watch?v=d0pgHKCGqss&t=0s&list=WL&index=4>

The NHS's video interviewing people about how they manage to get their recommended 150 mins of exercise per week. The video is very dull, but the type of questions and answers could be incorporated into the six-minute film to give people ideas and inspiration.

Idea 1

A film focusing on personal improvements, looking at personal experience. Featuring narration from David Attenborough as he tells the 'harsh truth' that the world and its population are becoming bigger particularly in the UK. This video will include the facts and figures then cut to interviews from people of all ages and genders talking about their bad habits.

In the second act have clips of sports and activities getting people active, showing how people can become active and tackle inactivity and prevent obesity and diabetes, heart and blood diseases. As narrate how the people in the video are happy because of the hormones released when exercising.

In the third and final act have the same people interviewed again after a month or two of being healthier and more active saying how it has improved their physical and mental wellbeing and how they have become much happier and healthier. I believe having real people interviewed will inspire everyone and convince them that it's possible for anyone to become healthier, rather than having only professional athletics involved in the video like many other health adverts do.

Idea 2

Based upon the Canadian government video comparing the last 10 years of your life be if you exercise and if you don't (in my competitors research above). This idea expands that having multiple storylines split up and spread about in the six-minute video. With each shot matching one person in good and bad health.

To associate and relate this to the target audience these people should be of mixed age, gender and ethnicity. I believe having this video spread over 6 minutes would allow enough time for the audience to become attached to the characters and believe in them as well as rooting for the healthier versions of themselves.

Idea 3

Looking at the primary research, one of the hardest things teenagers find about fitness is getting off the sofa and doing something physical. As this makes up a large proportion of my target audience this could be a good point to make in a film.

The beginning of the film can feature a teenager watching TV while their mother walks in in jogging clothes asking if they wanted to join them on a run, with the teenager refusing. Once she has left, we can have a dialogue of the teenager thinking about wanting to have gone on the run and regretting being so lazy. Throughout the film we can show lots of other similar situations to this.

The second part of the film can show them overcoming their laziness and getting up and doing some sport, starting small i.e. getting dressed appropriately in running gear and then building up to going on a long run. This will show the audience that once you've overcome the excuses not to do exercise you will feel much better about yourself.

We can conclude the video in the third act with have the people say how much better they feel physically and emotionally in an interview style approach.

How these ideas will measure against the client's criteria

All these films will feature actors and people from the target audience and demographical areas in order to maximize the videos impact on audiences. The video will also be over 6 minutes long and will include information about obesity and how the NHS struggles with this issue in the UK. Overall these videos will hopefully will promote people to having a healthier lifestyle by getting active.

The final idea

I would like to go with Idea 1, as I believe this will give me the most room for development and will overall have the greatest impact as people believe and trust in Sir David Attenborough, and will invest their time into listening to what he has to say. I also believe that it will be the most engaging for a young audience for six minutes, as he is a popular presenter and has an engaging and powerful voice. I believe it is the best idea that promotes fitness in an exciting and creative film. This documentary style of health video is very unique and therefore is less likely to become 'just another motivational video', and better yet have a lasting impact on young people within the UK.

Developments to the final idea

In the video I want to include the following facts in the narration of the video:

- Only 22% of children aged between 5 and 15 met the physical activity guidelines of being at least moderately active for at least 60 minutes every day.
- The UK-wide NHS costs attributable to overweight and obesity are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year.
- Put simply, we are not burning off enough of the calories that we consume.

At the end of the video I believe that we should include a final line of dialogue over the top of the logo of Move It with a website address and contact details of the organisation. David Attenborough should end by saying. "If you have any questions or want more information about becoming more active and how to get into sports please visit www.moveit.co.uk"

Justification for developments

I think that it is important to include these hard-hitting facts that will be backed up by the introductory visual of the promotional video. I also believe that David Attenborough will be able to address them in a crucially important and 'end of the world' type tone.

I believe that the inclusion of the end title with voice over is also very important in getting people to act upon the video and encourage them to find additional resources if needed.

(Total for Activity 1 = 16 marks)

Activity 2 – Pitch

Movelt 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.

The message

People in the UK are becoming less active and adopting unhealthy habits. This not only is costing the NHS huge amounts of money but is also affecting people's mental health and having a negative impact on their life. We want to inspire people to want to become more invested in physical activities and living healthier.

Act 1

In the first act we will open with national icon Sir David Attenborough narrating visuals of heavily populated cities and traffic as well as fast food restaurants. He will introduce the concerns of the UK's future if people continue to live unhealthy and inactive lifestyles. We will also have interview segments featuring young people, with them explain their reasons for not doing exercise even though they know they should.

Act 2

We want to show people how they can improve their lives too, as well as show them figures why they should, so in this part of the video we will have an inspiring montage of people of all ages, genders and abilities getting involved in sports clubs and activities. This will or should be greatly relatable to many of the students which the video. In this segment of the video it will focus on free ways to get involved in exercise that require little experience or time, even being as simple as walking to school each day.

Act 3

In this final act I wish to conclude the video by having accounts of people from the first and second act stating the positive effects of living healthier lives after just one month. I want to show people how great it feels to live healthier and how easy it is to get involved and change your habits for the better.

Why choose us

We will make a high-quality, unique and impactful documentary style commercial which will target young people in the UK. We will produce this video quickly and affordably and always have your best interest in mind.

I strongly believe in Movelt's message and that this cause should have the best company for the job, which I believe is us.

(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
Video	Joshua Turnbull	Get Up and MoveIt	1

Content Overview

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

Overview

We are making a 6 minute promotional video for MoveIt, which will be put together in the style of a documentary and inspire young people to make an effort to change their lifestyles and involve more healthy activity in their day to day lives. The video will be split into three main parts: The Problem, The Solutions and The Impact. It is a clear and simple structure which will help audiences learn more about the issues and have a better understanding of why they should exercise more and the effects it will hopefully have on their life.

Act 1

The opening sequence in this video is going to be a series of timelapses, beginning with a sunrise, enthralling the increasing amount of people, fast food restaurants and lack of exercise. These will be a series of wide establishing shots, which will home in on the areas across the UK, particularly London and the North of England and Scotland.

This opening sequence will establish the initial tone of the video, making the audience realise the importance and seriousness of the message. During this we will have voice over of David Attenborough narrating the impacts of unhealthy lifestyles and the extremities of the problem of obesity in the UK, as well as an intense [soundtrack](#) which is dramatic and suits the tone of other documentary introductions done by Sir David Attenborough.

After this sequence we will fade to black and have the MoveIt Logo. This will then follow with a wide shot of Sir David Attenborough outside a school. "People have a lack of motivation to want to become fitter, and this is an apparent problem which begins to establish itself when we are young. I am here in Surrey to see what students at this school feel about exercise, and to see what they are doing for themselves."

This is when there will be an interview of our first female student talking about why she doesn't have time to do exercise in an interview scenario and why she thinks she should. This will be taken from a single camera as it will just be a short segment of the video. (Roughly 10-15 seconds). It will be a medium close up with her in the left of the frame.

After this we will interview a PE teacher to find out the negative effects of not doing sufficient exercise mentally as a student and its greater impact throughout your life also. This interview will include the audio of the camera operator or director asking those questions. This will allow the audience to associate it to

someone asking someone for advice, it makes it seem less formal and like something that should be spoken about. This section should last up to 2 minutes, as it includes some of the most important facts in the video. We will cut between two different camera angles to add a dynamic movement to the shots, which can have a slow tracking motion to them to give the film a steady pacing.

Act 2

In the second act I want to show inspiring footage in a montage of people of all ages, genders and race getting involved in sport and exercise. This will be accompanied with an upbeat [song](#) which will break up the intensity of the first act, with uplifting lyrics to accompany video of people pushing themselves to be healthier. This will be a fun and energetic part of the film and will incorporate fun, fast editing techniques such as whip-pans and cuts to the beat of the music. There will be a series of close ups of young people smiling and breaking a sweat while participating in group activities. I believe that this will help to make students and young people associate exercise with fun rather than seeing it as a chore. After the pace has been established they will be a longer set of wide shots showing social interaction within each sport shown. I.e. a team huddle before a match, or a high five after a great goal and an applause of peers.

We will then interview a teacher (two angles, one wide and one medium close up for the most important bits of dialogue) and get their opinions on the subject and what she is doing to help students become more active each day. This is where we will find out about the one month 'into fitness challenge', where students are encouraged to motivate themselves to achieve 60 minutes of exercise every day of the month. It will be intercut with footage of people walking to school, going to the gym and eating healthy in the canteen. This can be shown well by having a group of students go up to order their food, pick up a donut and then replace it for an apple. (This can then later be made impactful by having the same person go straight for the apple instead and not be tempted by the donut.)

This is when we will introduce the different ways individuals can get involved in sport, particularly in ways which are free and are not time consuming.

Act 3

In the third and final act we will conclude with interviews of the students, finding out how they feel after their 'one month changes' and whether or not they want to continue to do more exercise and eat healthier. These will be shot in a medium close-up to contrast them to the initial interviews which would have been shot in wide. This will make it seem more impactful and it will make it feel as though they are talking directly to the audience and not simply having a conversation with the camera operator or director.

This will be a true account of the impact of exercise on each person and will not be scripted. It will feature short clips of each person's thoughts cut together along with footage which will accompany the words they say about the challenge, i.e. memories of the fun they had in basketball etc.

I think this part of the video will be the most important as it shows the honest opinions and experiences of what exercise can do to people.

The final interview should be of a young female (as the research showed that females in the UK were less active overall), she should say about the positive mental aspect of exercise and her enjoyment of sport and how easy it is to get involved. "Why wouldn't you" should be the main message left to audiences, as well as leaving the audience feeling positive and motivated.

At the end of the video it will display the Move It logo, website address and any additional contact details of the organisation. This will be accompanied with David Attenborough saying. "If you have any questions or want more information about becoming more active and how to get into sports please visit www.moveit.co.uk"

Proposal (Medium)	Producer (Name)	Title of Production	Page 2/5
Video	Joshua Turnbull	Get Up and MoveIt	2

Technical Considerations

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

This film will be shot in 4K, to get the best quality image, using a versatile zoom lens to be able to film the entire video without having to change or adjust the camera rig. This will save both time and money on equipment hire.

To reduce the chance of reshoots we will film additional footage on the days of the shoot in order assure we have enough footage to work with.

We will be shooting during the normal school day, so we should not have any problems with lighting conditions and as most of our footage will be shot indoors we will be using mostly natural light, this will also save on setup time.

Proposal (Medium)	Producer (Name)	Title of Production	Page 3/5
Video	Joshua Turnbull	Get Up and MoveIt	3

Contributors, Locations, Assets and Equipment

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

Our main contributor would be David Attenborough, who we will need to confirm and secure for the production of this video. I am hopeful that if we pitch it right to him we could have him narrate part of our video for free, for having him for one day of narration, once we have got the footage. I believe that we could convince him to do this for us due to the subject matter being important, worthy of concern and close to his heart.

We will also need to consider interviewees which will be selected out of the available students from the school.

As far as locations go we will be filming a lot of this video at a local school, which will not only cut down on transport costs, but also enable us to build a bond between us and the school and enable us to use the students and facilities for free, by simply giving them free promotion for their school as well as potentially a donation of some fitness facilities.

The opening sequence will be made up of stock footage which will need to be licenced and paid for. Depending on the source of this footage this will cost between £20 and £200.

We already have access to an editing suit and studio space where we will put the film together and record the voice overs of Sir David Attenborough.

Equipment/Crew	Time Period	Price for Rental	No. Days Required	Cost for Total Time
Camera Operator	10h + 1h lunch	£504	3 Days	£1512
Sony ECM-88 Lavalier Microphone (with DC78 powering module)	1 Day	£10	3 Days	£30
Vinten Vector 750 Pan and Tilt Head	1 Day	£100	3 Days	£300
Canon XJ100x9.3B IE-D HD Digit Zoom Lens	1 Day	£450	3 Days	£1350
Sony HDVF-EL70 7.4" OLED Viewfinder	1 Day	£70	3 Days	£210
Sony HDC-4300 4K/HD System Camera	1 Day	£750	3 Days	£1500
Editor	Five days up to 10h + 1h lunch	£1575	2 Weeks	£3150
Director	1 Day	£800	3 Days	£2400

For 3 days of filming and 2 weeks of editing this project will cost **£11,202**

However the estimated budget is **£12,000**. Due to the additional requirements of transport, food, stock footage and a donation to the school at the end of the project.

Proposal (Medium)	Producer (Name)	Title of Production	Page 4/5
Video	Joshua Turnbull	Get Up and MoveIt	4

Legal and Ethical Considerations

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

The rating of the video will need to be certified by BBFC. I assume it will be either PG or 12A, which will be appropriate for the audience, which is between 16 and 24.

Once the video is completed we will also need to consider both the ASA and Ofcom in order to be permitted to be distributed as an appropriate advertisement.

We will also need to bear in mind the copyright of this production in terms of music. We will need to license the following songs:

<https://www.youtube.com/watch?v=0m55VKT9YEQ>

<https://www.youtube.com/watch?v=zVQBOVozUwE>

<https://www.youtube.com/watch?v=Z1zrHT7z1pQ>

All used stock footage will need to be licensed, with potential need to accredit the creator.

As we will be working with people, particularly younger individuals (under 18) we will need signed consent forms from all participants as well as parents of those under 18, to be filmed and broadcasted publicly as well as medical details and emergency contact information.

A risk assessment will need to cover all parts of the video, particularly those involving sport activities which may propose a risk. The easiest way to do this would be to use participants who have already enrolled in physical activities and are covered by another company, which has carried out appropriate safety procedures as well as risk assessments.

As far as equipment risks are concerned we will make sure that there are no tripping hazards around the sets by tying down all loose cables and adding sandbags to the tripod to give it more stability.

All equipment will be supervised or secured at all times to avoid it being damaged and/or lost.

With both the school's and crew's best interest we will keep production days short and to the point. This will insure that that the students don't become over worked.

Food will also be provided for all crew members on set for over 4 hours.

Proposal (Medium)	Producer (Name)	Title of Production	Page 5/5
Video	Joshua Turnbull	Get Up and MoveIt	5

Scheduling and Planning Considerations

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

I can assume that this project will take up to 2 months to produce, including both location scouting, actor selections and the month between the two interviews of each person.

I propose that in one week's time we will film over a period of 2 weeks, edit for 2 more and then require a further week or two to check with you and prepare for distribution to schools across the country and any additional platforms such as youtube and social media.

We will be able to begin shooting on Friday the 18th of January and will be complete by Friday March 15th with the final video distributed fully.

In order to disrupt the school and students as little as possible we will try and conduct the interviews between the students free periods and shoot all of the physical activities during PE lessons and breaks within the day.

We predict that we will be able to capture sufficient footage at the school within 2-3 days of this 2 week allocated period. This time will allow us to select the dates best suited to the school and allow leeway for potential reshoots.

(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

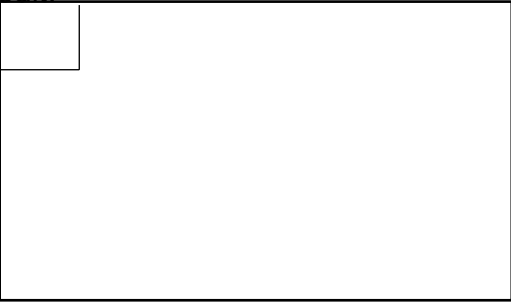
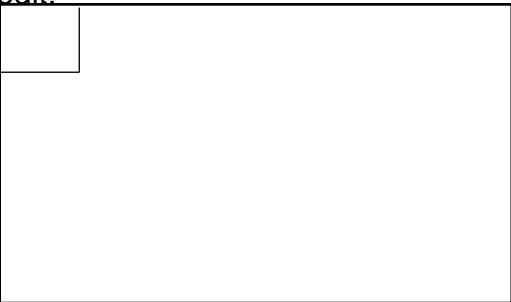



Template 1 – Promotional Video

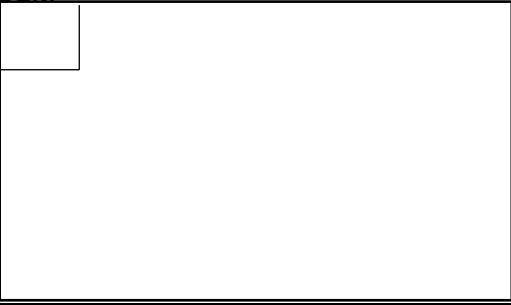
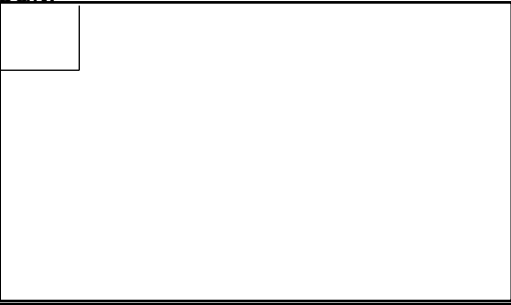

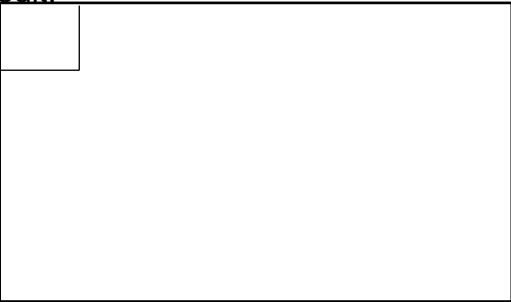
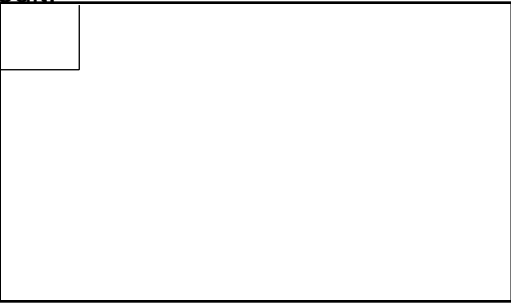
Create a storyboard, using the templates provided, that shows an appropriate sample or taster of the product.



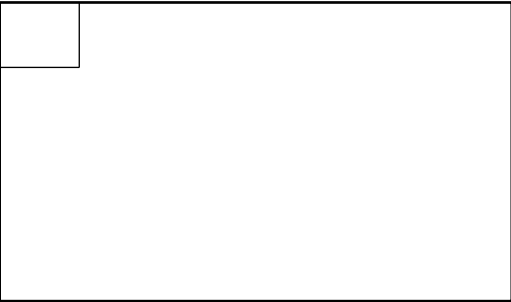
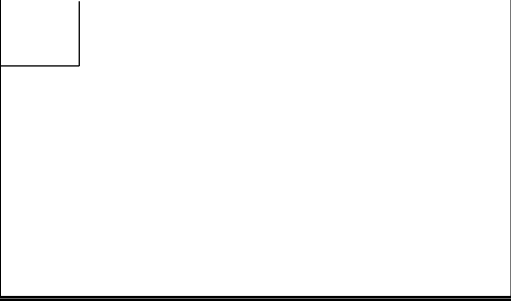

You may submit a maximum of:

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
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Storyboard	Producer	Title	Page Number
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Justification Sheet Ref (e.g. Storyboard page 1)	Producer	Title	Page
Storyboard Page 1	Joshua Turnbull	Movelt	1

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

Justifications

The 15 shots storyboarded are the first shots from the second act. All shots will be accompanied by the music: <https://www.youtube.com/watch?v=zVQBOVozUwE>

1. The reason this shot will be a tracking shot is to give this scene an energetic feel, which will back up the positive message of the entire video and engage audiences. Having it in a medium close up puts the audience in the action and makes them feel involved. The music will assist this clip and add energy to the scene. The breathing sound will make the person seem focused and involved in the sport. The ability to see blurred people in the background will also build upon this focused feeling.
2. Having this shot in slow motion will make it seem more exciting and build tension, along with the rising noise of the crowd's excitement.
3. The zoom will add motion to this otherwise still shot, having the final countdown displayed will intensify the excitement of the crowd, and this should hopefully reflect on the audience. The continuation of the audio into the next clip will help to give the video a continuous feel.
4. We push into this shot from the left as it shows progression throughout the video. It also introduces a second sport and like shot 1 starts in nice and close to intensify the action. The sound of running will keep the pace of the scene fast and energetic too.
5. This tracking shot adds extra movement to the shot and the rack focus adds a dynamic element to the film. The hitting of the ball will be loud and impactful and I think it will go well with the continued sound of breathing throughout the scene. This shot shows teamwork, which is a great aspect of group sports and activities, one which many young people love.

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

6. To continue the speed of the scene a whip pan will make the transition between shot 5 and 6 fast as well as making it feel continuous. Again this shot is a close up to go along with the first shot in the last two sections being a close up. Unlike the other two shots the background noise in the shot should be fairly minimal, with the exception of natural bird noises etc and of course the sound of breathing and very quiet music. This will represent the calmness of a run with nature.
7. A whip pan will still be used between shot 6 and 7 however this shot will be static to show birds in the sky. This will be a wide and peaceful shot and the sound will reflect this.
8. In contrast to the previous shot, this will be loud, which will jar the audience and show the woman's dislike for classes. As a woman entering the gym some may assume that she would enter the cycling class with the other women, but this shot subverts the audience's expectations by having her exit the frame left (usually indicating moving backwards). The quieting of the audio indicates not only her moving away but also her being in control of who she is and the decisions that she makes. Also unlike the other initial shots in each scene this begins in wide rather than a close up, proving that some people are different, which is a positive message in this video.
9. This short shot establishes what exercise she is going to do and shows her independence. The important part of this shot is the audio. The sigh indicates the release of stress from her day-to-day life and the beginning of something new.
10. For the final shot in this energetic sequence the woman will look directly at the camera. This should be a powerful shot for the audience to be able to see this woman in a close up smiling, listening to music and enjoying life.

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11. This shot will establish a teacher who is directly involved in helping students become healthier by introducing the 'Into Fitness Challenge'. The music will be quieter for this section in the video to make the dialogue clearer.
12. This close up will indicate that the dialogue is more important as he explains what the scheme is. The slow tracking movement in this shot will make it more interesting for viewers to watch.
13. The use of this overlay will assist the dialogue by adding visuals of walking to school as the teacher talks about the amount of people who have been walking to school over the last month. Again the tracking shot shows movement and progression in the video.
14. This shot's purpose is to show the students enjoyment, which will be shown through their laughter. This shot will remain silent while the voice over continues however.
15. This shot cuts back to the teacher who explains the positive impact of the scheme on pupils and their education. It plays out for 15 seconds allowing enough time for the message to be established for the audience.