

# **Unit 8: Responding to a Commission Answer and Template Booklet**

## Activity 1 – Rationale

Move It 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.

(Total for Activity 1 = 16 marks)

### Production Overview

I am going to make a six minute promotional video for the charity *Move It*. The video will promote the numerous benefits of regular exercise such as improved mental health and prevention of a number of terminal ailments. I will make this video in an attempt to inform the population of the United Kingdom of the benefits that regular exercise will provide.

### Target Audience Research

According to an article in 'The Telegraph', young people in the UK rank as some of the least active in the world. For this reason, the target audience for my video will be young people, aged 7-16, because they are the ones who are considered to be in the need of the most urgent help. Despite the relatively broad age range, inactivity is an issue which faces young people of all ages and therefore it is important for them all to be informed. It is also important to address this particular age range because this is the time in a young person's life when they are in education and the benefits of exercise correlate directly with exam success, therefore it is important for them to be informed that exercise will allow them to be the best that they can during the stressful time.

### Primary Research

I interviewed two sixteen year old male students from the South East of England about their exercise habits in an attempt to identify the main reasons that not as many young people are exercising regularly, this is what they said:

I began by asking how often they both exercised; they told me that they both exercise in the gym twice a week and one of them told me that as well as the gym, he also tried to go on a walk for an hour every day. Other than that, they said they did not exercise for a focused period of time during the rest of the week.

I then went on to ask them, in an ideal world, how often they would like to exercise. One of them told me that they would like to exercise every day and the other told me that ideally he would like to exercise four times a week.

I went on to ask them what is stopping them from exercising regularly. One told me that they were unable to get to their gym because there was no available transport to get them there. The other told me that their 'laziness' is what is stopping them from regularly exercising.

I then asked them whether they thought that if they exercised more regularly, their general mood would improve. They both said that they thought that regular exercise would improve their general mood.

I asked them whether they thought that they would enjoy being able to exercise more regularly and they both thought that they would definitely enjoy being able to exercise more regularly.

Finally, I asked them whether they would prefer to exercise in a group or alone. They both responded, saying that they would definitely prefer to exercise in an environment with other people.

### Secondary Research

<https://www.telegraph.co.uk/news/2016/11/20/british-children-among-the-least-active-in-the-world-with-exerci/>

I referred to this article previously when I said that young people in the UK were some of the least active in the world. This fact came from this *Telegraph* article, titled "British Children [are] Among the Least Active in the World". I used this statement, and the supporting evidence, to inform my decision regarding the target audience. The fact that 'England and Wales were both scored D minus, the third worst grade in the rankings, while Scotland was joint worst, with a grade of F.' These statistics were provided by 'a global alliance of health experts' which suggests that not only is it a reliable source with regards to medical information and assessments but also the fact that it is a 'global alliance' suggests that it is not biased, suggesting the accuracy of the assessments.

The article also contains information from 'The International Congress on Physical Health and Public Activity' which states that 15% of girls aged 11-15 in England manage one hour of moderate intensity physical activity per day, which is what is recommended by the government. It also says that only 22% of boys the same age group, manage the same.

<https://www.youtube.com/watch?v=BHY0FzZoKZE>

This video contained many of the benefits of regular exercise. The speaker, Wendy Suzuki, explains that regular exercise can strengthen the part of the brain which improves memory, mood and reduces the risk of incurable diseases such as Alzheimer's disease. Suzuki also tells a personal story about how she began to exercise regularly and she explained how incredible the effects that it was having on her were. She became more focused and happy. She also gained more friends, as before she had been a solitary person. She explained that the motivation for her regular exercise was a river-rafting trip; she explained that she was the weakest person there.

### Ethos and Reputation of the Client

Some people find the subject of personal fitness to be sensitive and personal. This is why it is essential for us to inform people of the dangers of inactivities and the benefits of regular exercise in a sensitive way without losing the fundamental message, which is so key to the campaign.

### Themes or Subjects that the Client Wishes to Explore

The subject that the client wishes to explore is the benefits of regular exercise. They also want to inform people of the benefits that regular exercise will have on the whole of the UK, £61 Billion is spent on obesity per year by the NHS.

### What or Who the Client Wishes to Target

The target audience are young people, aged 7-16. *Move It* want to target this particular age bracket because they have a tremendous influence on the rest of the population. If someone's child begins to

regularly, this might inspire the rest of the family to regularly exercise, a family who exercises together also has a stronger familial bond.

### Geographical and Demographical Opportunities

Statistics show that, on average, people who live in the North of England exercise less regularly than those who live in the South. Based on this information, targeting the people who live in the North of England would be more impactful as those are the people who need to be urgently informed of the numerous benefits that regular exercise can have.

### Restrictions on the Client

It is essential for the content in the video to be age appropriate for an audience of all ages as we are targeting a broad age bracket and it has to be accessible to them all. Despite the fact that there is not much which could relate to exercise which could be considered explicit, it is still an important factor to take into account.

### Idea 1:

An animated film. It is set in a trainyard. There are two superheroes, Mrs Fibular and Mr Tibular. They are both dressed in their superhero costumes. Mrs Fibular is very muscular and strong and Mr Tibular is less built but still toned. Mrs Fibular challenges Mr Tibular to a race, she says that she can do 100 lifts of an old train in the time that it would take for Mr Tibular to run all the way around the country. Mr Tibular accepts that challenge and sets off. They draw, Mr Tibular returning as Mrs Fibular finishes her final lift. They spot some people robbing a bank and they decide to help out. The robbers are all out of shape and slavenly. The two superheroes stop the robbers, explaining to them the benefits of regular exercise.

### Idea 2:

A race between four different people where they encounter various obstacles which are trying to get them to succumb to an unhealthy lifestyle, they all smash through the obstacles and finish the race at the same time.

### Idea 3:

Global celebrity and comedian, Ricky Gervais explains the process and benefits of his weightloss transformation.

### How these ideas will measure against the client's criteria

These ideas all have content which is relevant to the target audience and would entertain all ages and demographics.

### Final Idea

I chose Idea 1 as my final idea as I felt that it was the most developed and the one with the most potential and entertainment factor. I also felt that the theme of superheroes would very much resonate with today's youth because superheroes are currently very popular.

### Development for my final idea

I think that adding some subtle humour, targeted at older audiences, would be beneficial because the video in its current state might come across as a bit childish. We would have to be very careful to ensure that the humour is very subtle so only the older audiences would understand as we have the client's reputation to consider.

### Justification for Development

This development is absolutely necessary to hold the attention of the older audiences which we are also targeting.

## 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.

(Total for Activity 2 = 16 marks)

### The Message

The message for our film would be to promote the importance of regular exercise. The film also has references to the importance of teamwork and the morality of one's choices, messages which are so fundamentally ingrained within the superhero genre.

### Act 1

This film will be animated. We open with an arial shot of the trainyard, with the setting sun in the background. We close in as our main characters approach an open space within the trainyard. They are chatting and laughing with each other. They begin by demonstrating their powers to the audience in a natural way, Mrs Fibular lifts a large crate out of the way and Mr Tibular speeds around to check that there was nobody nearby. They begin to brag about which of the two is more powerful. They both show off, Mrs Fibular lift a crane out of the ground, afterwards securing it back in place. Mr Tibular shoots off for a second and returns with a haggis. Mrs Fibular gags and throws it, like a rugby ball, far into the distance.

### Act 2

Mrs Fibular decides that they should settle this in a fair and even way. She challenges Mr Tibular to a race. She has to do one hundred lifts with a nearby train before he gets back from doing a lap of the entire United Kingdom. Mr Tibular agrees, counting down... three... two... one. They're off. We quickly shoot out to a space view of the UK, a red line moving around the boarder of the island. When Mr Tibular returns, Mrs Fibular finishes her final lift. They drew. They began to quabble about who won when they hear an alarm in the distance.

### Act 3

We cut to a bank vault. Five unfit masked men are loading piles of money into bags; they are robbing a bank. Suddenly, the vault door slams shut, they are in the darkness. The voices of Mrs Fibular and Mr Tibular in the darkness firing off witty remarks as they attempt to scare the robbers. One of the robbers fires a gun, illuminating the room for a split second. The superheroes comment on how often they appear to exercise and proceed to subdue them whilst explaining the importance of regular exerce, mentioning key points like mental health and memory.

### Why Choose our Production Company for the Commission?

We are a very detail orinetated company, you can be sure that everything is planned to the finest detail. We are also experienced in the field of animation and we will be able to fully animate the project ourselves, this will somewhat minimise the cost.

### 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
Animated Short Film	Henry Cripp	Move It!	

#### Content Overview

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

#### Scene 1: EXT. TRAINYARD--DUSK

Arial shot of the trainyard, the orange sun is setting in the background. We watch as two people, a man and a woman, walk into the Trainyard; this is Mrs Fibular, dressed in a blue superhero outfit, and Mr Tibular, dressed in a red superho outfit. Mrs Fibular begins to clear boxes and rubbel out of the way, to give them space. Mr Tibular shoots off to check that there is nobody nearby. They beign to show off their powers, Mrs Fibular lifting up increasingly heavier objects with ease and Mr Tibular running off to collect items from far off places. Mrs Fibular decides that they should settle this once and for all. She states that if Mr Tibular can run around the whole of England, Scotland and Wales in the time it takes for her to lift an old rusty train one-hundered times then he is a superior super than her. Mr Tibular agrees to the challenge and they prepare to begin. Mrs Fibular is lying on the ground, underneath a large rusty train; Mr Tibular is in a sprint start position. Mrs Fibular counts down, five... four... three... two... one... GO!

#### Scene 2: EXT. UK--UPPER ATMOSPHERE

We see a view of the UK from space. We watch as a red line makes its way, quicky, around the coast of the island. The line returns to its starting point in no time...

#### Scene 3: EXT. TRAINYARD—NIGHT

Mr Tibular returns, hair ruffled and red in the face. As he shoots in, Mrs Fibular finishes her final lift. They drew. Mr Tibular and Mrs Fibular find this hysterical. Mr Tibular points out that they appear to be equally powerful and then Mrs Fibular points out, jokingly, that he must have practices; he says he practiced no more than usual. They laugh together. Suddenly, they hear an alarm in the distance.

#### Scene 4: INT. BANK VAULT—NIGHT

Five unfit looking men are putting piles of money into large bags. They are robbing the bank. One of them is clearly annoyed at the ear shattering alarm which is currently blaring all around them as he shouts at one of his comrades to shut it off. We follow one of the robbers to the bank door but before he can get there, it slams shut. All the robbers stop what they're doing to check what just happened. They all try and push on the vault door, but it would not budge. Suddenly, the lights

flicker off and we hear all the robbers loading their guns. A voice in the darkness greets them in a bizarre way which would not normally fit the context of the situation; there was someone in there who was not with them. Another voice, a female voice, then asked them what they were doing; there was two of them. One of the robbers shot blindly into the darkness, lighting up the room for a split second revealing two superheroes; Mr Tibular and Mrs Fibular. Mrs Fibular sounds disappointed as she prefaces her next statement by informing them that she did not mean to be rude, she then went on to ask them when the last time they worked out was. They were confused and began to fire again, lighting up the room. Mr Tibular mentions that maybe they should give it a go, mentioning again that he did not mean to come across as rude. They then apologetically tell them that they will have to go to prison now; at which point the robbers begin to frantically fire everything they've got at the two superheroes. This unleashes a strobe lighting effect on the room, making the superheroes appear to move in an unnatural way as they beat the robbers up, whilst at the same time giving them advice on the benefits of regular exercise.

**Scene 5: EXT. BANK—NIGHT**

The scene is lit only by street lights and the flashes of police cars as the robbers are led into a police van. Mrs Fibular is talking to a police officer, she asks that they could be given rooms closest to the yard so that they could exercise more regularly; saying that everybody, no matter who they are, should be allowed to exercise regularly.

**END**

Proposal (Medium)	Producer (Name)	Title of Production	Page 2/5
Animated Short Film	Henry Cripp	Move It!	

### Technical Considerations

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

Being an animated film, it will take longer than a live action film to produce. We predict that this short film will take a maximum of three months to produce. However, we believe that an animated production is a more interesting medium to present our idea and also the cheapest way to realise our story. The overall cost of the production is estimated to be £75, 300; this includes:

Item	Per Day £	Duration	Total £
Storyboard Design	300	2 days	600
Casting	300	4 days	1,200
Production Planning	300	3 days	900
Cast	500	1 week	2,500
Director	500	3 months	47,400
Animators (x5)	600	2 months	21,000
Editing	300	1 week	1,500
Music Clearance	200	1 day	200
<b>TOTAL</b>			75,300

The overall production will have a very professional aesthetic as we are getting a very professional team to work on this production and because it is an animation, there will be no continuity errors to make it look amateurish.



Proposal (Medium)	Producer (Name)	Title of Production	Page 3/5
Animated Short Film	Henry Cripp	Move It!	
<b>Contributors, Locations, Assets and Equipment</b> Type your response below this line. The box will expand as you type.			
<p>We have hired the best animators available for this production meaning that the quality will be extraordinary. Being an animation, there are no particular locations in which we will shoot from; however, there will be some locations that we will visit in the production planning stage, the trainyard primarily, so we can get a real sense of what they would look like. The equipment that would be used would be specialised animation tablets which the animators would be very much used to using. These are the industry standard for hand drawn animation; which in itself is not so much of an industry standard as it once was, this gives our production an element of uniqueness.</p>			

Proposal (Medium)	Producer (Name)	Title of Production	Page 4/5
Animated Short Film	Henry Cripp	Move It!	

**Legal and Ethical Considerations**

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

It is important that we abide by the law as we have the reputation of the client to uphold as well as our own reputation. This is why it is important that we clear any music that we wish to use and also insure, as this is an animation, that the animators are treated in a humane way. They must work a maximum of eight hours a day and be paid accordingly. It is also important that the animators are given sufficient breaks throughout the day as animating can be a tremendously draining activity.

<b>Proposal (Medium)</b>	<b>Producer (Name)</b>	<b>Title of Production</b>	<b>Page 5/5</b>
<b>Animated Short Film</b>	<b>Henry Cripp</b>	<b>Move It!</b>	

**Scheduling and Planning Considerations**

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

Because this production is an animation, the production schedule must be split into two sections. One must be the voice actors and sound technicians, the other must be the animators. The voice cast must record their dialogue before the animators can begin animating, so it is essential that the voice actors are recorded as soon as possible to the start of production. Ideally, the sound and music should also be completed, or at least near completion, before the animators begin to start animating; this is so any sound queues or beats can be factored into the animation itself. The storyboard design must also occur before or whilst the actors are recording. Preferably before so the actors can get an idea of what their characters and scenes will look like.

(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**

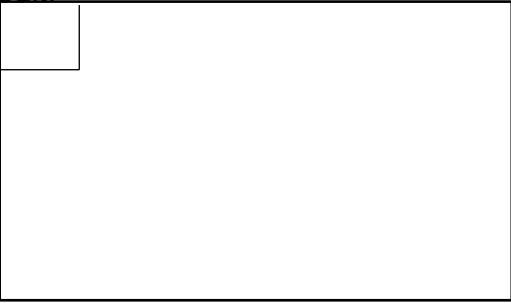
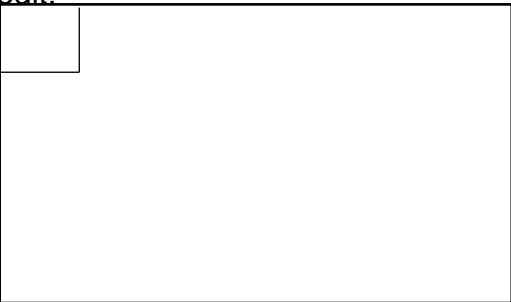



## Template 1 – Promotional Video

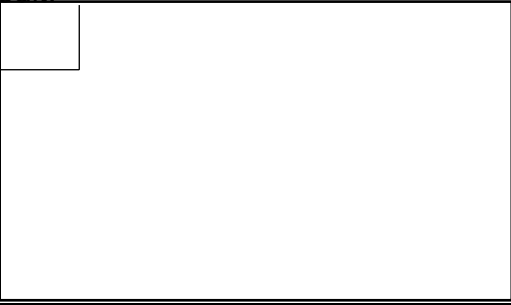
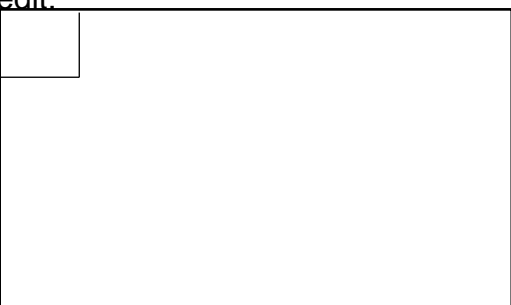



Create a storyboard, using the templates provided, that shows an appropriate sample or taster of the product.


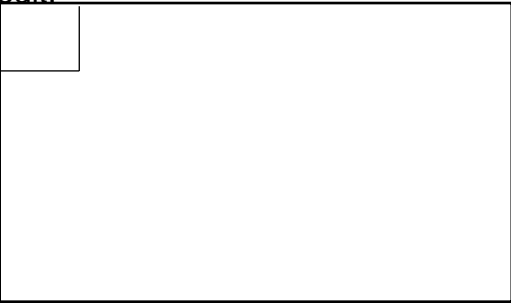

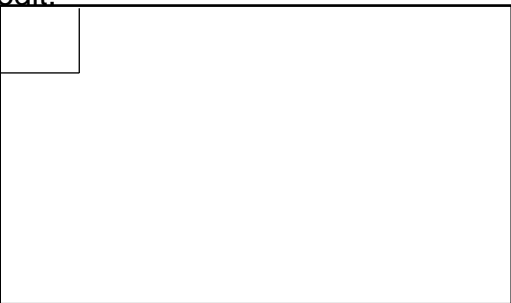

You may submit a maximum of:

**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>
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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	Henry Cripp	Move It!	1

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

1. Establishing shot of trainyard. This is to set the scene and establish that this is set in an industrial area; most likely the North (where a large majority of the target audience resides).
2. Close up shot of argument. This is to establish the character dynamic, they are married and they bicker; they also both have egos.
3. Medium shot of argument. This is to establish their individual powers and also the full colours of their costumes; it will be important to be able to identify them later in the film.
4. Wide shot of the challenge. This is to establish the factors of the challenge and show the train that Mrs Fibular will be using for the challenge.
5. Ariel shot of the UK. This is to show the path that Mr Tibular will take on his challenge. It also shows that they are in the North as this is where the line begins. It is also a way of showing how fast Mr Tibular is and the challenge.

Justification Sheet Ref (e.g. Storyboard page 1)	Producer	Title	Page
Storyboard Page 2	Henry Cripp	Move It!	2

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

6. Close up of them both laughing. This is to show that they both are equally powerful. It is also to show that despite the fact that they bicker, they really do have a good relationship.
7. Long shot of the robbers robbing the bank. This is to, again, establish the location and what is going on. It also establishes how many robbers are present and the fact that at least two of them have guns.
8. Black screen. This gives a break in the action and also is the point from which the tension will build.
9. Mid shot of the two superheroes, lit by gunfire. This is somewhat of a jumpscare moment, it also makes the tension built by that black screen pay off. It also establishes that the robbers are more than willing to kill.
10. Long shot of the robbers being defeated. This is done to fully showcase the superheroes powers and provide an action sequence for the audience's entertainment.

Justification Sheet Ref (e.g. Storyboard page 1)	Producer	Title	Page
Storyboard Page 3	Henry Cripp	Move It!	3

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

11. Long shot of the robbers tied up. This is done to show the full extent of the previous action sequence and also add a bit of humour to the film.
12. Long shot of the robbers being arrested. This is done to give closure to the film and leave it with a satisfying ending. It is also a long shot so the audience can see everything that is going on because it is quite a busy shot.
13. Mid shot of the heroes talking to a police officer. This is done to pull attention into this one key part of the scene. It also puts everything to the side to convey an important message
14. Wide shot of the heroes all high fiving. This is to add a bit of levity to the end of the piece and make it jolly and happy.