

1. Rationale

Introduction

- What platform you have chosen (leaflet, magazine, poster etc)
- What the commission wants you to do
- A short statement on why it will be successful/how it is more suitable than the other platforms

Understanding the client & commission

- Purpose of the commission
- Client - ethos and reputation
- Themes or subjects included - what do they want you to explore?
- The message they want to communicate
- Who or what they are targeting (consider impact) / secondary audiences? / different messages to different audiences?
- Geographical / demographic considerations - think about target groups / areas (such as people in urban areas)
- Restrictions - government regulations, ethical considerations etc. This will only be briefly covered, as you will go into more detail in the legal/ethical section of the proposal (below)
- Competitors within the same industry: how your product would be similar to / differ from other products? How might you combine or subvert those products (intertextuality)?

Target audience research (including statistics & findings)

- This includes justifications of your chosen audience
- Why are they the most appropriate for your product? secondary audiences?

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Primary Research

- You need to conduct well planned questionnaires, surveys, interviews and focus groups that give you lots of useful data that can be analysed and used as justification. For each piece of data answer these two following questions
 - Why is this research relevant?
 - How will this research/information change or affect your leaflet
- You also need to conduct detailed audience research - who are they / what do they watch, interact with, enjoy / where do they live / what are their hopes / etc
- choose a product that is similar to yours, then analyse the:
 - Layout
 - Text
 - Colour
 - Design
 - Imagery

Remember to always identify how the product will impact your own production

Secondary Research

- Part A - Information sheet
- Existing data/statistics/research
 - Why is this research relevant?
 - How will this research/information change or affect your leaflet?

Ideas Generation

- 3 ideas brainstormed; one expanded paragraph on each - approx 1 page in all.
- Evaluation of each idea, against the client brief and the findings from your audience research.
- The final idea (single paragraph only)
- Development of the final idea and justifications - why did you make changes? (ethics / logistics / budget / resources - although these would come later as well in more detail)

Rationale Model Answer:

https://docs.google.com/document/d/e/2PACX-1vSAA5UNDBBfJiJeQiB2SN4ML6XWNpl2Y9pjKXRJ_Inrj8NT4y8--7yNG2kHuu_5vkjiB2UuLZ_ojz/pub

2. Pitch

Remember the pitch is a persuasive piece of writing that is supposed to get the client to choose your idea, you are trying to convince them (350 words)

Structuring Your Pitch

1. A short statement to outline the commission
2. A positive comment on how the commission inspired you and how you are excited to respond to it
3. An overview of the product with a clear justification of how it links to the brief (target audience, theme and message)
4. Elements of your product that are particularly strong? What is your USP?
5. A concluding statement emphasizing the overall strengths of your proposal

Top Tips

- Keep it succinct (there is a word limit) - 350 words
- Written outline, so correct grammar, spelling etc
- Opening paragraph introduces the overview of the story, using references to the wording of the commission (the stimulus material)
- Include explicit references to the target audience
- Justify your decisions (this will include technology, effects etc)
- Then: write the acts of the product - the full detail
- Finish with a subheading *why choose our product*: here, you sum up the impact and effect of the chosen product, and references to the technology used

Pitch Model Answer:

<https://docs.google.com/document/d/e/2PACX-1vSiVaGJ10FwYps45biddORgq2LGK-AgSxh2GEOmLG-kvCi18BCIXSy6WPW9QIIsAug/pub>

3. Proposal

Content overview

1. Heading
2. Content, Purpose and writing style (persuasive, informative, descriptive)
3. Imagery/Colour/Style
4. How it links to the brief and target audience

Technical Considerations

1. Camera equipment - what types of camera are there that would produce high-quality images for your product?
2. Lighting equipment - what equipment is used for the photography, particularly in different locations
3. Location choices - will any particular locations need to be mentioned in terms of the technicalities of filming
4. Production crew considerations - who would be used for the photography and editing? How would this impact on production and budget?
5. Editing programs and access to these - how will editing be carried out effectively and how will you access this?
6. Budgeting for production specifics - how can a table of costings inform overall budget in relation to the brief?
7. Consideration of deadlines - how might issues with the technicalities involved in production affect deadlines and how might these issues be avoided or planned for?

Contributors, assets, locations and equipment

1. Contributors: all cast and crew and rate cards for everyone, as well as duration needed. Also includes music provision and associated legalities / copyright laws
2. Assets: these are the things you need to make the product (including actors, software, locations, cameras, lighting, scripts, audio kits etc)

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3. Locations: titles and descriptions of all the chosen locations with justifications
 - **Also - complete a detailed risk assessment of your locations in a table format**
4. Equipment: A full list of everything that will be needed - cameras, kits, props, costumes, make-up, transport provision etc. If this has been fully broken down in the budget, make sure you reference it. Remember to then revise this list to save money, outline why have found cheaper alternatives

Legal Considerations

- Can you research the following acts, provide a definition and then outline how it might be applied to the production process?
- Health and Safety at work act 1974
 - Copyright, Designs and Patents act 1988
 - The Equality act 2010
 - Defamation act 2013

Who are IPSO? What is their role? What is the editors code of practice? Why will you have to ensure that you follow their guidelines? Who are the ASA? How will you follow their guidelines?

Ethical Considerations

How have people, places and events been represented
Does your product have a strong moral purpose? If so, how?
Is there support for the audience around the topics? I.e. how are you supporting the readers who might be facing these issues/themes? (help/contact page?)

Scheduling and planning considerations

1. The timeframe for pre-production, production, post-production and distribution - Production schedule (Table)
 - Columns: Date, Task, Contingency Time
2. Your use of contingency time, why have you used it?

Distribution

Where will the product be distributed to the target audience and why that is an effective place to distribute it.

Proposal Model Answer:

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4. Treatment

"The treatment should be no more than 6 sides (not pages)

- 1 side for the flat plan
- 2 sides for the mock up
- 1 side for the copy text (size 10 minimum)
- 2 sides for the justifications (size 10 minimum)"

Copy Text

The copy text refers to all of the text that would be on a page including the titles, sub-titles, the main text and then any other banners/bubble text/pop out ads etc.

Complete a detailed justification of your copy text using the questions below:

- How is the content appropriate for the audience?
- How is the content appropriate for the brief?

Mock Up/Flat Plan/Drawing/Visualisation Diagram

Based on part A & B of the exam, showcase what your product will look like

Justifications (3 pages/slides maximum)

Once you have created your treatment material, remember to justify each and every page using the three questions below:

- How is the content appropriate for the audience and the brief?
- How is the imagery appropriate for the audience and the brief?
- How are the colours appropriate for the audience and the brief?

Conclusion

Closing statement on why your idea meets the brief, will successfully appeal to the target audience and is a successful idea?

Treatment Model Answer:

https://docs.google.com/document/d/e/2PACX-1vSTHBEUycBqcDeCGp_XE1k_AQpw3VYFBIshrEnYtfT4Ih1LYTPAQ_MZK_kYqR2lUa/pub

Full Model Answers:

- 1: <https://docs.google.com/document/d/e/2PACX-1vTOQaQcr-6FvummK-RH3puXubU1joD1BR0SdrxGi9dEEsjvChHsBFvW5Rd3boyDw/pub>
- 2 https://docs.google.com/document/d/e/2PACX-1vSifjsVdQPmXqR3y7p0MqXuSQyXO9gne6lwMb68QEBc7717VFJtu27_ejPg5zQw_kz8dLUjG1j6n3B46d/pub