**Extended Diploma in Creative Media Production   
& Technology  
Project proposal: Unit 13**

**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 summarise 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 realisation 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 minimise 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 organisation 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 realisation 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 programmes, 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 13 Project Proposal

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| --- | --- |
| Candidate  Name | Esther Stephenson |
| Candidate Number | 182579 |
| Pathway | Journalism |
| **Project Title** | **Magazine** |
| **Section 1: Rationale (approx. 150 words)** | |
| Writing is not one of my strong traits because I can’t seem to find the words that I want to say. Throughout my life I read a lot of different books. As I got older I realized that all the different authors that wrote the books had writers block and that inspiration came to them out of know where. Knowing that they had writers block brought me comfort and ease because it helped me to understand that I should not stress to write what I need to write and that inspiration will come to me. From that point onwards, I learnt that it is alright not to be sure about what to write.  During my years in high school, I found it had to be creative. So, when we had to apply to college I was looking at the different courses I wanted to take a course where I can be creative and learn something new that will challenge me. I found that media did that for me and it gave me new skills like creativity, time management, editing and more that I can use in different projects and in the future. After taking media in my first year of college I found something in media that helped me bring out my creative side. I always loved designing posters and logos because it allows me to be more creative and experiment with different designs.  Over the last few years of studying media, we did a lot of different units that involved filming and editing like live Tv, music video, game show, radio show and more. Doing these units, I realized that I don’t dislike film or editing. In my second year of media, I was excited to know that we would be doing something in journalism. When we did unit 12 specialist study I had to do something that links to my final major project so I created a magazine as a stepping stone for my final major project. In the units I had many different roles that challenged me. One of my roles was sound operator doing this role has many different responsibilities because you have to do different pre-production paperwork like for example a sound plan but when it comes to doing filming we have to make sure that we get the sound and make sure that the set is quiet. We have to set up the different sound equipment like the microphones, boom poles and the sound mixer I have also learnt how to use the sound mixer as it was a new piece of equipment. Doing this role helped me to learn how to use the sound equipment but also how to get the best sound possible. In another unit I was a camera operator with this role I had to prepare storyboards of what I wanted the scene to look like. When it comes to filming the scene, I had to set up the tripod and the camera. Being a camera operator, I have learnt how to set up a camera shot and changing the white balance on the camera. In another unit I have been a presenter where I had to prepare a script. I had to learn the different presenter styles and put them to practice. Most of the units the projects we create we have to use the different Adobe editing software to edit our projects to show our editing skills and that we have developed from the last unit. I don’t like editing videos as much as I like editing things like magazine because I find it hard to edit films. The main adobe software that I have use is Premiere pro and photoshop  Throughout the different units I have learnt and demonstrated different skills that have helped me many different ways throughout the units. I had learned how to work within a team meaning had to use my communication skills and my creative skills to come up with my idea. In the units we have to pitch our idea to the class and my tutor so I have to use my presenting skills. At different points in the units we had to use our writing and drawing skills like writing scripts and drawing storyboards. Depending on the unit we use premiere pro or photoshop where I have to use my editing skills and that I know how to use the software.  Deciding on what I wanted to do for my magazine was hard because I wasn’t sure what my magazine should be about so I researched about the different topics that I could use. The topic that I really like was about moms. I presented the idea and I changed my idea because I wasn’t in the target audience of my original idea. I changed my idea from being to a mom’s magazine to being a cooking magazine. This is my new idea because my previous idea was a good one but it would have meant that I set my self-up to fail. I wasn’t realistic because I wasn’t in the target audience. | |
| **Section 2: Project Concept (approx. 200 words)** | |
| For my Project concept I want to create a magazine that I about cooking. I will create 16 pages for my magazine. I will include a front cover and a back cover. I will also add adverts for restaurants that are upcoming, competition to see a cooking show and coupons. The content that I will include for my articles is recipes, images of the different foods, trends and cooking tips. I had a hard time deciding on what I want to call my cooking magazine but I decided on a name of Grillzilla for my magazine. I chose this name because it was original and different to the cooking magazines. The name is open to change if I find a better name than this one I will also ask this question in my questionnaire to so that I can have different suggestions. I haven’t decided on how I want my magazine to look for example the fonts, the colours and the layout. For my magazine I decided to print my magazine rather than having it digital. I think that print is better than digital because print also allows my target audience to give it their full attention to my magazine and they can keep a copy of the magazine and not worry about it getting deleted. My primary target audience will be in the age group of 18- 25 as they would be looking for a new recipe and they could be a student that are studying at a college or at university. My primary target audience could have a family where they are looking for new recipes to try. For secondary target audience I am aiming for those that are 26-33-year old’s because they could be living alone, students or have a family. They would be interested in my magazine because it something different and they are willing to try something different and new. So, my magazine will be informal. Being informal in allows me to be more passionate about what I will write. For my magazines content I will write my own articles. The content that I want to include in my magazine is different recipes, food reviews, different foods from other countries, trends and tips. I also want to include an interview with a chef. For the equipment I will need a camera, tripod and lighting so that when I take the images they can be taken to the best of my ability. I won’t need to book the studio but I will need to ask permission if I can take the images at home. The software that I need to use photoshop so that I can edit the images but also create the pages to my magazine. I will watch YouTube tutorials to see what effects I can use when I edit my images and magazine. Another software that I will be using alongside photoshop is InDesign so that I can combine my magazine pages together. | |
| **Section 3: Evaluation (approx. 150 words)** | |
| The way that I thought I would document my work is continuing to do diaries for this unit as I did it throughout the different units. The reason I want to do diaries is because I previously did them and I thought that it would be a good idea to stick with them than doing something else. I will provide a detailed diary that includes the tasks that I did during the day, why I did them, how I felt doing the task, the problems I faced and what I am going to do next. With my diaries I want to make the person that are reading my diaries feel like they are there sitting with me. At the end of the unit we have to do a comprehensive evaluation where we can talk about the whole unit. We can talk about the problems we faced, what I could improve, what went well or if the project reflects the standards of the industry. I will get audience feedback in different ways. The way I would get audience feedback is I could do an interview with a chef because I want to get their professional opinion on my magazine. I also thought that I could create a questionnaire to get some feedback from Reddit and my social media pages because I want to get my target audience feedback on my magazine. With the audience feedback that I will receive I will change what they will suggest in their feedback. Throughout each stage of production, I need to update my bibliography as I go through the stages. I will have to pitch my idea to a panel of tutors. In the pitch I have to contain what my idea is, why I came up with this idea, research, what I am going to use for my idea like software and equipment. Every week I will have a one to one with my tutor about my work and what I can improve. | |
| **Proposed Research Sources and Bibliography (Harvard Format)** | |
| For my research I am going to do primary and secondary research. I will have qualitive and quantitative in my research. The research that I conduct should support what I am trying to say. Researching is not all about the content I am including in my magazine. I will research on how to design a cooking magazine, what makes a successful magazine and I will look at current cooking magazines and what makes them different from each other. For my primary research I always conduct a questionnaire and it seems that I get good responses so I will do a questionnaire. I will also conduct interviews with people who are in my target audience. With interviews I seem to get a response where they can do the interview but they are too busy but for my primary I need to find professionals to help me to create a great magazine.  After creating my magazine. I decided that I want to print my magazine so looked into different places that would print my magazine in high quality. Printing my magazine won’t be cheap. Looking into different websites this one was the best I saw because the do the number of pages I need to get printed and they do it for a good price. Different websites that I have also found online also give a quote on how much it will cost.  Printing solo (2021) Magazine Printing <http://www.printingsolo.co.uk/product/magazine-printing/> 18/03/2021  I looked into different cooking magazines and how they present the content. With designing ideas, I want to find out what makes each cooking magazine different. I want to know what colours I should use to catch my audience’s attention and make them read my magazine. I will also refer to physical magazines like BBC good food, Tesco’s, M&S and more. I will also look at the layout they use in the different cooking magazines. I physically need to go to the store to pick up the magazines.  I will then look at different recipes that I can include in my magazine. The recipes that I would include would be from different levels so that those in my target audience who are only beginners in cooking have something easy whereas others will have something more difficult to do. I will look at popular recipes to find these recipes I would look at different cooking books to get different recipes.  BBC good foods (2021) Recipes <https://www.bbcgoodfood.com/> 18/03/2021  Taste.com (2021) Top 20 recipes of the year <https://www.taste.com.au/galleries/top-20-recipes-year/2k94kcgt?page=3> 18/03/2021  Looking at the different recipes I will look into the most popular recipes from different countries. I think looking at the different recipes from the different countries will give my target audience more ideas that they can create something different to what they are not use to.  BBC good foods (2021) Cuisines [https://www.bbcgoodfood.com/recipes/category/all-cuisines 18/03/2021](https://www.bbcgoodfood.com/recipes/category/all-cuisines%2018/03/2021) | |

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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** |
| 1 | 17/03/2021-20/03/2021 | I mind mapped what I have done in previous units, what my role is and what skills I used. I then moved onto the initial research. After doing my initial idea I will do the proposal. | I will use paper and pen for my mind map. I will need the internet to do my initial research. I will need the proposal template |
| 2 | 22/03/2021- 9/04/2021 | In these weeks I will work on the research that I need to conduct for my magazine. I will need to conduct a questionnaire and an interview as well. In my research I will look at different recipes, cooking tips, interviews with chefs, popular food trends and food from different countries. I will also be doing diaries every day. I will have a one to one with my tutor. | I will use the internet but I will also need different cooking magazines. I will also need cookbooks to find recipes. I will need google forms and the contact to who I will video |
| 3 | 5/04/2021 – 14/042021 | I will be preparing my pitch and on the 14/04/2021 I will be pitching my ideas. In my pitch it will have the target audience I am aiming for, why I decided to do these ideas and what equipment I need. I will include questions of my questionnaire and my interview and why these helped me make my decisions. I will also be doing diaries every day. I will have a one to one with my tutor. | I will need to have google slides so I can create a detailed pitch. I will also need my website so I can make sure that I have all the correct information about my idea. |
| 4 | 15/04/2021 | I will be creating a contingency plan where I will document any problems that I might face in this unit. I will also be doing diaries every day. I will have a one to one with my tutor. | I will need the document for the contingency plan. |
| 5 | 19/04/2021 – 23/04/2021 | I will be creating a pre-production portfolio with all the paperwork that relates to my magazine. In my pre- production portfolio I will be doing colour swatches, mockups, font justification, location release and risk assessment. I will also conduct additional research and update my bibliography. I will also be doing diaries every day. I will have a one to one with my tutor. | The paperwork templates. I will also need words in case I need to create a new template. |
| 6 | 26/04/2021 – 30/04/2021 | I will be taking images of the different recipes. So, I would need to create the different recipes that are included in my magazine. I will continue to conduct research and update my bibliography. During this week I will write my articles. I will also be doing diaries every day. I will have a one to one with my tutor. | I would need to get a camera and tripod for equipment. I will also need to go shopping to get the ingredients. |
| 7 | 5/05/2021 -14/05/2021 | In post-production I would be editing the photo and my magazine in photoshop. I will continue to conduct research on different editing techniques and as I go along I will continue to update my bibliography. I will also be doing diaries every day. I will have a one to one with my tutor. | I will need to photoshop to edit the photo and magazine. |
| 8 | 19/05/2020- 20/05/2021 | I will write the overall evaluation that is detailed. In the evaluation I will include what went well, the problems I faced, what I did and how they made me feel. I will also be doing diaries every day. I will have a one to one with my tutor. | I will need word to create my final evaluation. |
| 9 | 27/05/2021 - 28/05/2021 | This is when we are screening our work. I will show my final product to my class. I will need to present in a way that relates to my final product. | I will need my final product and what I need for the screening. |