**BTEC – Unit 8 Responding to a Commission**

Competitors within the same industry and their products

*Do some research on YouTube on Exercise and Healthy Lifestyle videos. Once you’ve found 1 interesting film, write a description and analysis for it in relation to how you will use them to inform your creative choices. Use the boxes below for notes and prompts.*

1.

- Video title, organisation or charity

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- Detailed description of video’s content

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- Analysis of either Cinematography, Editing or Sound

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-Aspects of what you will take as inspiration for your video ideas and what you will do differently

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*Don’t forget to add screengrabs and a hyperlink when you type up your notes in your Rationale Template.*