**Diploma in Creative Media Production   
& Technology  
Project proposal template**

In producing the project proposal, and in preparing for the project realization, you should familiarize yourself with Unit 8 of the qualification.

In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Unit 8 requires you to produce a project proposal of about 350 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed below, nor should they be excessively long and unfocused.

Your project proposal should be sufficiently challenging to ensure you have the best possible chance of meeting the grading criteria.

**Your project proposal should include:**

* *Centre name and number*
* *Candidate name and number*
* *Project proposal title and date*
* *Main area of activity/ pathway, e.g. film, TV, games design etc.*

The project proposal must be word processed and presented under the headings listed here:

**Section 1 - Rationale**   
*(Approximately 100 words)*

This section provides you with an opportunity to reflect on, review and summaries your progress and achievements through the first seven units of the qualification, and the knowledge, skills and understanding you have acquired; What you know now, and what it means to you, compared with what you knew and could do before you started the course and how this has influenced your choice of pathway and your project proposal.

**Section 2 – Project concept**  
*(Approximately 200 words)*

This section provides an opportunity for you to clearly explain the concept and aims of your project, the research and ideas that will support its development, what you anticipate producing, the levels and types of resources that you will need and an indication of the form in which you will complete and present your project realization within the allocated timescale.

**Section 3 - Evaluation**   
*(Approximately 50 words)*

This section provides an opportunity for you to explain how you will reflect on and evaluate your work, as both an ongoing activity and at the conclusion of the project.

You should describe how you intend to record your decision-making and how you will document changes to your ideas as the project progresses. The evaluation section should reference your stated aims and be reflective and analytical rather than a description of actions completed.

When working in collaboration with others, you should comment on how this may impact either positively or adversely and outline the steps you can take to minimize disruption to your own progress.

**Additional requirements, not included in the 350word limit of the proposal:**

**Project action plan and timetable:**This section provides you with an opportunity to outline your planning and organization over a period of weeks and the activities you will need to carry out in order to successfully complete your project in the agreed time frame. The more time and thought you give to planning your project, the more successful it is likely to be.  
It is important that you consider how you will balance ambition, time and realism in the realization of the project. You should also include what you are going to do, how you will do it and by when. Remember to include: time spent sourcing materials and other resources to conduct research, seek feedback from tutors and peers, and identify when you will carry out independent study.

**Bibliography (Harvard Format):**This section provides an opportunity to record the initial research sources, both primary and secondary, that you intend to use.Your sources of research should be as wide as possible and could include libraries, galleries, books, magazines, films, computer games, websites, blogs, social media, radio programmed, archive material etc. Where appropriate, you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses.

Diploma in Creative Media Production & Technology  
Unit 8 Project Proposal

|  |  |
| --- | --- |
| Candidate  Name | Esther Stephenson |
| Candidate Number |  |
| Pathway | Advertising |
| **Project Title** | **Shady (working title)** |
| **Section 1:**  **Rationale (approx. 100 words)** | |
| **When I walked into media in September I thought that this year would be a great year to show off the skills that I have previously learnt the year before. I have gained more knowledge and skills this year. In all the units, we have studied this year, I have used the same skills throughout such as researching, reflective, time management, responding to the brief, presenting, creative and planning skills. In different units like music videos, genre changing trailer, radio, interactive magazine and game show I have had to use different adobe software like premiere pro, Photoshop, adobe audition and after effects to edit and create the different projects for the units. While doing unit 7 I realized that I like to design poster, invitations, magazines and more. So, for my FMP I went down the designing route because I believe that is where my strengths are. Which will show case the different skills that I have learnt in unit 7 of interactive magazine.** | |
| **Section 2: Project Concept (approx. 200 words)** | |
| **For my FMP, I am aiming to create 5 movie posters. For these movie posters, I will create an original film concept. I aim to create 5 marketing posters with different perspectives of each character within the film. The posters will be varied between teasers posters and the posters for the films wide release. As this is an original film I will need to source the cast and costumes/ props to be used in the photography shoot for the film posters. Another aim is that I am going to do my own photography. There are four cast members, 2 males and 2 females. I am going to ask my friends who don’t go to this college to be in the photos for me. Each cast member will have their own poster but in the last poster they would all be together. The primary target audience is 16-19 year olds that are in the social status in E as they are students. My secondary target audience will be from the ages 13-15 that is in the same social status as my primary target audience. For both of my target audiences I will be aiming at both male and female. The psychographic for both of my target audience is explorer. In terms of resources and equipment I will require a location relevant to the film to take the photographs for example a park, Nikon camera and tripod and photoshop for editing.** | |
| **Section 3: Evaluation (approx. 50 words)** | |
| **Throughout year 1 of level 3 I have found written diaries a good way to evaluate myself. Written diaries have allowed me to include personal feelings on the task. They allowed me to express what I have done and what I am going to achieve next. They allow me to say what I need to change and why. I write the diaries every day to show my progress. I will get feedback from my tutor so that I have my tutor’s opinion on my project and what I can improve on. I will also get peer feedback so that I have feedback from people in my class so I know what I can improve on. I will write an overall evaluation to reflect on unit 8.** | |
| **Proposed Research Sources and Bibliography (Harvard Format)** | |
| **Primary research:**   1. **interview: media student who has experience in film marketing campaigns** 2. **focus group: strengths and weaknesses of my synopsis and genre expectations** 3. **questionnaire: expectations of film marketing campaigns (posters)**   **Secondary research:**   1. **analysis of existing film marketing campaigns (posters)** 2. **genre conventions** 3. **photography techniques** 4. **Photoshop techniques**   **I did initial research into movie marketing campaigns that has different posters. Also in my initial research I looked at the different types of movie posters.** [**https://www.postercollector.co.uk/articles/different-types-and-styles-of-movie-posters/**](about:blank)  **I used this website to gain knowledge on the different types of movie posters.**  **I will use different sources like websites, books, YouTube video and journals to research more into my Idea**  **Bibliography**  **Poster collector (2019) *Different types and styles of movie posters.*** [***https://www.postercollector.co.uk/articles/different-types-and-styles-of-movie-posters/***](about:blank) ***16.03.20*** | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Action Plan and Timetable** | | | |
| **Week** | **Date Week**  **Beginning** | **Activity / What you are intending to do - including independent study** | **Resources / What you will need to do it - including access to workshops** |
| 1 | **9/03/20** | **Wednesday**:  Project Brief and mind mapping what we have previously done throughout the year and potential ideas that could develop my idea.  **Thursday:**  Initial research – Deciding if I still want to do magazine for my FMP  **Friday**:  Initial research- Researching into film marketing campaign. | **Wednesday**:  A3 paper, coloured pens  **Thursday**:  The internet using different sources  **Friday**:  The internet using different sources. |
| 2 | **16/03/20** | **Monday:**  Project proposal draft  **Wednesday:**  Project Proposal final  **Thursday:**  Research  **Friday:**  Research | **Monday:**  Proposal template. Microsoft word  **Wednesday:**  Project Proposal template. Microsoft word  **Thursday:**  The internet using different sources  **Friday:**  The internet using different sources |
| 3 | **23/03/20** | **Monday:**  Research  **Wednesday:**  Research  **Thursday:**  Research and progress review 1  **Friday:**  Research | **For the whole week I will be using the internet and looking at different sources and resources like books, YouTube and journals.** |
| 4 | **30/03/20** | **Monday:**  Research portfolio due at 10:30  Preparing the pitch  **Tuesday:**  Preparing for the pitch  **Wednesday:**  The pitch and pitch evaluation  **Thursday:**  Pre-production  **Friday:**  Pre-production | **Monday:**  The internet.  Google slides  **Tuesday:**  Google slides and cue cards  **Wednesday:**  Google slides and cue cards  **Thursday:**  The internet and pre-production paperwork  **Friday:**  The internet and pre-production paperwork |
| 5 | **6/04/20**  **Easter holiday** | **Monday**:  I will have a rest in the morning and in the afternoon, I will do some pre-production in the afternoon  **Tuesday**:  Pre-production  **Thursday**:  Pre-production  **Friday**:  Pre-production | **Monday**:  Pre-production paperwork  **Tuesday**:  and Pre-production paperwork  **Thursday**:  Pre-production paperwork  **Friday:**  Pre-production paperwork |
| 6 | **13/04/2020**  **Easter holiday** | Tuesday:research for productionThursday:research for productionFriday:research for production | **Tuesday**:  The internet  **Thursday**:  internet and the library  **Friday**:  internet and the library |
| 7 | **20/04/2020** | **Monday:**  Pre-production and progress review 2 (pre-production)  **Wednesday**:  Updating and completing pre-production  **Thursday**:  Updating and completing pre-production  **Friday**:  Pre-production is due at 4.15 | **Monday**:  Microsoft word  **Wednesday**:  Microsoft word  **Thursday**:  Microsoft word  **Friday:**  Microsoft word |
| 8 | **27/04/2020** | **Monday:**  Production  **Wednesday:**  Production  **Thursday:**  Production  **Friday:**  Production and progress review 3 (production) | **Monday:**  Production equipment  **Wednesday:**  Production equipment  **Thursday:**  Production equipment  **Friday:**  Production equipment and progress review 3 (production) |
| 9 | **4/05/2020** | **Monday:**  Production finish at 4.15  **Wednesday:**  Post-production  **Thursday:**  Post- production  **Friday:**  Post-production and progress review 4 (post-production) | **Monday:**  Production equipment  **Wednesday:**  Photoshop  Thursday:  Photoshop  **Friday:**  photoshop |
| 10 | **11/04/2020** | **Monday:**  Post-production  **Wednesday**:  Post-production  **Thursday:**  Post-production  **Friday:**  Post-production due 15 may at 2:30 | **Monday:**  Photoshop  **Wednesday:**  Photoshop  **Thursday:**  Photoshop  **Friday**:  Photoshop |
| 11 | **18/04/2020** | **Monday:**  Presentation and production log  **Wednesday:**  Production log and audience feedback  **Thursday:**  Evaluation  **Friday:**  Evaluation | **Monday:**  The internet  **Wednesday:**  The internet  **Thursday:**  Word  **Friday:**  Word |