**A1. Ideas Generation**

You will need to develop a range of ideas for your digital media product. You must think of ideas that meet the requirements of the brief and that you can produce in an appropriate time frame.

**RESEARCH**

Conduct research and make notes on the following areas to meet the need of the brief;

* Talk to members of the target audience about their needs and preferences of the intended product. What would they like to see in the item? Primary research…
* Research products that have been made which are similar to the brief. For example –

***Look for related content (Cooking on a budget, Study Skills and Sustainability) on:***

***-Social media sites – Insta, Twitter, Facebook, YouTube etc.***

***-Terrestrial – BBC2, BBC 3, Channel 4, E4, ITV2, ITVBe etc.***

***-Satellite and pay channels***

* Research into the context, techniques, background and skills needed to produce a successful young person’s drama. Use the following websites;

<https://www.bbc.co.uk/writersroom>

[https://www.google.co.uk/search?q=how+to+become+a+vlogger+uk](https://www.google.co.uk/search?q=how+to+become+a+vlogger+uk&ei=Srv8Y7viA9DhgAbgq4nADQ&ved=0ahUKEwi7r7uG8rX9AhXQMMAKHeBVAtgQ4dUDCA8&uact=5&oq=how+to+become+a+vlogger+uk&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAzoKCAAQRxDWBBCwAzoOCAAQ6QQQ7QQQsAMQiwM6BAgAEEM6CQgAEBYQHhDxBDoGCAAQFhAeOgUIABCGAzoFCAAQgAQ6CggAEBYQHhAPEAo6CwgAEBYQHhDxBBAKSgQIQRgAUKUHWNkXYKUZaAFwAXgAgAGlAYgBmAqSAQQxNS4xmAEAoAEByAEKuAECwAEB&sclient=gws-wiz-serp)

 **MIND MAPS**

A mind map allows you to record and explore all your ideas and helps you to select one idea to take forward.

*Create several online or hand-drawn mind-maps of your ideas; there are examples on Godalming Online. Once you have a final idea, create a detailed mind-map for it, which covers visual ideas, concepts, technical ideas, possible subjects etc.*

**MOOD BOARD**

A mood board is a visual representation of the style of the product you are aiming for. It may combine colours, fonts, textures, images, key words, sketches etc.

*Create an on-line mood board which reflects your idea. You can use* [*https://spark.adobe.com/make/mood-board-maker/*](https://spark.adobe.com/make/mood-board-maker/) *or any other online mood board creator.*

**TREATMENT**

Once you have developed your idea through mind-maps and mood boards, create a treatment which incorporates these ideas. Please use the template on-line.

***Please ensure that all of your work is saved in Activity 1 sub-folder.***