**Rationale**

-Production overview

State what you have been asked to do and by whom. What (film, advert, campaign etc.) needs to be made and how long does it need to be.

-Target Audience Research

State the initial target audience that you will be aiming the video at. What direction are you being steered in by the research stimulus document that accompanies the brief? *This can be added to, once you completed some primary and secondary research.*

-Primary Research

Create a questionnaire and get responses from at least 20 people. OR, do a Focus group with 4 – 6 people. Then work out your response and what they mean. **State what have you learnt from doing this research.**

-Secondary Research

Read through a variety of websites and articles (newspapers and magazines). Once you have found ONE article and ONE website that has been beneficial to your research, take a screenshot and then write up your findings. *I can help you find resources if you get stuck.*

-The purpose of commission

A short sentence on the desired end result of what you will make and where it will be seen.

-Ethos and reputation of client

A short sentence on who Move It are and what they want to do.

-Themes or Subject client wishes to explore

A short sentence on what the themes Move It want you to explore.

-Who or what client are targeting (impact)

A short sentence recapping on target audience and the impact you want the video to have on them- educate, inform, humour, shock etc.

-Geographical and Demographical opportunities

A short sentence in reference to the locations (refer to the brief stimulus again here) you will be targeting. And the demographics you will be aiming your video at. A, B, C1, C2, D, E.

-Restrictions on the client

A sentence on the content of your clip in regards to regulatory bodies like- BBFC, OFCOM etc.

-Competitors within the same industry and their products

See separate task sheet on GOL

-Idea 1

Write a short paragraph on what your first idea will entail.

-Idea 2

Write a short paragraph on what your second idea will entail.

-Idea 3

Write a short paragraph on what your third and final idea will entail. It is ok if one of these is quite similar to the other- “Idea 3 is similar to Idea 2, but this video will be shot is B&W etc…”

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

A short sentence confirming that your ideas are relevant to client’s criteria (what you’ve been asked to do / make)

-The final idea

Confirmation of your chosen idea and why.

-Developments to the final idea and Justification for developments

A short sentence on any changes or developments to the idea and why.