

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.

This section is missing information on your specific skills/roles/technical equipment and software

Creative Media Production & Technology

Unit 13 Project Proposal

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. As I grew up I realized that all the authors that I grew reading could not think about what they should write. From that point onwards, I learnt that it is alright not to be sure about what to write.

Explain this in more detail

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, and 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 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, logos and more because it allows me to be more creative and experiment with different designs.

What skills?

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 like 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 the specialist study I had to do something that links to my final major project so I created a magazine so that I can do a magazine for my final major project. as a stepping stone

- Talk about your roles and what you learnt

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. why is this now your idea?

Section 2: Project Concept (approx. 200 words)

why is it more realistic?

For my Project concept I want to create a magazine that is about cooking. I will relatively create 16 pages for my magazine. I will include a front cover and a back cover. I will also add adverts for like 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. This idea that I came up with for this unit is original. 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 because I think that print is better than digital. It also allows my target audience to give it their full attention. My primary target audience will be in

why you need evidence to back up this statement

Why this name? Is it open to change? you could post this to your target audience.

You have not talked about studio bookings / locations / camera equipment / editing software.

There is so much missing!

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. So, my magazine will be informal. Being informal in magazine 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.

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, what I am going to do next. With my diaries I want to make the person that is 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 gain audience feedback from my target audience during the unit so that I can get their opinions on what I need to change so that create the best magazine I can to the best of my abilities. Throughout each stage of production, I need to update my bibliography as I go through the stages.

You need to add sections on the Pitch + the tutor one to ones

Proposed Research Sources and Bibliography (Harvard Format)

For my research I am going to do primary and secondary research. I will have qualitative and quantitative ^{examples} research 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 ~~print~~ 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 they do the amount 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 ~~design there cooking magazines~~ ^{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 and collect these magazines from the store

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 ~~is~~ ^{are} only beginner ^{have} in cooking ~~has~~ ^{others} something easy whereas ~~those~~ will have something more

And problem solving
what methods for audience feedback + why?

difficult to do. I will look ~~like~~ 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. ~~I will look at how to create the dish.~~

BBC good foods (2021) Cuisines <https://www.bbcgoodfood.com/recipes/category/all-cuisines> 18/03/2021

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		Add mind-mapping / proposal	
2	22/03/2021- 9/04/2021 <i>what research</i>	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. I will also be doing diaries every day.	I will use the I 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 – 14/04/2021	I will be preparing my pitch an on the 14/04/2021 I will be giving my pitching my ideas. I will also be doing diaries every day.	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 trouble shooting I might have. I will also be doing diaries every day.	I will need the document for the contingency plan.
5	19/04/2021 – 23/04/2021 <i>what pre-production?</i>	I will be creating a pre-production portfolio with all the paperwork that relates to my magazine. I will also conduct additional research and update my bibliography. I will also be doing diaries every day.	The paperwork templates. I will also need word in case I need to create a new template.
6	26/04/2021 – 30/04/2021	I will be doing the 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 <i>writing Articles.</i>	I would need to get a camera and tripod for equipment. I will also need to go shopping to get the ingredients.

		research and update my bibliography. I will also be doing diaries every day.	
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 and update my bibliography. I will also be doing diaries every day.	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. I will continue to conduct research and update my bibliography I will also be doing diaries every day.	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 need my final product and what I need for the screening.

Not enough information in your
Schedule - Much more detail
required.