Proposal

Objectives of the production

What are the objectives for the production? The objective for this production is to engage the audience. To engage the audience, we are creating a live Tv show.

Synopsis

What is the synopsis? The synopsis of our show is that we are creating is a magazine show that has different segments. The segments will have a different topic.

Production duration and scheduling

How long is our magazine show? Our magazine show is one hour long. When will our show be on? Our magazine show will be on MTV on a Thursday at 8.30pm – 9.30pm. We decided on the time 8.30 - 9.30 because it crosses over watershed. We chose MTV as the channel because they aimed at the same target audience we are aiming. As a group we decide on Thursday because everyone is home from school or work.

Production title

What is the title of our magazine show? At first, we couldn’t think of a title for our show. We decided that we are going think about it and decide later on. We had a meeting about what we are going to name the show. We decided on “The not late-night show”.

Presenter layout

What is our presenter layout? For our magazine show we will need two hosts. We have Gracie and Jakub being our presenters of our show. For some the segments the presenters will present the segments together and alone.

Research

What we research did we conduct? We looked in to our target audience and what they like about magazine shows. We looked into magazine shows and there target audiences and who watches them and why. I looked into what channel we should put our show and why we should put our show on that channel.

Format of production

What format have we chosen? The format that we have chosen for our show is magazine because we wanted to create a show that has different segments so that we can fill the hour up. We also said that we should do magazine because we want to making it entertaining for our target audience.

Content

What content are we including in our show? In my questionnaire I asked what we should include in our show this helped decide on what we should include in our showing what our target audience will enjoy. We decided on seven different segments where our presenters will do them either together or separately. When filming the segments some of them will live or pre-recorded.

* Chat section – Live – Gracie and Jakub and one guest
* Gossip – pre-recorded -Gracie
* Music chart rundown- pre-recorded – Jakub
* Fashion current trends – live – Gracie and Jakub
* Sports – pre-recorded – Jakub
* Hard hitting section – live – Gracie and Jakub
* Gaming – live – Aleyna, Gracie and Jakub
* 3 ad break – 3 and half minutes each
* Social media throughout

Target audience

Who is our target audience? As a group we decided on who we are going to target our magazine show. Our primary target audience is between the ages of 16-25 years old they can either be female or male who has a minimum wage job they will be classed in the classes of C2, D and E. Our secondary target audience is between the ages of 26-35 years old who can either be a female or male they can be in the classes of C2, D and E. Our target audience have low morals and they only care about what they look like. Those are strict with their religion they wouldn’t watch our show abut those who are atheists or not as strict with their religion would watch our show. Those who are single, new relationship, short term or a dysfunctional relationship would watch our show because of what MTV shows are about. Our target audience would live in the UK who lives in different places like university accommodation or a small and affordable houses or flats.

Mode of address

For our magazine show we decided that we should address our target audience informally. Our presenters will have casual banter and they will have good vibes and be relaxed each other. This will engage our target audience to watch our magazine show as this is what they like.

Technical requirements

Technically requirements that we will need for our show is:

* The studio
* Gallery
* The vision mixing desk
* The audio mixing desk
* Mics
* Headsets
* Cameras
* Lighting

Set design

What is our set deign? As a group we decide on what colours we want our set to be. We said that we wanted blue and purple as our colours because most evening shows use darks colours.

Props and costumes

We do need props and costumes for our magazine show. We don’t know what costumes we will need. We decided that the colours of the costumes shouldn’t clash with the set colours. For props we decided that we will use a Xbox for the gaming section.

Cast and crew

* Producer – Kayley
* Director – Callum
* Presenter 1 and graphic designer – Jakub
* Presenter 2 – Gracie
* Camera 1 - Kacper
* Camera 2 – Shamiam
* Camera 3 – Jubiair
* Lighting – Kelsi
* Sound mixer – Esther
* Vision mixer- Chloe
* Floor manager - Nikola
* Set design, props and costumes – Aleyna

Budget

We decided on a budget £120 in total everyone has to contribute £10 each. The money will help purchase all the things we need for our set.

Marketing requirements

We will promote our show in different ways. We will advertise it on social media, Tv adverts, website and word to mouth because we want viewer to watch and magazine show and we want to get our target audience attention.