**Extended Diploma in Creative Media Production   
& Technology  
Project proposal: Unit 12**

**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 150 words)*

This section provides you with an opportunity to reflect on, review and summarize your progress and achievements through the first 11 units of the qualification.

You should outline 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 discipline or disciplines and your project proposal.

It also provides an opportunity for you to explain your reasons for choosing a particular discipline or disciplines and to outline both your immediate and longer-term aspirations.

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

This section provides an opportunity for you to clearly explain the concept and aims of your project, production or performance and 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 final realization within the allocated timescale.

This might include an indication of when and how you will use studios, equipment and other resources, how you will make use of tutorial and peer feedback and where you will incorporate independent study.

**Section 3 - Evaluation**   
*(Approximately 150 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 your project.

You should describe how you intend to record your decision-making and how you will document changes to your ideas as your work progresses.

The evaluation should be referenced to 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 negatively and steps you can take to minimize disruption in your own progress.

**Additional requirements, not included in the 500-word 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 programs, archive material etc. Where appropriate, you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses.

Creative Media Production & Technology

Unit 12 Project Proposal

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| Candidate  Name | Esther Stephenson |
| Candidate Number | 182579 |
| Pathway | Journalism |
| **Project Title** | **Vivid** |
| **Section 1: Rationale (approx. 150 words)** | |
| Before I started the course, I did not know anything but as the unit went on learn how to edit, how to use the equipment and how to fill out the different paperwork. Throughout the units of this course, I have gained more knowledge about the adobe clouds software, production techniques and the different paperwork. I have learnt both practical and theory of the units. From the theory side of the unit, I have learnt how to fill out proposals, storyboards, sound plans and other paperwork for the unit. Knowing these will help me to know what they are and why we do these in the industry. I have learnt how to conduct a pitch and how to perform during a pitch. The pitches have helped me to gain more confidence. Throughout the units we had to do production meetings so that we can share our ideas with the rest of the team and decide what we are going to do. Going on to the practical side I have learnt how to use different equipment like the cameras, sound mixers and lighting panels. Knowing how to use the equipment means that I can use them for any project that I have previously done or going to do in the future. I have learnt about the basics of editing but as the units went on, I looked at different editing techniques that were beyond what I knew before. I have learnt how to edit photos. | |
| **Section 2: Project Concept (approx. 200 words)** | |
| For my project I will be creating three double pages spread with different articles that includes a variety of topics. I chose what topics I am going to include for my articles. For my first double page I am going to watch different films and tv show. On one side I am going to review movies whereas on the other side I am going to review tv shows. On the page I am going to include the film poster and Tv show poster. I will get the posters of the movies and tv shows from the internet. The second page I thought is going to be the fashion and make up. One side of the page will be the fashion trends and the images of the trends. I will capture the female fashion trends images myself and get the male trends of the internet. On the other page I will have the makeup trends and the images. I will take these images of the makeup trends of the internet as I would am not able to get a model. On the last double page, I decided on to doing a bucket list of things for when COVID-19 is over. I am going to get pictures of the internet of what can be included. The way I am going to write my articles informally because my target audience is a young age so it being informal would appeal to them more. I will use photopea as the software because I don’t have access to photoshop so photopea is was the next alternative that I can get. My primary target audience is female between the ages of 18-21 years old. My secondary target audience is male between the ages of 15-17 years old . Tertiary target audience is both male and female who is 22 and older. The target audience could be students at university or on there last year of college. They also could be in high school or have a job that is either part time or full time. They could live at home with their parents, by themselves or at the university accommodation. Theiraccommodation could be in a city, town or countryside the primary and secondary target audience would be part of D1 and E which is the working class as they are students, and they might have a job while they are studying. Tertiary audience would be part of C1, C2, D and E they could be student, but some may have a full time or part time job. Looking at the mosaic profiling my primary and secondary target audience would be in B08, O65 and O66. Tertiary target audience would be in O61, O64 and 066 because they could bestudying at university, starting their own business and living on their own. | |
| **Section 3: Evaluation (approx. 150 words)** | |
| Throughout every unit we must keep diaries every day. In the diaries I talk about why we do the tasks, how it makes us feel and how the tasks help us complete. The diaries that I produce will be detailed so that I can get a good grade at the end of the unit. So, throughout this unit I will complete my diaries every day. In the diaries I will include the different tasks that I completed, why I did the tasks, how it helps me, how it made me feel and what I need to complete next. In the unit there may be problems that I will have to use my problem-solving skills to solve different problems like software does not work, people do not show up or equipment does not work properly. Throughout the unit I will set myself lists of what I need to complete. I will track my progress by doing the daily diaries and going back through my work. I will also talk about what I did and how I achieved that goal. The final evaluation covers the whole unit. In the final evaluation I will include any problems I had, what went well and how I did things. So, in this unit’s final evaluation I will continue to use this same process that I used before. I will make sure that my final evaluation is detailed and that it includes everything that I did in the unit and how it went**.** In my final evaluation I would need to include the feedback that I received from the audience of what they like or dislike. The methods that I will use for this is quantitative because it will benefit my project in a good way because I am not collecting any data. | |
| **Proposed Research Sources and Bibliography (Harvard Format)** | |
| Allen M (January 16 2020) These Makeup Trends Will Dominate the Year, According to Celebrity MUAs [10 Makeup Trends of 2020 You're Going to See Everywhere (marieclaire.com)](https://www.marieclaire.com/beauty/makeup/a30433383/makeup-trends-2020/) 4/02/2021 Balsamo L (December 15 2020) 2021makeup trends: The 7 prettiest eye, cheek, and lip ideas [7 Best 2021 Makeup Trends and Ideas to Copy ASAP (cosmopolitan.com)](https://www.cosmopolitan.com/style-beauty/beauty/g34840626/2021-makeup-trends/) 4/02/2021  Chriswalczyk55 (28/03/2017) top 100 greatest movies of all time ( the ultimate list) [Top 100 Greatest Movies of All Time (The Ultimate List) - IMDb](https://www.imdb.com/list/ls055592025/) 4/02/2021  Gerard B ( December 7 2020) 2021 Top men’s fashion trends are looks everyone can rock [2021 Men’s Fashion Trends That Everyone Can Wear | StyleCaster](https://stylecaster.com/2021-mens-fashion-trends/) 4/02/2021  Independent (3/01/2021) The biggest fashion trends for 2021 [The biggest fashion trends for 2021 | The Independent](https://www.independent.co.uk/life-style/fashion/fashion-trends-2021-b1781710.html) 4/02/2021  IMDB (2021) Most popular movies [Most Popular Movies - IMDb](https://www.imdb.com/chart/moviemeter/) 4/02/21  Kwarteng A (January 18 2021) 10 best spring 2021 makeup trends that you’ll want to wear year round [10 Best Spring 2021 Makeup Trends to Try ASAP (cosmopolitan.com)](https://www.cosmopolitan.com/style-beauty/beauty/g35217353/best-spring-2021-makeup-trends/) 4/02/2021  Mclntyre M (2021) The 50 best movies on Netflix right now [The 50 Best Movies on Netflix Right Now (Updated 2021) | Wealthy Gorilla](https://wealthygorilla.com/best-netflix-movies/#forward) 4/02/2021  Roberts S (2/02/2021) Best Netflix shows: 30 TV series worth binge watching on Netflix UK [Best Netflix UK shows: 30 TV series worth binge watching | TechRadar](https://www.techradar.com/uk/best/best-netflix-shows) 4/02/2021  The audience agency (2021) Explanation: Mosaic [Explanation: Mosaic | The Audience Agency](https://www.theaudienceagency.org/insight/mosaic) 4/02/2021  Van Den Broeke T (7 October 2021) The biggest spring/summer 2021 trends for men [15 biggest Spring Summer 2021 trends for men | British GQ (gq-magazine.co.uk)](https://www.gq-magazine.co.uk/fashion/article/spring-summer-2021-trends-for-men) 4/02/2021  Van Den Broeke T ( 27 January 2021) The 16 biggest autumn/ winter 2021 trends for men | |

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| **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** |
| Week 1 | 20th/21st/22nd January | Introduction to the unit.  Deciding media debate topic  Secondary research into area of specialism  Research list  Research portfolio  Bibliography | Research list template  Bibliography template |
| Week 2 | 27th/28th/29th January | Research portfolio -completed | Research list  bibliography |
| Week 3 | 3rd/4th/5th February | Presentation planning  Presentation delivery  Proposal  Production research | PowerPoint from the lesson  Proposal template |
| Week 4 | 10th/11th/12th  February | Pre-production | Pre-production- templates |
| Half term | 17th/18th/19th  February | Continue working in my pre-production.  Planning for the week after  Learning the software | YouTube and the software |
| Week 5 | 24th/25th/26th  February | Production – Taking the photos of the make up and fashion trends | Camera and Tripod |
| Week 6 | **3rd/4th/5th March** | Post-productionWrithing the articles Designing my magazine Editing the photos | Software-photopea |
| Week 7 | **10th/ 11th/12th March** | Audience feedback  evaluation | **Platforms to share my magazine**  **Evaluation template.** |