

## **Reference Material**

**Applied GCE in Media: Communication and Production**

**6976 – Unit 4: Research and Development for Media Production**

**6977 - Unit 5: Media Production Project**

**Issued: 2014/15**

## **PREFACE**

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**Authentication Form**

Specification Title GCE IN MEDIA

Specification and paper number 9771

Centre Name (Block Capitals)

Centre Number

Candidate Name (Block Capitals)

Candidate Number

Examination series JUNE 2014

**Declaration of Authentication:**

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate)

Date 15.5.14

Signed (teacher-examiner)

Date 15/5/2014

Please attach this form to the candidate's submission

	Mark band 1	Mark band 2	Mark band 3	Mark awarded	
(a) (AO2) QWC (i-iii)	<p>Has produced a limited range of conventional ideas of possible practicability, which have been the subject of limited research.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p>(0-3)</p>	<p>Has produced a range of ideas of possible practicability, which have been the subject of adequate research.</p> <p>Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.</p> <p>(4-6)</p>	<p>Has produced a good range of ideas which are imaginative and practicable, and which have been researched with some care.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p> <p>(7-9)</p>	<p>Has produced a wide range of ideas which are highly imaginative and practicable, and which have been evaluated on the basis of thorough research.</p> <p>Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>(10-12)</p>	<b>10</b>
<p>Comments/evidence locations/justification for mark awarded:</p> <p>The wide range of ideas that have been generated, are imaginative and practicable, and the ideas have been evaluated on the basis of sufficiently thorough research evidence to secure a mark in Mark band 3.</p>					
(b) (AO2)	<p>Has produced limited research into the commercial viability of the proposed production and its audience, which lacks clear definition.</p> <p>(0-4)</p>	<p>Has produced adequate research into the commercial viability of the proposed production and its audience, which has some definition.</p> <p>(5-8)</p>	<p>Has produced careful research into the commercial viability of the proposed production and its audience, which has been defined in some detail.</p> <p>(9-12)</p>	<p>Has produced thorough research into the commercial viability of the proposed production and its audience, which has been fully defined.</p> <p>(13-16)</p>	<b>14</b>
<p>Comments/evidence locations/justification for mark awarded:</p> <p>The Candidate has conducted thorough research into both the proposed audience and commercial viability of the website for the band <i>Trip to the Roses</i> (Mark band 3).</p>					

	Mark band 1	Mark band 2	Mark band 3	Mark awarded
(c) (AO2)	Has done some research of variable quality and relevance for the content of the product and has produced limited exploratory material, only some of which has advanced development of the chosen idea. (0-4)	Has done careful, relevant research for the content of the product and has produced thoughtful exploratory material which has advanced development of the chosen idea. (9-12)	Has done thorough, highly focused research for the content of the product and has produced highly imaginative exploratory material, which has clearly advanced development of the chosen idea. (13-16)	<b>13</b>
<p>Comments/evidence locations/justification for mark awarded:</p> <p>The Candidate has engaged with an effective process for developing appropriate content and the final website content has been chosen on the basis of thorough and focused research findings (Mark band 3). There is also evidence of imaginative exploratory work, which has advanced the project - although this is not extensive enough to secure a mark in the middle of Mark band 3.</p>				
(d) (AO3)	Has produced a pitch and treatment which provide a limited indication of the proposed production, its purpose, audience and viability. (0-4)	Has produced a confident pitch and detailed treatment which provide a clear account of the proposed production, its purpose, audience and viability. (9-12)	Has produced a persuasive pitch and thorough treatment which provide a full description of the proposed production, its purpose, audience and viability. (13-16)	<b>14</b>
<p>Comments/evidence locations/justification for mark awarded:</p> <p>Both the treatment and pitch were very thorough and fully describe the proposed product, its audience and viability (Mark band 3).</p>				
Total marks				<b>51</b>

# Unit 4

## Unit 4: Research and Development for Media Production

Name:

Date: 20/5/13

### Proposal for Overblown Festival website

My first idea for my media product for the Unit 4 project is a website for the new music festival, Overblown. This is something that interests me and I think I would be able to make a good job of. Overblown is a smaller festival in Lincoln in it's first year.

### Content

In my website I want to include news about the festival, such as lineup announcements, date announcements, and general information about the festival. I also want to include pictures of the main acts on the main page, possibly on a slider, so the website looks better. This will also give the viewer more of a sense of interaction of the website, as they will see something moving when they look at it, and I feel this might attract more viewers, and even if it doesn't, it may make people want to stay on the website for longer.

I want the main page to be as simple as possible, so there isn't too much to read. I want a slider showing the headliners, and some information about the rest of the lineup and the price, with links to buy tickets. I want to keep it simple so the user doesn't take a long time to look at it to find the information they need.



I am also thinking about also creating a trailer to go alongside the website, as well as a lineup poster for the festival, and maybe a short advertising campaign, which I will put on other websites to better advertise the festival. Both the poster and the possible trailer will be able to be seen on the website. The trailer will take a lot of work, and it is something I haven't done before, so there is a possibility that it could turn out badly. I like the style of the Download 2013 trailer, with the way it has lots of interesting animations and the music is very dramatic. I think, however, making something like that would be very difficult. If I could, however, I think it would work very well, and I could make a trailer that goes with the website theme and style.

I want my website to be as easy to use as it possibly can be, (easy to navigate around) as well as it being pleasing to look at. I will be able to make it easy to use, although I'm not sure how well it will term out in terms of it being aesthetically pleasing.

### Layout

I want to lay my website out with a slider on the front page with big news and an advertisement bar. All I need the main page to have is some pictures of the main acts, some names of other acts and maybe a ticket price. I like the design of both the Download website and the Reading website. I think I will make my website like the Download festival website, because it has fire in random places,



which relates to the general theme of the festival, and there is a colour scheme which looks good and goes with the colour of the fire. I also like the design of the Reading Festival website, because I like the bar at the top of the page, and the way it has the festival logo down the left side of the page. I want the layout of my website simple, so it isn't hard to use, and this is more than likely to make it look better, because when I come to make it I will have less to worry about, and I will be able to make it better.

### Audience

Since Overblown is a new festival, my website will have to attract people who already go to festivals, and convince them to choose to go to Overblown instead of any other festivals. Although the lineup aren't very big bands, I know that if they are promoted well, the target audience will like them, and possibly want to go. The headliners are semi-mainstream, and well known in a way, if you ask the right sort of people. If I can create a professional looking website that promotes Overblown well, I think it will possibly attract a large amount of people. I think it will be aimed at mostly young people, as these are the sort of people who are likely to go to festivals. I will have to keep the colour scheme right for the target audience, too, so it will attract more of the right people. The festival is more likely to be for people who are local, and looking for a more practical festival to go to than Reading or Glastonbury. It will also be likely to attract younger people because of the price of the festival, simply because they won't have a lot of money, and they will want to go to the festival just to be able to say they went to a festival.

My secondary audience would be people who have not yet gone to any festivals, but are considering it, as I will want to steer them away from the idea of going to any other festivals by convincing them that Overblown is the best. This will ensure that I get the maximum possible audience for the music festival.

### Style



writing is all tidy and looks professional and mature, whereas the writing on the Reading festival website looks slightly tacky, but at the same time the website is kept very tidy. This gives the viewers the impression that it is meant to look tacky, because of the way it has been designed, and this defines the target audience. This is the impression I want to give with my website, and I think this would be a good idea because it shows the target audience of the festival, and since Overblown is a new festival, I think this is one of the things they will want to know. (Young people) Another website I like the style of is the Muse website. I like this because it looks very

I want to create a website that has a colour scheme that suits the genre and the type of website, as this will make it look more professional and also will help people realise what type of festival it is. I also want the website to look tidy, however, because of the type of festival Overblown is, I could make it look slightly messy on purpose, but at the same time keep it tidy so it looks professional. On the Download website, all of the boxes and



unique, and it stands out a lot because of the strange desing of the website, including the background looking strange. I also like the content boxes placed around the page because it makes the page look more interesting and the way it is laid out gives it a more mature style, which mixes with the unique style to make it stand out. I could mix the idea of the two websites together to make it stand out more, to anyone, not just the target audience.

### Is it Realistic?

I want to create a website that is simple to us as well as being informative and pleasing to the eye, as well as making the user want to go to the music festival. I think that if I am to do this it will take me a lot of time, and if I am to create a poster and a trailer too, it will take even longer. I think I will need to put a lot of effort into creating this website, and I think it will also need a lot of planning. I have made websites in the past, however, and I think my skills from previous experience will help me create a more attractive looking and professional product. I know that I will have to make lots of different pages for my website and each of these will take a sufficient amount of time (Coding and designing) but I think I could make this work.

On the other hand, however, I have created websites a fair bit in the past and I think it would be very easy for me to design them, and I could probably get the coding working to an extent. This means that it will be relatively easy for me to get on with it to a point where the coding becomes complicated and I end up requiring help. I find the software I would use relatively simple to use, and also, I am quite confident using it, which is a big advantage.

I have never created a trailer for anything before, and I think this might hold me back from creating everything I want to, because I might find it difficult and I can see it being very time consuming. I could create a trailer for my website if I end up having any time left at the end of the project, although this may create a problem for my website, because I won't know whether to leave space for the trailer on the website or not.

The website would be used as the Overblown festival website if it is good enough quality, and I think this is a good enough purpose to make a website. It doesn't already have a website, so I think the company will appreciate me creating a website for them.

## Unit 4: Research and Development for Media Production

Name:

Date: 20/5/13

### Proposal for a music magazine

My second idea for my media product for the Unit 4 project is a magazine about rock/metal. Again, this is something I think I would be able to make a good job of, and would probably enjoy making.

### Content



If I am going to make a music magazine, it will need to include a lot of information about music. This will include news, announcements and interviews. I will need to design each different page to look professional, and they will need to be suitably designed to suit the theme. This will mean I will need a colour scheme that goes with the sort of music, and if it is a rock magazine it is likely to need to be blacks, greys, and reds. I may also need to promote new and upcoming bands, because they are a big thing in the music industry. I think I will be able to make a good job of it, since I think I

will enjoy making a music magazine and it is something that I am interested in. I will also need to include some advertisements in the magazine, which will mostly need to relate to music.

I will need to include a lot of pictures in my magazine. All of these will need to relate to the articles they go with, too, for example, a picture of a band playing live for a live review. The front cover will need to look interesting and have the right colour scheme to attract the target audience, and since it is for teenagers, it will need to be brightly coloured, but at the same time, it will need to have dark colours to show what sort of magazine it is.

It might be a good idea for me to create a local magazine, where people will pay a reasonable amount and it tells them about local gigs, and new local upcoming bands. This would probably sell better than me creating a mainstream music magazine like Kerrang because I have never seen any of these in my local area. It would probably be a much better idea than another magazine like Kerrang.

### Layout

Each page of the magazine will need to be laid out differently, and I think I might struggle to choose different layouts/designs for each page, and keep a theme going all the way through. This may be difficult considering the amount of pages I have to create, but some pages will need a similar layout because they will have the same article. I will create some pages to look like they have been torn out of a notebook and some more maturely. I think I will keep my magazine looking sophisticated at the same time as it looking slightly messy, as this goes with the theme of my magazine.

The layout of my front cover will be a mixture of both Kerrang and Rock Sound. I will try to make it look slightly messy, like it has just been thrown together, but at the same time keep it in an order so it still looks tidy, and mature. This will attract the largest target audience possible, as it will attract readers of both Kerrang and Rock Sound.

## Audience

My audience will be young people who are into rock music, or want to get into new bands, as I will feature a lot of new bands in the magazine. I will make sure that the content I include will interest my target audience directly, so they can be reading about things that interest them. I know that not everything I put in my magazine will interest all the readers, but I think I will be able to put as many different articles in it so the majority of people can be interested by it.

A lot of my target audience are likely to already read a music magazine, such as Kerrang and Rock Sound, and convincing them to read another one instead of the one they already enjoy reading may not work. This means I don't think my magazine will sell very well, as people will just stick with what they already read. To attract the largest possible audience, I could give the magazine out for free at concerts and in band merchandise shops, and start selling it eventually, hoping that people will enjoy reading it enough to want to start buying it when it actually starts costing money. From this, however, I think this may give me some problems making money from it.

I like the way Kerrang is aimed at teenagers who are feeling lonely, and how it is made to make the readers feel like they have another group they can be part of, so they feel less lonely.

## Style



I like the style of the magazine; Kerrang, which has a messy style where everything is all over the place. It looks as if somebody has just thrown together whatever they had lying around in the office, which suits the magazine itself very well. On the other hand, I also like the more mature style of the magazine; Rock Sound. This has a much more mature style, and it looks like it has actually been put together carefully to look tidy. I think if I could mix the style of these two magazines together and I could pull it off and make it

look professional, I think it could have the potential to look very good. It would be good if my magazine could have a unique style, so it stands out in newsagents, and the reader will see it and pick it up just for the way it looks, and that way it will make them want to keep reading it. Both Kerrang and Rock Sound are both magazines with their own distinct style, and I think their style defines the magazine's purpose, audience and contents, and because of this I will have to be careful with how I design it, so it ends up applying to the right target audience and doesn't put them off because it looks like it contains something different to what it actually does.

## Is It Realistic?

I will need to put a lot of effort in to get this done, as it will need to be a full length magazine, and this will take a long time to make. Not only the designing, I will also need to do a lot of writing (articles, interviews, etc.) to make sure there is a sufficient amount of content for the readers to get their money's worth.

I have designed magazine pages and posters/advertisements before using InDesign and Photoshop, so I have had enough previous experience to know what to do, and I think I will be able to create all of the pages in time. At the same time, however, I don't know if I will be able to write enough articles. I have rarely had experience writing articles, and I think it will I have never made anything

anywhere near as long as a magazine, and it will need to be 50+ pages long, and creating and writing different articles for that many pages will take a long time.

If I made this, I don't think it would sell very well, simply because there are already a large number of rock music magazines on sale, and I don't think I will be able to make this one stand out enough. Magazines like Kerrang and Rock Sound are already popular and I think creating a new magazine to compete against these would not work at all, as people would want to read with what they already know and trust.

If I was to create the local magazine, however, I think it would have the potential to sell much better, because local music fans would buy the magazine to find out about local gigs and new upcoming bands in the area, and since it is local they might even buy it instead of magazines like Kerrang and Rock Sound, simply because they will want to know about things that they can realistically get to, than gigs in big cities, like London.

#### Unit 4: Research and Development for Media Production

Name:

Date: 20/5/13

#### Proposal for animated short film

My third idea is for a short animated film about a zombie attack. It would be cartoon. This is something I haven't ever done before, however I very much think I would enjoy doing it.

#### Content

I want my short film to be about a zombie attack. It will be a comedy about a group of people who get attacked by zombies in a school and have to work out what to do, and gradually fight off the zombies in a comedic way. It will have to be a cartoon, as I have no software to use to make any other kind of animated film. My film will be 5-10 minutes long and it will start with a group of sixth formers talking in their common room when a zombie randomly walks past and they have to figure out what they need to do, and fight their way through hordes of zombies and get to safety.

The film will be very fast paced and it will include little dialogue and more comedic violence (Zombie killing, etc.) to keep the pace of the film going, and so it doesn't become boring. Apart from the characters and zombies, the film will not include a lot of detail, everything will be very vaguely done, because it takes the focus of things and keeps the viewer's attention on the characters, and the story line.

#### Animation

I am going to make the short film using Adobe Flash, and this will help me create a professional and well animated short film. I have used this programme before, but only vaguely, never in full. When I did use it, I found it hard to make good animations, and unless I can get a lot of help from somebody with previous experience, I don't think I will have much luck in creating a successful looking film. I am also not very confident designing characters on computers, as I haven't ever really done it and I don't think I would get on well doing it, since I don't think I would get on well designing on photoshop, because I haven't ever used it for designing anything as specific as characters for a cartoon.

#### Audience

The audience for my film would likely be teenagers and maybe older people. I don't want any audience to be excluded from it, so I won't include any inappropriate language or bloody/gorey scenes, or anything else inappropriate. Since it is a cartoon film, I won't have to worry about not including these as much. I will make the humour I include funny to everyone and not offensive in any way, too, because this way it is viewable by anyone and nobody is excluded. If I try to aim everything at as many people as possible, and exclude as little people as possible, it has the potential to apply to a very large target audience, so it could become more popular.

It will probably end up being aimed at both genders, because zombie films can be for both genders and the way it is a comedy too will make it able to apply to both. This will also assist in creating it for the largest target audience possible.

#### Style

I want my film to have a serious but comedic style. I think it should be very fast paced, both so it can be more intense, and so I can fit more into the short space of time that the film will take up. The film

will be mostly bright and colourful, so it doesn't look too serious and people can actually see that it isn't going to be scary before they watch it, although I might make the film black and white so people concentrate on the story and not the visuals. I like the style of 'Humans vs. Zombies Animated Short' on YouTube, with the way it uses a comic strip style. This film is animated very strangely, as there isn't much in each shot that moves. I like the way it is done, both because it looks good and I think it would be much easier to animate. I want me film



to be similar to this style, but less serious and more brightly coloured. I don't like the storyline for this short film however, because it seems to be very rushed, simply because there isn't a lot of time to fit it into, and because of this, it doesn't make much sense.

### Is it Realistic?

In the past I have used simple animation software to make things move, and I think I am fairly confident with this sort of animation. On the downside, it is not as complicated as the software I would be using to make this, which would mean I would take time working out how to use this software. I am not very good at designing anything on computers, and I think this would hold me back and would make the process very time consuming. Since I have never used the software I will be using to create the film, I think it would take me a lot of time to become confident using it, and I think that because I will lack confidence using it, it will hold me back from creating something good.

If I create a short film, I will not have anything to do with it. I doubt it will be good enough quality to sell to any other companies to use, and I think if I am going to do anything with it, the best I will be able to do is to put it on YouTube. From putting it on YouTube I will be able to see how popular the video is, but I will not be able to make any money or anything from it. If it became popular, YouTube could even end up sponsoring me for the film and I could make money from it, but based on the quality I can see I will end up creating, I doubt it will end up becoming popular enough for this. If I put it on YouTube and it isn't particularly popular, I will not gain anything from it. The film, or clips of the film, could be shown on other websites to make people want to see the rest of it, or I could send it into conventions where it can be shown to larger audiences.

There are already a vast amount of short films that already exist and have been created much more professionally that my film will be competing against, and I think this will hold me back from creating something and getting it out to the public, simply because mine might turn out to be worse than other ones, so people would rather watch, and recommend those ones, than mine.

I think it is something I would enjoy making a lot, and this will motivate me to carry on doing it, so I will be more likely to finish it. On the other hand, it is something I haven't ever done before so I may easily become bored, and less motivated. Since it could go either way, I don't know if I could make it well.

## Unit 4: Research and Development for Media Production

Name: .

Date: 20/5/13

### Proposal for Music Video

My final idea for my media product for Unit 4 is a music video for local band, Trip to the Roses. They are not a very well-known band and I think it is something I would enjoy making.

### Content

Trip to the Roses are an acoustic band, so I think they will need a slow paced video with a deeper meaning. If I found a song with a deep meaning, I could relate the music video directly to it. I think it would be a good idea if I were to film the band playing the whole song from different angles, and show little clips of them playing in between bits of the main story, like the video to Scars by Papa Roach, which shows both. I want a video that continues this story all the way through, like the Scars video, but I don't want it to be as active and fast paced as this video. I also don't want it to be in a



similar place to where the band is playing on this video, I want it to be in one of the band members' houses or something, because that is more than likely where they will practice on a regular basis. Because of this, I think they will be playing in a place they are used to playing in, they will be more likely to act naturally and they will look more comfortable in the video. This way, it will also look like it is a band practice in the video, and I like the idea of the band members walking off at the end of the video, when the song finishes, saying it was a good practice to each other. I like the idea of the story linking into where the band is playing at the end of the video, because it shows a correlation between the two settings and locations, meaning they aren't just left to look like two places chosen at random.

### Filming

I want my video to have two main parts, the band playing and the main theme/story. I want to film the band playing somewhere they are comfortable, so they don't look like they are being forced to play, and it doesn't look like it is being filmed directly for a music video. I have never filmed anything before, so I don't know how professional I will be able to make it look. I want the camera to have slow movements throughout the video, so the viewer feels interacted, but I want to keep them slow so it goes with the slow theme of the video. I don't know if I'll be able to do this, however, because moving the camera by hand doesn't always result in a steady movement, and the shot may end up looking wobbly.

### Style

Since Trip to the Roses are an acoustic band, I think it would be a good idea if I created a slow paced, meaningful video that goes side by side with one of their songs. I think it should be brightly coloured so it doesn't give the wrong impression when people see it, and it should roughly have an equal amount of shots of the band playing and the story going on in the background, because some people like to focus on the story going on in a music video, whereas others like to watch the band playing. Including both of these different ideas in the music video aims it at a larger target audience, because

a lot of people are likely to not want to watch the video, simply because it doesn't look like it will be something they will enjoy.

### Audience

The audience for the music video is likely to be fans of the band. The band fit into the easy listening genre in a way, so the music video will have to apply to everyone. Because of this, I think the meaning of the video should be something that anybody can relate to, or at least understand. I also think that if I create the music video to look professional, it will result in more people watching it, so it will become more popular, and more people will be likely to want to watch a music video that has more views on YouTube, so the band could end up gaining a large amount of new fans, just from the music video.

Posting the video on YouTube would probably be the best idea for making it bigger, because everybody knows about YouTube, and promoting a YouTube channel is very easy, because you just have to hand out a flier with a link on it. YouTube is also probably a very good way of getting the video out there because it is free, so neither me, nor the band will have any charge getting it out there.

### Is it realistic?

I have never had any experience making music videos before, although I don't think it would be very hard to make a music video for this band. They are an acoustic band so it wouldn't need a video that is too active, just a slow paced, meaningful video. Although I am not extremely confident, I am relatively familiar with camera angles and shot types, and I think I would be able to get help from people who are more confident filming videos, and this would result in a better looking final product.

I think I have the time to create this music video, although it might take longer than I expect. If I get planning and filming as soon as possible, however, I think I will be able to get the content I need for the video. The only problem is I will still need to edit it. I am not very familiar with editing software, as I have rarely used any in the past, but again, I think I will be able to get help from people to show me what to do, and I will eventually get the hang of it and be able to do it myself. I think I will easily be able to film the band playing where I want to, as I know one of the band members personally and with his consent, I think I will be able to film the band playing in his house. The only problem is finding a time when all of the band are free and will be willing to do it.

I have never filmed anything in the past, so I am unsure how professional I will be able to make the music video look. I also don't think I have as much equipment as most professionals have, so there might not be as much movement from the camera as there would be otherwise, but this will suit my music video in a way, because I will only be able to use my hands to move the camera, and in doing so I will have to do it slowly to keep a steady movement.

#### Unit 4: Research & Development for Media production

Name:

Date: 11/6/13

#### Research into Initial Ideas/Proposals

I have written the following 4 proposals.

Proposals:

- 1: To create a website for a new music festival in Lincoln called Overblown.
- 2: A new music magazine, similar to Kerrang and Rock Sound.
- 3: A short animated comedy film about a zombie attack.
- 4: A music video for local band, Trip to the Roses.

In order to evaluate what would be the most effective of my ideas to do, I am going to conduct the following research;

<b>Research Plan</b>		
Research Activity	Context	Deadline
SWOT Analysis	I am going to evaluate the Strengths, Weaknesses, Opportunities and Threats of my four initial ideas.	June 14 <sup>th</sup>
Focus Group	I am going to get a small group of people, possibly the people in my class, to discuss, and give opinions of my ideas.	June 21 <sup>st</sup>
Interview with an Industry Professional	I am going to talk to somebody who is actually in the industry to get a more professional perspective than just people in my class.	June 28 <sup>th</sup>
Market Research	I am going to do some research into the market to see if my initial ideas would fit with the existing market for the products.	July 5 <sup>th</sup>

#### Unit 4: Research and Development for Media Production

10<sup>th</sup> June 2013

#### SWOT Analysis

Idea 1 – To create website for the new music festival, Overblown. This is a small music festival in Lincoln in it's first year.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"><li>• The festival is local, so I will easily be able to talk to people to get information.</li><li>• I have the programmes I need to use to make the website available to me.</li><li>• I have made websites in the past, so there is more of a chance I would be able to create something good.</li><li>• It won't cost a lot to create, but it will easily get the festival's name out there.</li><li>• I will be able to get information about the festival directly from the festival owners, so it will be reliable.</li><li>• This is an original idea.</li><li>• Since it is a festival website, I will be able to compare my work to other festival websites.</li></ul>	<ul style="list-style-type: none"><li>• My product will have to compete with other festival websites, including even big festivals like Download and Leeds, and since most people would rely on bigger festivals they would rather go with them.</li><li>• The website could end up only working on one internet browser.</li><li>• Although I have created websites in the past, I lack confidence doing the coding, and I will have to get some help, making creating the website take longer.</li><li>• Since it is a new festival, I will have to get pictures of bands off the internet, because there aren't any pictures of the festival previously. This means I will have to get permission to use the pictures.</li></ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"><li>• It gives me the opportunity to make a website for a purpose, so I will need to make it to a good standard.</li><li>• It gives me the opportunity to become more confident using website creating software, and widens my knowledge about the software.</li><li>• It could be another idea for other projects if it happens to succeed.</li></ul>	<ul style="list-style-type: none"><li>• If the festival were to find somebody else to do their website and dropped out.</li><li>• The file size may be too large to upload to the internet.</li><li>• I need to have the rights to upload the website to the internet.</li><li>• If the festival were to be busy one day, they may not be able to give me information about it, so I would not be able to continue creating it.</li></ul>

#### Unit 4: Research and Development for Media Production

10<sup>th</sup> June 2013

#### SWOT Analysis

Idea 2 – To create a magazine about rock/metal music.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"><li>• I have used Photoshop to create posters and magazine covers before, so I am relatively confident to be able to use it independently.</li><li>• There are already a number of rock music magazines I will be able to get ideas from.</li><li>• I can create magazine covers/pages easily.</li><li>• I have used InDesign to do text and text formatting for magazine and leaflet pages before, and I think I am confident enough to use this independently.</li></ul>	<ul style="list-style-type: none"><li>• It will take a very long time to create.</li><li>• I haven't ever written articles before, so I lack confidence doing this.</li><li>• It isn't a very original idea.</li><li>• I will not be able to get any original interviews with people, because the people I would include in my magazine would be famous and I wouldn't be able to contact them.</li><li>• I might end up rushing it to get it done in time for deadlines and it might end up looking bad.</li></ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"><li>• I will be able to learn more skills in Photoshop and InDesign.</li><li>• I could become more confident writing articles.</li><li>• I could make money from selling the magazine.</li><li>• I would be able to learn skills for future projects, and I would be able to create better projects in the future.</li></ul>	<ul style="list-style-type: none"><li>• There are already a large amount of much more mainstream music magazines being sold, and I highly doubt mine will sell well considering their reputation against mine.</li><li>• I would probably have nothing to do with the magazine when I create it, because I probably wouldn't be able to put it on sale.</li><li>• The magazine would need to be very different from all the other ones on sale to stand out and make people actually want to buy it over magazines like Kerrang.</li></ul>

#### Unit 4: Research and Development for Media Production

10<sup>th</sup> June 2013

#### SWOT Analysis

Idea 3 – To create a short animated comedy film about a zombie attack.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"><li>• I have had experience with Adobe Flash before, and although it wasn't much, I know roughly how to use it.</li><li>• Since I have had experience in the past, I wouldn't need a lot of help when actually animating the film, I would need to be shown what to do and then be able to get on with it.</li><li>• I would post the video on YouTube and I will be able to see how popular it is.</li></ul>	<ul style="list-style-type: none"><li>• I have never made any short films before.</li><li>• I have had very little experience with Adobe Flash, although I have had some before.</li><li>• I would require a lot of help throughout the project.</li><li>• I have never designed anything on computers that has turned out well before, and I think creating characters would be very difficult and time consuming.</li></ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"><li>• If I did this, I would learn a lot about animation.</li><li>• I would learn more about and become more confident with designing on computers.</li><li>• I could use my knowledge from this project for future projects.</li><li>• If my film goes down well, I might be able to make more in the future.</li></ul>	<ul style="list-style-type: none"><li>• There are already a lot of short films that already exist and are popular.</li><li>• It is unlikely that I would be able to sell my video, and I doubt that it will become popular on YouTube.</li><li>• I would need to get people to do the voices, and I might not be able to get enough people to do it, or they might not be able to make it when I want to record them.</li><li>• Because of my lack of knowledge in the animation field, it might turn out very bad and it will not be popular.</li><li>• The film probably wouldn't be useful to anyone, so it wouldn't have a real life purpose.</li></ul>

## Unit 4: Research and Development for Media Production

10<sup>th</sup> June 2013

### SWOT Analysis

Idea 4 – To create a music video for local band, Trip to the Roses.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"><li>• I know one of the band members personally and would probably be able to get his consent to be able to make the music video.</li><li>• The band currently do not have any music videos.</li><li>• The music video would go on YouTube, so I would be able to see how popular it is.</li><li>• I am relatively familiar with camera angles.</li><li>• It is an original idea.</li></ul>	<ul style="list-style-type: none"><li>• I have never filmed anything before, so the process could take a very long time.</li><li>• I have never done any video editing in the past, so I would need a lot of help learning how to edit it.</li><li>• I would require a lot of help to film the video.</li><li>• I would have barely any equipment to use, so I could end up creating something that looks less professional.</li></ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"><li>• I could learn a lot about filming, and camera angles.</li><li>• I could learn a lot about using film editing software on computers.</li><li>• I could make money from it, because bands usually pay for music videos to be filmed and edited.</li><li>• If the video I make turns out well, the band might like it and I could even end up creating more videos for them at their request.</li><li>• The music video would actually be useful to somebody, so it would actually have a real life purpose.</li></ul>	<ul style="list-style-type: none"><li>• I may not have access to any of the things I will need to film the video, so it might turn out not looking as good as I expect it to.</li><li>• The band may not want me to make the music video.</li><li>• The band members may not be able to make it to where I am filming it.</li><li>• The band might not like my idea for the music video and not want me to do it.</li><li>• I might not be able to think of an idea for the music video, although I could get the band to think of some ideas for me.</li></ul>

#### Unit 4: Research and Development for Media Production

Name:

Date: 11<sup>th</sup> June 2013

#### Evaluate my Initial Ideas: **Focus Group**

**Aim:** To find out which is my strongest and best idea.

**Context:** My focus group will be on June 12<sup>th</sup> 2013, in the room M10. The people I will include are going to be; Bradley Teeters, Bethan Watkins and Caleb Stainton. I have selected these people because they are currently going through similar problems and I think they will give me honest opinions. I could have my target audience in my focus group, but I feel this would have been much more difficult considering all of my ideas are aimed at different audiences. I could have done it with people who don't know me as well, but I feel doing it with people who know me better will feel more comfortable giving me their actual opinions. I think these things will make my research the best it can be.

Questions:

- **Which of my ideas did you think were best, and why?**

Caleb: I think your website is best, it is one of your most original ideas, will be easiest to make and there is a low risk of copyright, because you won't be using that many images off the internet.

Brad: I agree. It also helps that the festival is relatively local and you can contact them.

Bethan: The magazine isn't a very original idea, and there will be a lot of issues with copyright, getting images, interviews etc. I like the idea of a short film and a music video; I think they have the potential to turn out very well. I think the idea for the website would work well if you can create your own graphics. If not, you will have a lot of copyright issues to get around.

Brad: The short film is a good idea, although it will be very hard to make. It is a very original idea, and I think that if you are able to pull it off, using the right people and effects, though, it has the potential to look very good. The music video, on the other hand, would be a very good product to create, but would be very hard. You would need to get all of the different shots just right to make it work, and there isn't a lot of equipment available to you.

- **Do you think there are any of my ideas which would turn out badly in the real world, and why?**

Brad: The short film will take a lot of time and effort to make a good product, and if you don't put in the time and effort it could turn out to look bad.

Bethan: The magazine is a very unoriginal idea, and there are a lot of copyright issues that you will be up against, including the uses of interviews and images that you would be using in your magazine.

Caleb: Also, it would take you a very long time for you to create anything of a length that is long enough to actually sell. Most magazines are roughly 100+ pages long, and people aren't going to want to pay much for a six page magazine with barely any information in, because it would just be a waste of money.

- **How could my ideas be improved?**

Bethan: I think you could make your ideas more imaginative and creative by adding more of your own personal ideas, instead of getting inspiration from other existing products in the market.

Brad: Do you have anybody that you think would be able to help you with your film and music video who would be able to help you in creating a better final product that will actually be effective?

Caleb: Yeah, somebody to help you make the music video and short film could help you a lot in the end. In my opinion, for the short film, you will need a lot of skills to animate it and make it look good and with the way you want it to be fast paced, the story might not make sense.

Brad: That's a good point, there isn't any point in having an action filled zombie film but with a story that doesn't make sense.

Caleb: Also, I do not think you will have access to the effects and the equipment to make the music video work, and I do think it will take a lot of time to make, but just like the short film, if you can get somebody to help you, it would be good. However, I think that this would be the better option of the two videos because it would actually be used for a real purpose.

In conclusion, I think that my best option for the project will be my website or my music video. I think they will be most effective to the target audience, and I also think that they are projects I am able to do well. Everybody seemed to agree that the website is a good idea, but I think there was some doubt over my music video, because of the difficulties of filming, and the equipment I would use. The other two were projects people weren't as keen on, because of difficulty and overall quality.

Unit 4: Research & Development for Media production

Name:

Date: 11/6/13

Evaluate my Initial Ideas: **Interview with an Industry Professional**

**Context:** I have interviewed Mr. J Atherton, an IT teacher, to find out his views and opinions on my four ideas. I went through my four ideas to find out somebody of a different age range's opinions on my four initial ideas. I also thought he would be more likely to give me honest opinions than the people in my focus group.

I received the following feedback;

**Idea 1:** John told me that he often watches gigs in Lincoln, and would use the website for the festival. He also said that a downside of the website would be letting people know about it, as it would be hard to advertise. From this I have realised that I will need to promote my website to make it work, which adds to my initial idea of creating an advertising campaign to go side by side with the website and promote it better. He added; "Lincoln has a large student base that would probably view this site".

**Idea 2:** For this idea, John told me that that it would be a very straightforward project, but creating a high quality product will be very difficult, as I will need to have a lot of "original" images and interviews to make the magazine look good. I agree with this, because I think nobody will want to read a magazine that has no original material, and it will be very hard for me to get any original information from the sort of people who I will feature in my magazine.

**Idea 3:** I was told that this idea is "a good idea, however it is very hard to make a 'home made' video", which I agree with, and tying in the fact that I have rarely used animation software before could also make it look even worse. He added that I will need "lots of visual FX, which may be tricky on a budget", and I agree with this also, because I doubt I will be able to add in any good looking gunfire or anything to make the zombies look good, and I think they would also be very hard to design.

**Idea 4:** For my final idea, John told me that making a music video "would be more straight forward than a film/movie and could be an interesting project" because it is much simpler to make than a film/movie and I would need to use a lot less special effects and all I would have to do is film and edit it, to get a better final product.

In conclusion, John told me my ideas for a website and the music video are best, because they will be easiest to do, they are realistic and they would be most effective to the target audience. I agree with this but still have yet to decide which of these I would prefer to create.

#### Unit 4: Research and Development for Media Production

Name:

Date: 13/6/2013

#### Evaluate my Initial Ideas: Market Research

**Context:** I am going to look into the existing market for all of my products and find examples. I will compare the product I will be making to these, and I will assess them to find out what works on the website, and what I think looks good. This will give me influence as to what I should use on my products.

#### Idea 1 – Festival Website

Download Festival

The website has a very clear content box in the middle of the page, and this makes the page look very tidy and keeps it in an order. Although there are a few bits outside of the box (The logo, the website navigation options and the advertisement) it is still kept looking tidy. I think the few bits outside of the main frame make the site look more interesting and keep it from being boring. I also think the logo looks good because it isn't too big and overpowering, it is just enough to show the viewer what the website is for. This is something I think I will need to remember for my website, as it looks very good.



This website has a very clear colour scheme, and it isn't too much. I like this because it makes the website look professional and keeps a theme going all the way through.

All of the advertisements used on the website are relevant to the website theme and the design of them all fit in with the design of the website.

The main focus of the website is the main content box, which is the big one on the left. This is used for the more important information, usually that the festival wants to get out to as many people as possible. I will need to have a main content box on my website, and I very much like the idea of a slider because, like the Download website, it makes it look very interactive and more interesting for the viewer to look at.

I think all of this is definitely achievable for my website. I will easily be able to put all of the content into the website, but I think I might have some problems when I come to creating my slider, because I don't really know how I would make it interactive.

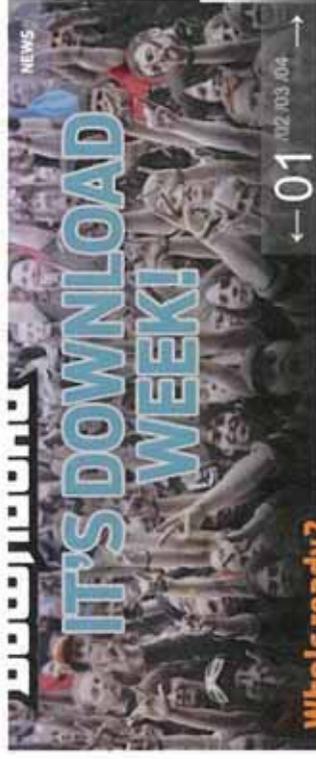
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I think the logo works especially well on the website, because although it is small, it grabs the viewer's attention



Immediately because it looks like the 'Download Dog' in the background is staring at the viewer, and this will catch their eye. I also think the main picture on the slider, on the left grabs people's attention, too. This box will most likely include the most interesting, or important information about the festival since it is made to get the viewer's attention first. In this instance, the box is made to look very exciting, with big blocky text, all written in capital letters, and the picture in the background it people looking slightly crazy, and it also shows people having a good time, and this will make people think that they will have a good time if they go, so they want to go.

Strengths

- The website is layed out professionally.
- Big blocky texts gain people's attention.
- Outstanding images.
- It has an obvious colour scheme, which is continued all the way through the site, and looks very professional. The colour scheme isnt too much, either, which makes it look even better.
- Throughout the website there are a lot of graphics, and one of these is the dog above the logo, which makes the festival seem unique to people who haven't seen it before.

Weaknesses

- It looks slightly boring/dull at the top of the main page, it needs some graphics.

I think this website is very effective in what it does, as it will attract old fans of Download as well as new ones who haven't been before, and people will see the website and thing the festival itself is more professional because the website is. The

Unit 4: Research and Development for Media Production

Name:

Date: 13/6/2013

Evaluate my Initial Ideas: **Market Research**

## Bloodstock

Although this website also has a clear colour scheme, it is obvious that it is too much. The page uses much too much red, and it makes it look tacky in a way, and after looking at it for a while it just becomes an eyesore. I think this is very off putting for people who want to go to this festival, because they will look at the website and think it looks tacky, and wonder if the festival will be the same.

There is a variation of a slider nearer the top, although it doesn't work very well, it just changes pictures every few seconds, with no animation or anything. It also doesn't show any important information about the festival. I will make sure my slider is well animated so it looks interesting, as well as putting important information in it.

The advertisements don't fit with the theme colours of the website well, they are too bright and make the website look bad. I think the way there is only an advert outside of the main frame on the website makes it look uneven, and it also looks tacky that it is outside of the main frame.



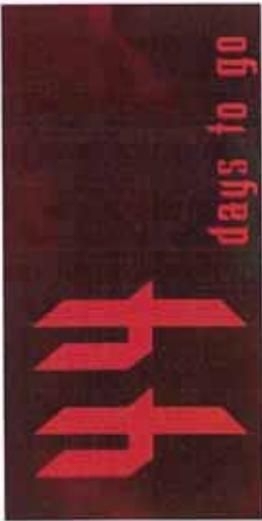
The website looks very easy to navigate around, as the navigation bar is very visible and easy to read. I will need to make my website easy to navigate around so people don't get bored while they are looking for something leave the website, and not go to the festival.

The website uses its own graphics, for example where it says 'BTY'. This not only makes the festival look unique, it shows that the Festival has its own style, and this makes people think it is professional and makes them want to go to the festival. The logo is also a graphic in itself, because it has a dragon, which is the festival's 'Mascot'.

I think overall this is a slightly tacky website. I like the design of it but there is too much red, and the advertisement on the right makes the site look unbalanced. I much prefer the colour scheme for the Download website, as it is more mature, and looks better and not too demanding. I will need to remember to not use such a strong colour scheme when I create my website.

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Evaluate my Initial Ideas: **Market Research**



I very much like the idea of the countdown in the top right corner, because it shows people how long they have left to get their tickets, and makes them realise that they should be getting excited because it isn't long until the festival. I think I would be able to incorporate this into my website, although I think it would be easy for me to make, I think I would struggle to actually make it work. If I could manage to actually make it work, however, I think it would look very good on my website.

	Weaknesses
<b>Strengths</b> <ul style="list-style-type: none"> <li>• Easy to navigate.</li> <li>• Uses its own graphics.</li> <li>• Countdown.</li> <li>• It is designed well.</li> </ul>	<ul style="list-style-type: none"> <li>• Looks tacky.</li> <li>• Too much red.</li> <li>• Not enough important information for people to see straight away.</li> <li>• Advertisements don't fit and the one outside the main frame makes the site look uneven.</li> </ul>

I think this website has been made very poorly, and makes the festival look tacky, and this will stop people from wanting to go. I need to stop my website from looking like this, because since it is new, I need to convince as many people as I can to go to it, and if my website looks tacky it will make people think twice before going. I like the general design of the website, although I think there are lots of places where the advertisement on the right could be put, because where it is just makes the site look uneven.

Although I do like the colour scheme on the website, it is obvious that on this website it is too much. I think on my website I will use colours that fit the music genre, such as blacks and reds (like this website) for heavy metal and rock, and light colours like greens and blues will go with pop music. Since Overblown is a rock festival, I will have to use red and black to make sure people know, but maybe add some other colours in, like oranges (Like Download's website).

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Name:

Date: 13/6/2013

Evaluate my Initial Ideas: Market Research

Idea 2 – Music Magazine

Kerrang magazine

Kerrang is a magazine that is made to look like it has been stuck together with whatever they have had left in the office. This goes very well with the style of music they feature in the magazine, because a lot of bands they feature would try to make their albums and merchandise designs look like this. I think this works very well because it makes the magazine catch people's eyes more. This theme is continued all the way through the inside of the magazine. If I could make a magazine that looks purposely messy, I think it could look very good.

The band featured on the front are very well known, and this makes people want to read the magazine because they want to read about this band. The band on the front all look very interesting, which makes people want to pick up the magazine and see what they are doing.



Each Kerrang magazine cover has its own colour scheme. Quite often, (like this one) the main picture on the cover will go with the colour scheme. This Kerrang's colour scheme is red, black and white, which goes very well with the theme of the magazine, because they are colours often associated with rock music. I will need to ensure I give my magazine cover (As well as the inside pages) an appropriate colour scheme, so it looks tidy and professional.

Kerrang is aimed at the sort of audience that likes to have posters and things on their walls, and because of this they often advertise them a lot on the front cover – often even taking up the entire left strip of the page. This will make the audience want to buy Kerrang even more, because they know it comes with a poster that they want. This distinguishes Kerrang's audience because it is obvious that older people wouldn't want posters all over their walls.

I think I could manage to create a magazine cover like this, although I know it would take a lot of time and effort to create. Not only does Kerrang have a theme on its front cover, a similar theme continues all the way through the magazine, and to create a theme that is continued all of the way through the magazine would be very difficult. Kerrang is created to a very high standard and is created by a large group of professionals, and I think it would be almost impossible for me to create a whole magazine of such high standard on my own.



The inside pages of Kerrang show the maturity of both the readers and the writers, because of the amount of writing. Even though there are a lot of pictures, there is a lot of writing. This shows that Kerrang's readers are capable of reading a lot of writing, and Kerrang's writers are capable of writing this much. I will need to write a lot in my magazine if I am to keep the readers entertained, but I might not be able to because of the time limits.

Evaluate my initial ideas: Market Research

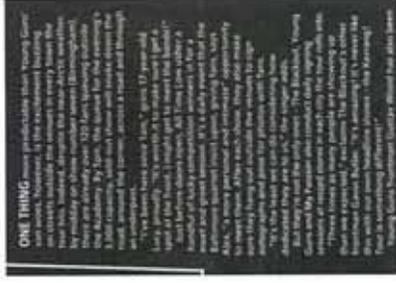


shows that the band, which gives us the impression it is a very well known magazine, because people will recognise the style and won't need to see the title to know what magazine it is. I like the idea of covering up the masthead with the main picture slightly, but I know that since my magazine will be new, and not as well known as Kerrang, so it will have to be easily visible so people can start to recognise my magazine.

Kerrang is very strange in the sense that the cover has been designed to look messy, whereas inside there is a large amount of small printed text, which makes it look much more mature when people open the magazine. It makes it look different to what you expect it to look like, which is probably one of the reasons Kerrang is so popular.

Kerrang is a magazine which has its own, very distinct style. This style makes Kerrang easily recognisable to people, so when they see it they will instantly know it is Kerrang. I will need to make my magazine as unique as possible in order to make it stand out, and I will do this by giving it its own theme so it stands out.

The masthead of this magazine is very big and blocky, but at the same time it looks very broken and worn, and this gives the impression it has just been thrown onto the page. I like the idea of having a masthead like this because it suits the music genre very well. It is also a very eye catching masthead, as it is big and blocky, and it stands out on the page so much. On the other hand, it is covered up by the main band's heads, and this just



<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• It is well designed</li> <li>• Good looking colour scheme that relates to the topic too</li> <li>• The main band goes with the colour scheme</li> <li>• It is made to look messy, but at the same time it stays tidy, which is Kerrang's own style</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Only applies to a small target audience</li> </ul>
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I like the colours used on this magazine cover, and I think I could incorporate them into my magazine, because they fit very well with the theme of the magazine I will be creating. I will also try and find the best pictures I can, that will go with the colour scheme of my magazine. This will make the cover look better, and it will make people want to pick it up in shops. I will also try to keep a general colour scheme going throughout the inside pages. It will be different on each page/article based on the article itself but it will make my magazine easier to look through and it will look better.

Unit 4: Research and Development for Media Production

Name

Date: 13/6/2013

Evaluate my Initial Ideas: Market Research

NME magazine

This magazine is presented with a lot more bright colours than Kerrang, which portrays its target audience and shows that it is very different to Kerrang. This is continued all the way through the magazine, which shows it wants to be more mature and stand out from other magazines. The front of the magazine shows an obvious colour scheme, and although this is very similar to the Kerrang one, it looks very different because of the blue background. On the page below, there is also an obvious colour scheme, of red, black and white.

Like Kerrang, NME has lots of writing inside of it. This isn't as much of a shock as Kerrang, however, as the magazine is designed more maturely. This means the readers would expect to see a lot of writing in a magazine designed like this.



NME is a much more mainstream magazine than Kerrang. It applies to a much wider target audience and since the audience is probably much older than the audience for Kerrang, it is designed to look more mature. This means there are no things on the magazine that are made to look messy. The magazine is designed to look tidy and the cover is a lot less cluttered than the Kerrang one.

The person on the front of this magazine is acting very different to the people who were on the front of Kerrang. This shows that they want to show that this is a more mature magazine using the way people are acting on the cover, and this easily distinguishes between the two magazines. Like Kerrang, the person on the cover is very well known, so it will not only attract regular readers of the magazine, but also fans of the person on the front. On the other hand, however, it could be said that he is acting mysteriously, and that they have used this picture so people will want to know why and that they will read the magazine.

There is a lot less on the cover of NME than on Kerrang. This is because it is for a much more mature audience, who are more likely to want to buy a magazine that looks tidy, like this one, than one that looks messy, like Kerrang. There are also no posters advertised on this magazine cover, because the target audience is older and will be much less likely to be persuaded to buy a magazine because they want the posters in it.

NME is a magazine that is very into advertising new bands. This means people will want to read it so they can start listening to new music, which creates a new target audience for the magazine. I could use this idea in my magazine, although in my opinion it is a very mainstream idea, that a lot of magazines use, and I think this may make my magazine too similar to others.



Just like Kerrang, I think I would be able to create a cover like this, and even though it would be easier than creating a magazine of Kerrang's style, it would still take a lot of time and effort. I would need to do a lot of writing to create a magazine like this, and for this, I think I would need a lot of time to get it done, and I have never written any articles before so this may be difficult for me. Another problem is creating all of the inside pages, as I haven't done much of this in the past, so it may create a problem for me.

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The masthead for this magazine is in the corner. Unlike Kerrang, it takes up about 15% of the page, which leaves it with a lot more room for other content. This also gives it the opportunity for it to always be seen, because it isn't in the way of where content could be. It is a very well-known logo, too, which means it is easy to spot in shops. The colour of the masthead goes with the colour scheme of the magazine cover, which makes it look much tidier. This is very similar to Kerrang. It is a big blocky font so it is easy to read, and it is easy to see what the magazine is.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Not a lot on the cover, so it looks less cluttered</li><li>• Maturely designed</li><li>• Follows a colour scheme, which is very bright</li><li>• It has its own style which is very good.</li><li>• The font is easy to read</li></ul>	<ul style="list-style-type: none"><li>• There isn't much going on in the cover to attract readers</li></ul>

The two magazines are styled very differently to show what target audience they are trying to attract, but if I was to mix these two styles together and create a magazine in between them, it could have the potential to attract a large target audience and also I think it would look good, too. I would use the messiness of Kerrang and the colour scheme of NME, and the maturity of NME to create a different style of magazine which would hopefully attract more readers and my magazine would become more popular.

This sort of magazine would be much easier to create than Kerrang, because of how it is laid out. I think that as it is much simpler and it is not made to look messy, it will take a lot less time to create. Inside, however, it isn't much different to Kerrang. I will still have to do a lot of writing for articles, which I am not particularly good at and have never done before, which might let me down a lot.

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##### Plan B magazine

From looking at the covers, we can instantly tell it isn't going to be anything like Kerrang and Rock Sound. This is shown because both of the covers look very abstract, and look like they are locally made magazines. This will make people realise that these are the sort of magazines that will get them into new music, instead of telling them information they already know about more popular music. The magazine cover on the right looks like an art type of magazine, which looks very effective but could be confusing.

There were a very small amount of editors and publishers for this magazine – totalling around 10, whereas magazines such as Kerrang would have hundreds of people working to get the magazine created, but since I will be creating a magazine on my own, I think it would be much better if I could create a magazine of this style, because it probably would have more effect on people than a magazine that competes with Kerrang and NME.

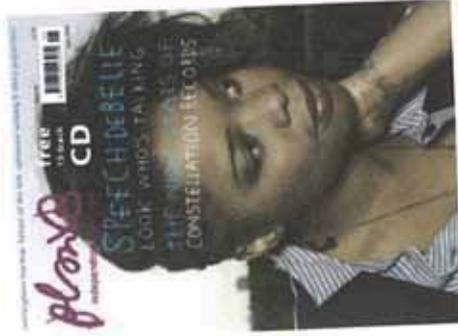
The covers for this magazine are very simple. They don't have much writing on and they only have one main picture. This looks good because it stops them from looking cluttered, and it would be much easier for me to create a magazine cover with not much on and it would be much easier for it to turn out looking good.

The whole magazine is based on local music, and will promote local bands as well as their gigs, because people are more likely to want to see a gig that is close to them than travel, and since there isn't much in my area, I think a magazine of this style would work very well. A large amount of the bands featured on the cover I have never heard of. This is good because it will get people into bands they won't have heard of, and give smaller bands a chance to get bigger, and gives people more to listen to and more to go and see.

Plan B was a local music magazine based in London. It was based on independent music, but also included information about other media such as films and video games. It is designed to get people into new, local music, and I think a magazine like this would be much easier to create because I would be much more likely to be able to get my own photos and information about small, local bands without having to resolve copyright issues.

The inside pages of the magazine look very professional, and not that different to the other magazines. This shows that it doesn't require a lot of people to create a good quality magazine, and this is the sort of thing that would attract a local audience, because it is informative and it is informing them of music in their local area.

The inside page of the magazine (below) is mainly a picture, with two columns of writing. This means it is mainly a picture, which does look slightly unprofessional, and I think in a magazine it looks better when there is an equal amount of text and pictures, because this looks like the creators couldn't be bothered to write any more so they just put a picture in. I will make sure I do a sufficient amount of writing in my magazine to make it worth buying and reading.



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The whole idea for this magazine is it looking very abstract. The masthead just looks like somebody has scribbled it on a bit of paper and used it, which shows that it isn't trying to compete with bigger magazines. The cover on the top right looks like a painting, which makes it look like more of an art magazine than a music magazine, which surprisingly looks very good, but does make it hard to tell it is a music magazine. The way it is designed shows the person looking at it that it is a local magazine, because of the way it is not designed to compete with bigger magazines.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• It is designed well</li><li>• It is made to look abstract</li><li>• It is made to get people into smaller bands in a local area.</li><li>• There is a colour scheme on both covers, although there isn't much of the colour scheme on the cover on the bottom left.</li><li>• The same font as the masthead is followed all the way through the magazine. (Titles of pages)</li><li>• Lots of writing in articles.</li></ul>	<ul style="list-style-type: none"><li>• The covers look slightly unprofessional, since they look messy. This does suit the type of magazine though.</li><li>• Although there is a lot of text, there isn't much in comparison to the space taken up by pictures.</li></ul>

I think it would be much easier for me to create a magazine of this style, because it would probably have more effect on an audience than creating a magazine like Kerrang, and I would be more likely to be able to do something with it, for example put it for sale at a reasonable price in local CD shops. It would be more likely to have an effect on a smaller area, because in my area I do not know of any local magazines, and I think it would be much better if I were to create a magazine that there aren't any of. I think it is more likely that people would want to go and see a smaller band and have to travel a few miles, than go and see a bigger band but have to travel a lot, and I could promote local gigs in my magazine that people would want to go and see, and this means they would want to buy the magazine to see who is playing and who they should go and see.

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#### Idea 3 – Short Film

Raised By Zombies - Ep 1 - Zombies

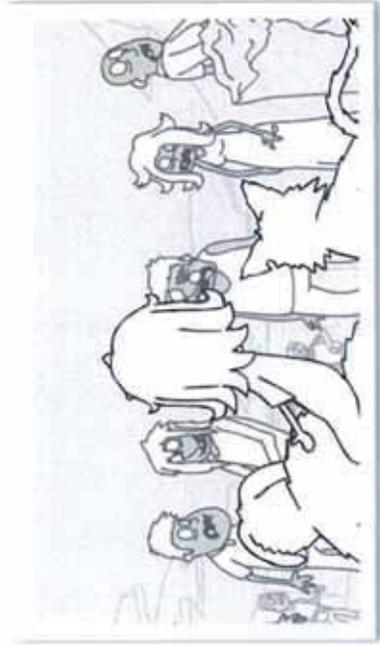
There is no dialogue throughout the film, and this works well because all of the characters involved in the film wouldn't have any dialogue, because of who they are. (Zombies, a baby and a cat) This is very good because there is only music throughout the film, and this is good because it shows that the film is supposed to be simple. I could do something like this with my film, because it means I won't need dialogue, and I think using dialogue would make my film a lot harder because I might have problems – such as people not being available when I need them.



This is a very interesting concept for a short film, partly because of its lack of attention to detail. This makes the movie very effective because it focus's more on the storyline than the detail to the characters and the setting. Also, the way the zombies and the blood are the only things in the whole films that have colour, it draws attention to them, and this gives the film a sense of danger, even with the happy music. The happy music might be more for the end of the film, however, because it has a happy ending, and it shows that not everything to do with zombies is bad.



The happy music could be described as an 'oxymoron' to go with this film, because it contradicts the main concept of the film – zombies. This makes the film different from other zombie films, but when it gets to the end we notice that the film is happy, which is probably the reason it has happy music. Since my film is going to be a comedy, I think the idea of happy, and maybe even funny music is a good idea.



The storyline of the film isn't particularly strong, but I think it works well. It is easy to follow, because the film focus's mainly on the story. The story isn't very clear until later on in the film, when a cat finds a baby and does its best to get the baby to safety. This is a very effective storyline, even if it isn't strong. I think I should use a simple storyline that isn't very strong but is effective, simply because I think it would be the best way to get attention.

I think it would be possible for me to make a film like this. There isn't a great number of different settings throughout the film so I wouldn't have to create a large amount of content, and there isn't a lot of detail so I wouldn't have to worry about putting a lot of detail in to make it look good. It would also be much easier to use music instead of dialogue, because this will make it much easier and remove any problems of me using people's voices.

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In my opinion, what makes this film so effective, and makes it stand out from other films, is its lack of detail. Everything is just drawn by its outline and made to look simple. I think this would be easy, but also hard for me to do, because it looks like it is going to be easy, but it has been purposely made that way because it makes it stand out, and I think it would be hard to create something on a computer to make it look bad, as this has not been made to look bad accidentally. The characters have been drawn very basically, as we can tell they look slightly tacky. This doesn't look bad, however, because they are made to look that way. I also like the way only the zombies and the blood have colour, as this adds a sense of danger to the film in a way, and it also looks like it is trying to make these two things stand out and look more important than everything else.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Very basic, which looks very effective</li><li>• Reasonable length</li><li>• Not a lot of colour, which makes it effective</li><li>• The main focus is the story</li><li>• Effective storyline</li><li>• It is animated well</li></ul>	<ul style="list-style-type: none"><li>• Weak (Although effective, which is a strength) storyline</li></ul>

I found this short film on YouTube, and this shows that short films can become popular when put on YouTube, but only if they stand out from the others. Since I haven't ever done any animation before, I highly doubt my short film will be able to stand out, and become anywhere near as popular as this.

I think it would be possible for me to create a film like this, because of the easy designs, but I also highly doubt I will be able to make the animation look as good as it does in this, simply because I haven't ever animated anything before and this is animated very well. This could let my film down and it could end up looking very bad and making it unpopular.

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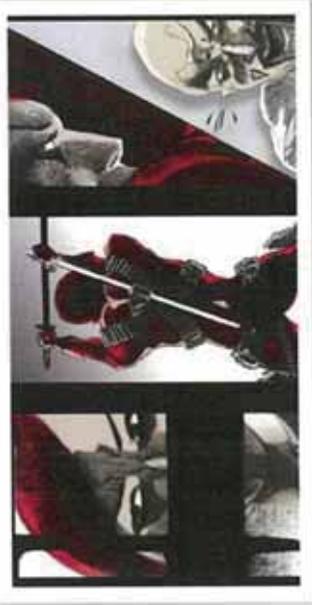
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Humans Vs. zombies Animated Short

The film's sound effects and background music are both very interesting, because the background music changes depending on what is going on in the scene, and the sound effects apply to what is going on, too. For example, throughout a lot of the film we can hear air-raid sirens in the background, and this gives the film a sense of danger. I might have some trouble getting music and sound effects in my film. I won't be able to get them off the internet, because of copyright reasons, so I will have to record them myself, but this will be very difficult.

The target audience of this film is very different from the first one. This one is a much more mature, serious film, whereas the other one is more of a light hearted comedy. We can even see this by the colours used in the film, because they are much darker and gruesome looking in this film than the other one. My film won't be able to be as serious as this because of the target audience. I want my film to be for anyone, and I want it to be funny. This is more serious, and although I like the style, I think it would be much better if I make mine more like the other one.

This short film is the opposite of Raised by Zombies. It includes a lot more detail, but it is animated much more basically. Although the basic animation doesn't look great, it is effective. The amount of detail and animation also goes alongside with the comic book style, because it looks like it is on paper. There is not much movement in any one scene at all, just slow movements of characters against a background. I think this method of animation would be much easier for me, but I think I might struggle a bit with the detail included in this film, because I have never designed anything like that on



In my opinion, this has been animated and designed to look like a comic book, because of the way the noises come up written on the screen (in a comic book font) and the animation is made to look like it is on paper. Also, in some shots, (such as the one above) it is made to look like there are three different scenes, like it would in a comic book. This is a very good concept for a short film, as again, it makes it stand out, and it will also attract comic book fans.

Although there is a story to this film, it is very complicated. This makes the film a lot worse than it could be because it doesn't make much sense, and people will want to stop watching it if they don't know what is going on. I will have to have a clear story for my film, and I will have to make sure it makes as much sense as possible. This storyline is also very rushed to fit it into the 7 minutes it takes up, and this doesn't help it making sense. It is very complicated to follow and since it is rushed it makes even less sense.

I think that because of various reasons, this would be both easier and harder for me to create my short film in the style of. I think this because the animation is very simple and I think I would be able to create something of this style, but on the other hand the designs look very complicated and I haven't ever designed anything like this on computers before.

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What makes this film stand out is the way it has been animated. Although it doesn't look great, it has a very distinct 'comic book' style which is very effective. It makes it look like it is being animated on paper, and I think if this is done correctly it has the potential to look very good. We can tell it is meant to look like a comic book because of the way there are many different scenes shown on screen at some points, like there are in comic books. I could do something similar to this with my film, although I would have to design it to look like it is on paper, and I don't think I would be able to do this considering I haven't ever designed anything like this before.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• The animation is basic, but this suits it well</li> <li>• Very detailed</li> <li>• Comic book style</li> <li>• Annotations in comic book styles</li> </ul>	<ul style="list-style-type: none"> <li>• The voices don't sound very convincing</li> <li>• Very weak storyline that doesn't make sense</li> <li>• Very rushed to fit the story into a short space of time</li> <li>• Repetitive</li> <li>• Although effective, the animation technique doesn't look great</li> <li>• There is an explosion near the end that looks too realistic for the comic book style</li> </ul>

I think for me to create a short film of this style would be very difficult, because of the design of the characters and everything. On the other hand, however, the style of the first short film would also be harder because of the animation. I haven't seen any short films on YouTube that had basic animation and basic designs (The easiest to create aspects of these two short films) and although it could turn out looking extremely tacky, I think it could work, and if it does, since there are not many like it, it has the potential to stand out over a large amount of other short films. I also like the comic book style of this film, and I think it would be very good if I could tie this idea in with the simple animation and basic designs. I think this could end up turning out very bad, however, because it could not work at all and it could just look tacky.

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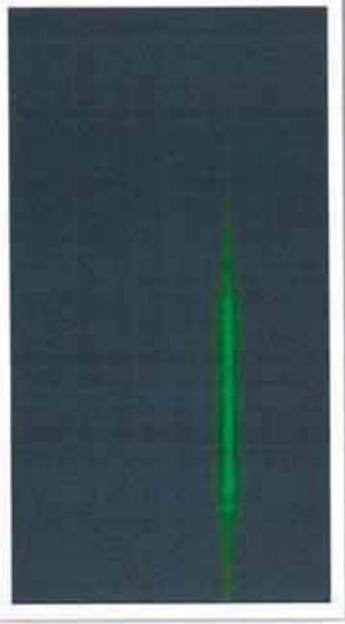
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Infected (Short animated movie)

The film looks like the creators have tried to animate it to look too complicated, and they weren't comfortable enough with animating to make it look professional enough. This makes the film look slightly tacky and the animation doesn't look that good either. It looks like it is supposed to be fast but is actually too slow.

This film has been animated very differently from the first two. It looks much more complicated, like it is made to look realistic. Although it is shorter than both other films, this probably took a lot longer to create than the others, because it is so complicated. I wouldn't be able to create this sort of animation using the program I will be using to create the film, and I highly doubt I would be able to create this style of animation anyway, and I think that if I tried to I would only be able to create a few seconds in the amount of time I will have, and it would probably end up looking very tacky.



This is a very dark short film, and although the darkness of the film suits the style, it makes it hard to watch. It makes it hard to see what is actually going on. I think it would have been much better if the film was well lit, because it would be much clearer about what is actually happening, because it is hard to see.

The film does look realistic, and the camera shots make it look like it has actually been filmed using a camera. This makes it look more professional, but I think this would be much harder to make, because it would need a lot of programming to make the view of the film move like this.



The writing in between the scenes looks very good and suits the ideas of the film very well, because it looks like it has something to do with radiation, which goes with the film. It also looks very good because it is simple. This breaks up the film and makes it look more professional, as well as making sure it makes more sense.

I think this sort of music video would be much too hard for me to create, because it is animated much too complicatedly for me to do. If I tried something like this, I would probably struggle a lot with the animation, and this would result in me not getting much done, so I would probably end up with a few seconds of footage. I would much rather create a film of the other two styles and to have a better chance of creating a good final product.

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Strengths	Weaknesses
<ul style="list-style-type: none"><li>• The animation is complicated but has been done well</li><li>• The writing in between scenes helps break up the film and the style of it suits the film</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• The animation doesn't look great, it looks too slow</li><li>• Doesn't make much sense</li><li>• Too dark</li><li>• Doesn't look very professional</li></ul>

I think creating a film like this would be much too hard for me, because of the complicated animation. Even though it is very short, it probably took months to create. This means I wouldn't have enough time to create a film like this, and I doubt I will have access to any software that I will be able to make a film of this standard on. I think it would make much more sense if I was to stick to the idea of the other two films mixed together, simply because this would be too hard to create. Although this is a much shorter short film, it would probably take me much longer to create, so I think I should stick to creating a more simple film that would probably turn out better using Flash, because I have had some experience with this software, and I think it would result in a better final product than if I tried to create a more complex film.

I found all of these on YouTube, which might not be my most reliable place, but it shows how popular they are, and this one isn't nearly as popular as the other two. I should probably have tried searching the internet for short films, because YouTube doesn't always show the best.

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#### Idea 4 – Music Video

Papa Roach - Scars

Even though the song is relatively slow, the music video is fast paced, the shot changes a lot and the story gets on very quickly. This is partly because they have to fit it into the length of the song, but I think it fits in well with the story, because it makes it seem a lot more intense than if it was shot slowly. I think I will have relatively quick shots for my music video, because I don't want it to be too fast paced (Because it won't fit with the style of music) but I don't want it to be too slow, because it would look boring.

Both the song and the music video are very deep and meaningful, and they both link together in a way. This makes it easier for the music video to make sense, and looks good too. I like the idea of relating them together, because it shows that they wanted to take the meaning of the song even further and put it into a music video.



This music video has a very similar theme to the sort of music video I want to make. It has both shots of the band playing and the main story of the video, and they come together in the end, which explains why the band is playing where they are playing. I like this idea for a music video, and I am probably going to use it for the music video I make, because I think it will be the most effective type of music for the band I am making the video for.

There is a lot of movement from the camera throughout the music video, making it seem more active than it actually is. This makes the music video more entertaining and interesting to watch because there is more going on, meaning the video looks better. I don't think I will be able to do a lot of movement when I film my music video because I don't have enough resources to make it look good. This means I will need to do all of my movement by hand, and this will make it look unprofessional, and I might even end up making the shots look shaky, which won't look good. I will have to be very careful when I film it, because it might turn out looking bad.

The storyline of the music video is based around the singer, and the rest of the band are also in it. I think this is very effective because it involves them in the music video as well as with them playing music. The shots of the band playing are very brightly lit, but the main storyline is very dark, to show that bad things are going to happen. From the very start we can tell something bad is going to happen, because of the way the band are playing in a place that looks burnt down. This doesn't make any sense until the end of the video because we don't understand what is going on, but then we work it out at the end, and it makes sense. This makes the video very effective because it keeps the viewer's wondering throughout the entire video, and at the end it makes sense. If I could do this with my music video I think it would be much more effective and it would keep people watching it. The music video shows people drinking and things getting broken, which is how the people the band are aimed at act.



This music video has been filmed very professionally, and it looks like it would be hard to film and edit a video to look like this, because of the quick scene cuts and the camera movement. I will not be able to film something on a budget like this, because I won't have a very large budget, considering the band are small. This will mean I will have to do my best to use the resources I have effectively to create the best possible music video I can on a low budget.

Since this music video is professionally done, I don't think I will be able to create something as good as this. I think it is filmed very well, and a lot of resources that are not available to me have been used. I think it would be possible for me to create a music video of a good quality, even though it would take up a lot of effort. On the other hand, however, I do think it would be difficult for me to create a music video of this quality.

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Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Story links in with song</li><li>• Quick shots and lots of movement so it doesn't get boring to watch</li><li>• Shots of both the band and the story</li><li>• The two things happening in the video link together in the end, which makes the story make sense</li><li>• The storyline is interesting to watch, and the band are moving around a lot so it isn't boring to watch</li></ul>	<ul style="list-style-type: none"><li>• The quick shot changes don't go quite with the song.</li></ul>

One of my favourite things about this music video is how the location the band are playing in all the way through the music video is revealed to be related to the actual video, and it is meant to be the present time while what is going on in the story is the past. This adds to the story, and makes the viewer realise they had seen the ending of the video all along. I might try to incorporate this into my music video, because I think it could work very well and it would make the video look very good.

In my opinion, this music video is very effective. It keeps the viewer wanting to know what it going to happen in the story, and also makes them wonder what is going on with the location the band are playing in. It has been very well filmed, as the camera angles and shots look very good, and there is a lot of professional looking movement from the camera. Unfortunately, however, I don't have the resources I would need to make these sorts of movement available to me. This means I will have to do all of the movement by hand, and this could result in the music video looking unprofessional and tacky. Since this music video has been professionally filmed and edited, I highly doubt I would be able to create a product as good looking and as effective as this, and this could affect my work a lot.

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##### Lower Than Atlantis – Something Better Came Along

The music video is for a much smaller band than the first one, and because of this I think it has been filmed and edited on a much lower budget. Although the music video does look good, I think this is why it doesn't look as good, or have as many effects as the first one. This is how I will have to make my music video, although I think it will be on an even smaller budget than this.

In my opinion, this music video doesn't make a lot of sense. It looks good, but what happens in the video doesn't go with the song at all, and the video itself has no clear storyline. I think that although it is a good music video, this takes a lot away from it, and I will have to put a clear story into my music video, so people don't get bored and not watch it all.

The video has been filmed all in one confined space, which is a train. This will have been a special set for the music video, which I do not have access to film my music video in. Since the band I am making the video for are a smaller band, I want to make the video very basic. I will not have a budget, either, so I will have to work with basically nothing.

This music video is very different from the previous one, as the video is not split between two locations and settings, it is just set in one place, and there is a very small number of characters in it, but they are in it over and over again. This makes the storyline a lot more boring because it doesn't look as interesting. It does not follow a storyline, either, which makes the video very confusing, and stops it from making sense, meaning it can become boring.



The singer is involved very much in the video, although the rest of the band are in it, they aren't in it much. Like the other music video, this makes them involved in the video, which makes it more entertaining for fans of the band. My music video will include the band a lot, because there will be shots of them playing.



The music video is shot a lot slower than the other one, and this gives it more of a relaxed aspect to it, but it also makes it look slightly boring, and difficult to watch. There is also not a lot of movement from the cameras, and again this makes it seem more relaxed, but it also makes it look more boring. It picks up later on, however, when there are shots of the band playing.

I think it would be much easier for me to create a music video of this style, simply because it looks like it would be much easier to film, because there isn't much movement and it is all shot in one location so it would take less time. On the other hand, however, I could mix the two styles together and make a music video that splits between two locations but with less movement and slower shot changes. This would go very well with the style of music that the band I am making the music video for are.

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Evaluate my Initial Ideas: Market Research



There is a scene in this video where the band are playing with lots of confetti falling everywhere. I think this is very effective because it takes away the normality of a band playing, and makes it very different to the band just playing normally. This makes the music video look more interesting, and since the music video all builds up to the end where the band are playing, it makes this scene look even better. At the end of the video, the cameras are switching between many different shots, of lots of different people on the train the band are playing on. I might use this idea to make my music video stand out, and also I think this may promote the band and make them stand out, too.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• It builds up to the end</li><li>• It starts slow and it gets faster and faster</li><li>• Involves the band members directly</li><li>• The video looks unique, especially the ending with the confetti</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• Looks slightly boring to begin with (Camera shots last a long time, not much camera movement)</li><li>• No obvious storyline</li></ul>

Again, this music video has been professionally filmed and edited, so I highly doubt I would be able to create a music video to a standard as high as this. Lower Than Atlantis are not as big as Papa Roach, so this would most likely have been filmed and edited on a much smaller budget, which is why there is probably a lot less in this video than there is in the other one. As both of these music videos have very different styles, I could mix them together and create a different style of video that suits the band. Since I don't have much to use to film the video, and I don't have a studio to film it in, it would probably turn out more than the Lower Than Atlantis video.

For my music video I will have no budget, which means I will have to work with the resources I am given. I won't have any specialist filming equipment, so I will have to do everything by hand. This might make filming my video a lot more awkward, but if I am making my video slower, I won't have to worry about too much camera movement or anything, so I will be able to do everything I need to do by hand.

Unit 4: Research and Development for Media Production

Name:

Date: 13/6/2013

Evaluate my initial ideas: **Market Research**

Taking Hayley – Better Luck Next Time

We can tell from the way this music video has been filmed and the lack of special effects that are used in the video that it has been filmed and edited on a low budget. The bands are very small so they are very unlikely to be making enough money to have a music video with a lot of special effects. We can also tell it has been made on a low budget because of how they are playing in a room that looks like it could be in a flat, which is probably owned by one of them, and it is made to look like they are practicing, which is what I want my music video to look like. My music video will be on an extremely low budget, so I might be able to make a video that is of this quality.

This music video has a very similar structure to the Papa Roach video. It includes both shots of the band playing and a story going on in the background, only in this video, there are four different stories, one for each member of the band. This is a different idea from the first video, but it stops the focus being on just one member of the band, which I very much like the idea of.

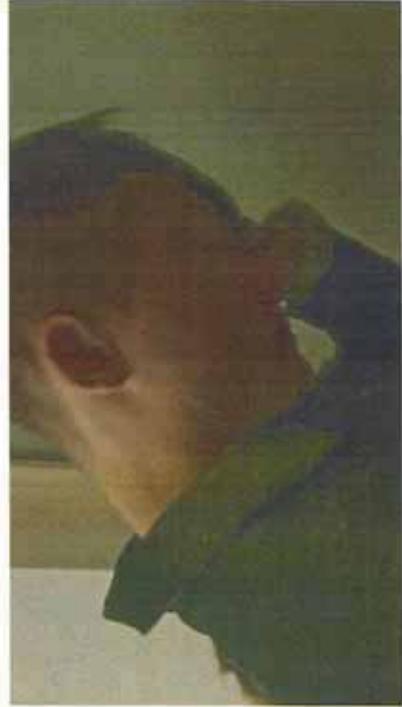
There are four people in this music video who are not in the band. This is effective because it shows the band have been able to hire people to act in their music video. I think it might be difficult for me to get actors in my video, just because I don't know any. I could get my friends, or the band's friends to act in my video. The only downside of this is that they won't be professional actors, so it might not turn out exactly how I want it to. They may also end up changing their mind last minute and not wanting to do it, or not being able to turn up on the day.

The bits that are the main story of the music video have been filmed very simply as well, as I can only see about three shots in each of them, and for me to film a 20 second scene with only three shots, I don't think it would take that long. The locations used look like they are very simple to get to, as well, because from what I can see, they look like they could all have been filmed in the same building, and this would make it much easier to film.



In the scenes of the band playing there are roughly 5 different shots. There is a shot of the full band playing, and a shot of each of the band members. There are close ups of the faces of the band members, but these are filmed from the same places that the camera is from the other shots. This shows that it wouldn't take a lot of work for me to film a music video, and I wouldn't need a lot of different camera angles to film the video. This means I wouldn't need to film the music video that many times to get the amount of different shots I need.

I think this is a much easier style of music video for me to create, as it has been filmed on a much lower budget, meaning it is much simpler. Looking at the way it has been filmed, and the amount of shots used, I can tell that me using a handheld camera to film it wouldn't be as difficult as I originally expected it to be. Although it would probably take me a long time to film the section of the film with the band playing, I can't see it being as difficult as I thought it would be.



Unit 4: Research and Development for Media Production

Name:

Date: 13/6/2013

Evaluate my Initial Ideas: **Market Research**

This music video is styled very similarly to the Papa Roach music video, because of the cuts between the band playing and the story going on in the background, although in this video I can see a lot more of the band playing than the story, because there are different, much shorter stories included. This style of music video is obviously very popular and works well if bands continue making music videos like this, and personally, I think it looks very good and is a very professional way to film a music video. The clips in between the band playing all make sense and even better, all go with the theme of the song, which is how I want it to be in the music video I make. At the end of the video, however, it doesn't make a lot of sense, which takes away from the success of the rest of the video.

Like the Lower than Atlantis video, it has been filmed on a much lower budget, so there are no special effects used in the video. This video has a style that looks like it would be much easier to film, because it doesn't speed up or anything at any point, it is the same all the way through. This is the style I want my music video to be, but I want it to be slower, since they are an acoustic band.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Filmed on a low budget and looks professional</li><li>• Different stories for each band member</li><li>• Theme goes with the meaning of the song</li><li>• The band look like they are practicing</li></ul>	<ul style="list-style-type: none"><li>• The ending doesn't make that much sense</li></ul>

Overall, I think I could easily make a music video of this style. Since so many videos use this style, it is an effective style and it looks like it would be very effective, and since it won't need to stand out from other music videos like a short film would, I think making a music video of this style would work, because it shows people the band and keeps them interested because of the story.

#### Unit 4: Research and Development for media production

5/7/13

In conclusion, I think it would be a better idea for me to make the music video. I think this because the other ideas would be much too hard, with the website and magazine having a large amount of copyright issues, and the short film just being too hard for me to create and animate. I also think that these three ideas could do very badly on the market, whereas the music video could work well for fans of the band, and I think it would be appreciated more by the band than the other things I could create. Although there is also no gap in the market, I think that this idea would work well if I can make it look like I want it to.

Unit 4: Research and Development for Media Production

Name:

Date: 10/7/13

### Chosen Idea

I have chosen Idea 4, the music video for the local band, Trip to the Roses. I have chosen this idea because I think both the magazine and the short animated film would have been too hard, and I thought the website would have involved too many copyright issues for me to get around. I also thought that most people who I spoke to about my four ideas gave me positive feedback about the music video idea, and the research shows that it would be a much better thing to do. Since it is something I haven't ever done before, I thought it also may challenge me, unlike the website, because I have made a lot of websites before and it may end up becoming boring, whereas with this project I think I would be more interested in it, and it will give me skills in filming and editing, and the website would only use skills I already have.

Unit 4: Research & Development for Media Production  
Section B: Audience and Viability

Project Title: Music Video

My chosen project is a music video for the local band, Trip to the Roses.

Audience Research

1. Definition of primary & secondary target audience.
2. Primary audience research: questionnaire
3. Secondary audience research: Internet
4. Audience profile

Deadlines

6<sup>th</sup> September 2013  
9<sup>th</sup> September 2013  
16<sup>th</sup> September 2013  
18<sup>th</sup> September 2013

Unit 4: Research & Development for Media Production  
Section B: Audience and Viability  
Project Title: Music Video

Questionnaire

1. How old are you?

11-20    21-30    31-40    41-50    51+

2. What is your gender?

Male    Female

3. Do you have a job? (Either part time or full time)

Yes    No

4. Do you live in, or within 10 miles of Louth?

Yes    No

a. If not, do you live in the Lincoln area?

Yes    No

b. If neither of the previous questions, do you live in Lincolnshire?

Yes    No

5. What sort of music are you into? (Tick all that apply)

Rock    Metal    Country    Easy Listening    Pop    Rap

Electronic    Dance    Other: Please Specify:

.....

6. Would you ever consider listening to acoustic/easy listening music?

Yes    No

a. If no, would anything else be able to get you into it?

Yes    No

7. Are you a fan of local music?

Yes  No

8. What attracts you about music?

.....  
.....  
.....

9. How do you usually get into new bands?

Friends  YouTube  Radio  Social Networking  TV

10. Do you enjoy watching music videos?

Yes  No

11. What other sorts of things are you interested in?

.....  
.....  
.....

Unit 4: Research and Development for Media Production  
Name:  
Date: 11/9/13

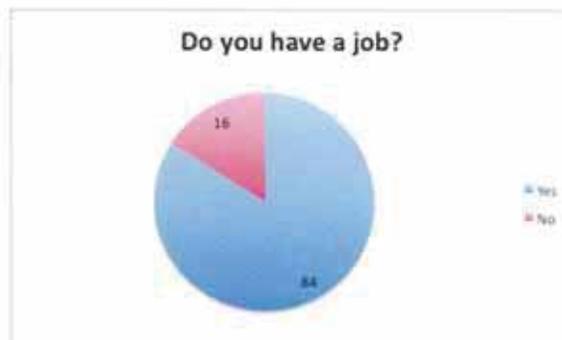
### Questionnaire Results

I handed out 100 copies of my questionnaire to people who went into the local music shop, Off The Beaten Track. I did not specify who I gave them to, so the people who I did give it to are not specifically chosen.



This was a general question to find out the age of the people who are filling in the questionnaire, but it also helped me find out on average how many of each age group go into the local music shop. I was surprised to find that more than  $\frac{1}{4}$  of them are under 20, when I expected a lot of them to be older. There were 33 people between the ages of 31 and 40 though, which is what I expected.

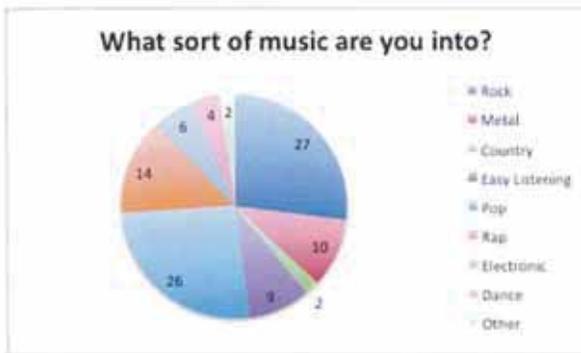
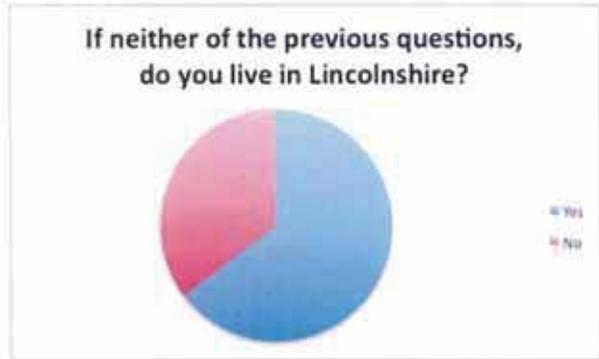
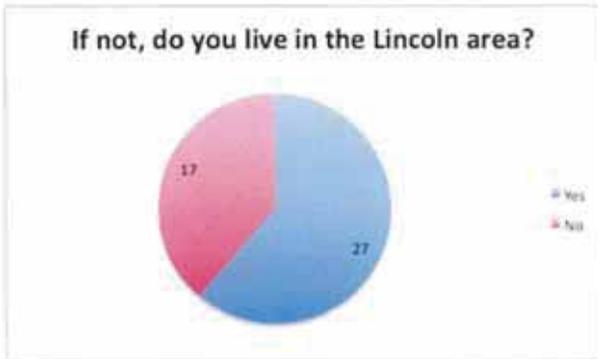
I asked this question again to find out about my audience, and I wasn't as surprised to find that over a half of the people who went in were male, because when I am in the shop I do see a lot more males than females, but on the other hand, females can be as into music as males, which means there is no reason why I wouldn't have seen an equal amount of females and males, or even more females. It could have gone either way though, so I don't know why I was so surprised.



This was another one to find out about my audience and it didn't surprise me much, as I expected more people who go in there to have a job than not have a job.

This question was to find out whether they are classed as local, so I knew whether they would be more inclined to listen to music that is from their local area or if their local area is different, because they would be unlikely to want to travel a long way to see a band that aren't very big. I asked three questions related to it to find out if they live anywhere near Louth if they don't live in it, and I found out that more than half

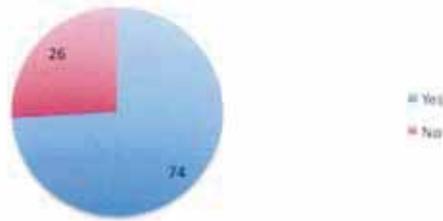
of the people who went into the shop live in Louth, but a large amount of the people who don't live in the Lincoln area, which is close to Louth, and my last question was just to find out if they had travelled a long way, and my explanation for the people who don't live in Lincolnshire is that they may be away, or may be visiting family in Louth.



From here, I started asking about the music side of things, because I wanted to know about the music tastes and interests of the people who go into the shop. The majority of people ticked either Rock or Pop for this question, which didn't surprise me because Pop is popular music which a lot of people listen to, and Rock is a big section of music too. This means that the majority of

people who go in there are looking for either Rock or Pop music, and I think the band I am making my music video for would fit into both of these genres. This means I think it would be a good idea to promote the music video in the shop.

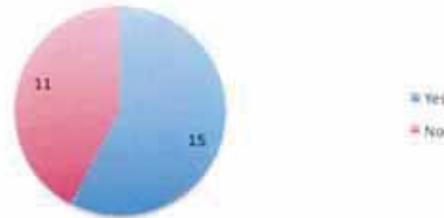
**Would you ever consider listening to acoustic/easy listening music?**



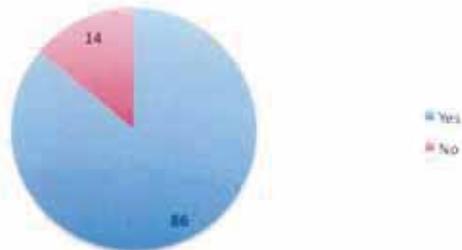
The majority of people answered yes for this question, which is what I wanted to see. I was surprised about the amount of people who answered no though because of the type of music I was asking about. I asked a second part to the question though, which told me that most of the people who answered no would be able to get into this

sort of music somehow, which is good, although I was still surprised about the amount of people who said no, because I thought a lot of people would be able to get into this sort of music, and I thought more people would be open to listening to new music in general.

**If no, would anything be able to get you into it?**



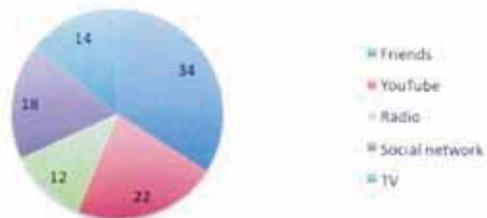
**Are you a fan of local music**



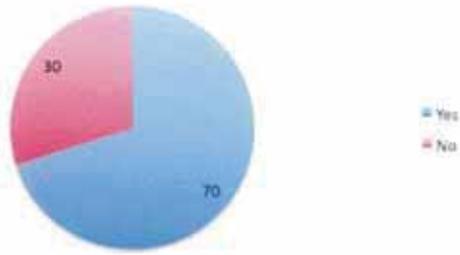
I was surprised that people did say no to this question, because I didn't specify a genre, I just asked about local music. I think it might be because people will feel more inclined to listen to bands who they can talk to more people about, instead of smaller bands who nobody will know about.

This question showed me that there is potential for me to promote the band using the music video I create, because of the amount of people who said they get into new bands on YouTube, which is where I will post the video online, so people might see it and get into the band.

**How do you usually get into new bands?**



Do you enjoy watching music videos?



This question also showed me that I could get more people into the band using the video, because if I create a good video that attracts people and that people enjoy, when people watch it, it has the potential to get them into the song, even if they wouldn't like it normally.

Unit 4: Research and Development for Media Production  
Name:  
Date: 11/9/13

## Secondary Research into my Target Audience

Aim: To use a series of secondary sources, including the Internet, to find out general information about my target audience.

Source 1: <http://www.ipcadvertising.com/consumer-insight/the-great-british-music-survey>

From this information, I learnt that 8 out of 10 people listen to music every day, and as big as downloads are becoming, people buying CDs still outweigh downloads, which is actually very surprising based on how most people download music nowadays. Music is seen as social currency, and it provides talking points and brings friends together. It also told me that YouTube and streaming

websites are especially important in the world of music. People enjoy spending their money on, and experiencing live music; with 40% of annual music spend being spent on live music. It also turns out that more women spend money on live music than men.

### Relevance to my Project

This source has helped me a bit, because it told me how important YouTube is in terms of music, and it also showed me how important music actually is in people's every day lives.

Source 2:  
<http://www.ipcadvertising.com/consumer-insight/todays-man-live>

This is another survey, but this time it is about live music. The survey shows that music is hugely important to young men, and 69% say that it is part of their identity, and that it defines who they are. 7 in

10 young men also say how you can tell a lot about a person from the sort of music they listen to, which in my opinion is very true. The survey also shows that 63% of young men attended a live music event in the last year, compared to 55% who said they have been to a football match. This is very surprising considering how big football is amongst young men. Going to gigs also turned out to be the most popular of live music events, with 55% having been to a gig in the last year, and the amount of people who have been to a festival being 31%.

### Relevance to my Project

This source didn't help me that much because I didn't really need all that much information about live music, although it was interesting to find out that so many people go to see live music every year.

Source 3: [http://www.bauermedia.co.uk/insight/article/project\\_phoenix\\_iv\\_2011](http://www.bauermedia.co.uk/insight/article/project_phoenix_iv_2011)



This produced the top 10 findings in a list, which made it very easy to search through and find what I wanted. Some of these were more relevant than others, so I will only refer to the relevant ones. The first one was 'Eureka moments'. This is when an individual suddenly becomes engrossed in a genre or individual band, and this can be a

key point for them on their musical journey. Another point said that music consumers are less bothered about the genres they are listening to and just listen to whatever they want to.

The album still holds value to a lot of people too, as there was a lot of evidence of 'dual purchasing' for a lot of consumers, where they will download the album but want the CD too, and buy it on CD, so in the end they have bought it twice. The story behind songs is also valuable to consumers, and this is important to my project. I think it would be good because if I can choose a song with a meaning, I can make a music video that goes directly with it to strengthen the original meaning of the song, and it would be able to make both the song and the music video much more appealing.

### Relevance to my Project

This source gave me the impression that my ideas for the music video are good ideas because of how people still like to hear meanings in songs, and I think this has raised my confidence in my ideas for the project.

## Unit 4: Research and Development for Media Production

Name:

Date: 17<sup>th</sup> September 2013

Project Title: Music Video

### Audience Profile



**Name:**

**Age:** 31

**Hometown:** Louth

**Current location:** Louth, living with his wife

**Job:** Teacher at a local primary school

**Relationship Status:** Married

My audience profile is based on Ian Smith, a local man who enjoys listening to a lot of music. He is a teacher at a local primary school, which is what he wanted to do since he was young. His parents have recently moved to Lincoln so he has been left in

Louth with his wife, who he has been married to for 7 years. This means he travels there a lot to see his parents, which ties in with going to gigs there.

He is currently living in his hometown of Louth with his wife and often visits the local CD shop, Off the Beaten Track. He likes to spend money on going to see gigs, ranging from a large amount of local bands to a much smaller amount of bigger bands. He often travels to Lincoln to see bands at the Engine Shed with his wife and this gets him into smaller bands a lot. When he is there he will occasionally have a drink, but never too many. He also likes to go to festivals, and although he used to go a lot he now only goes to festivals in school holidays, and if this isn't possible he will often only go for one day. He enjoys listening to local music because it is much more interactive to go and see smaller local bands, and there are even opportunities to meet them, and he has something in common with local bands - Living in the local area. He enjoys browsing the Internet, mostly YouTube, to find new bands, too, and enjoys watching music videos. He prefers to have CDs to downloading music, because they are more pleasing to the eye. He enjoys a very wide range of music, ranging from a lot of rock music to a fair



bit of pop music. He spends quite a bit of money on music, whether he orders CDs from the Internet or buys them from Off the Beaten track.

His parents and wife have always supported him in becoming a teacher, and he as only recently got into this career – in the past two years. He enjoys his job and ensures he leaves enough time outside of work for marking schoolwork, as he is very organized. He enjoys cooking, especially if he is cooking meals for his wife, which he does quite often. His parents come over for tea quite often, too, and he cooks for them, which he enjoys. He has always got on with his parents and has kept a good relationship with them after moving out, which is why he sees them so much. He has a brother and a sister, too, who he sees quite often also. His brother is 21 and lives with his parents, and his sister is 27 and lives in Lincoln with her partner. On a Sunday, they all go to their parents' to have Sunday dinner.

Him and his wife also have a small dog, which they both take for walks every morning and night. They spend a lot of time together and often go out to the cinema, or for a meal together. He walks to work every day because he lives quite close, but both him and his wife can drive and they drive to Grimsby or Lincoln every weekend to do the weekly food shopping. His wife is a receptionist at a local restaurant/hotel, but she drives there every day because it is a bit further away.

His other interests include going to the Gym with his friends every now and then, and also spending time with his wife. He enjoys watching films and reading when he is not marking schoolwork, and also enjoys meeting up with his friends and work colleagues and going to the pub, or occasionally out for a meal. He spends most nights in, with his wife. He often likes to watch TV with his wife, as they share a lot of interests in TV shows, such as Waterloo Road and even Family Guy.

Unit 4: Research & Development for Media Production

Name:

Date: 20<sup>th</sup> September 2013

Project Title: Music Video

### **Viability**

I am going to calculate the viability of my project. Viability means calculating how much something will cost, and how much profit will be made from it, and for something to be viable it will have to make more money than its creation uses.

I will undertake the following exercises in order to work out the viability of my project:

- Resource list
- Costing 1
- Costing 2
- Client Meeting
- Sources of Income
- Balance Sheet
- Memo to Client (Explanation of Viability)

Unit 4: Research and Development for Media Production

Name:

Date: 20<sup>th</sup> September 2013

**Resource List & Sources**

<b>Project Title: Music Video</b>		
<b>Resource List</b>		
Prepared by:		
Date: 20 <sup>th</sup> September 2013		
Resource	Possible Sources	Cost Implication
<b><u>Computer</u></b>		
MacBook Pro (With Adobe CS3, Garageband, iMovie, Microsoft Office 2008)	Rent from College	Y = £10 per week (£10 x 12 weeks = £120)
iMac (With Final Cut Pro editing software)	Rent from College	Y = £15 per week (£15 x 6 weeks = £90)
<b><u>Printer</u></b>		
Printer (HP Colour LaserJet CP3505n)	Rent from College	Y = £5 per month (£5 x 3 = £15)
<b><u>Cameras</u></b>		
Digital SLR – Nikon D3100 (Including tripod, memory card, lead, camera bag)	Rent from College	Y = £4.50 per day (£4.50 x 5 = £22.50)
Video Camera – Sony (Complete with Tripod, tapes and camera bag)	Rent from College	Y = £8.50 per day (£8.50 x 5 = £42.50)
<b><u>Distribution Costs</u></b>		
Website (Hosting & domain name)	I will purchase these from a company such as 1&1.	Y = Approximately £5 for the domain name and £20 for the hosting charge.
Video Production	Upload to YouTube	N = I can upload to YouTube for free.

<u>Personnel</u>		
Extra Cameraman (I would use this because it would be helpful to have more shots of the same thing)	I will use one of my friends.	Y = I would pay them £5 for helping out.
Developer (This role would be useful to ensure that all of the coding is accurate and the website functions properly)	I would use one of the school technicians.	Y = £25 per day.
Actors (This would be useful so there are more people in the video)	I would use some of my friends to act in the video.	Y = I would pay each of them £5 for helping out.
<u>Miscellaneous</u>		
Guitars (For the band to play in the video)	The band already have their own guitars	N

### **Summary**

I have tried to keep the costs for creating my music video as low as possible by using as many people who aren't professionals (Friends, etc) to help out with my video, and this would mean I have the people I need to make the video and spend less money getting them.

However, certain costs such as the video camera and the Mac with the editing software are essential for my project because it would make it so I can make a good music video.

## Unit 4: Research & Development for Media production

Name:

Date: 23<sup>rd</sup> September 2013

### Costing 1 (The Cost Effective Options)

I have prepared this costing for my client with all of the possible costs being kept as low as possible.

Production Costs <sup>1</sup>	£660
Distribution Costs <sup>2</sup>	£37.87 (For 1 year)
Hardware and Software <sup>3</sup>	£185
Personell <sup>4</sup>	£10
Miscellaneous <sup>5</sup>	£0
Contingency <sup>6</sup>	£50
<b>Total Cost</b>	<b>£942.87</b>

### Key (Explanation of Costs)

1 - The production costs are the costs for my time and expertise. A professional cameraman would charge more than £20,000 per music video, but I am not a professional cameraman, I am a student, so I am going to charge £500. Since I am also doing a website, a professional web designer may charge up to £200 per page, but I will only charge £20, and there will be a total of about 8 pages, which will cost £160.

2 - The distribution costs are how much it will cost to actually get out there. The music video will be free, since I can upload it to YouTube, but the website will cost money to upload to the internet, and the cheapest option is to have as the domain name is .info, which costs £1.99 for a year. The cheapest option for the hosting is £2.99 per month, which comes to £35.88 per year.

3 - The cost of hiring the MacBook Pro from my college will be £120. I have decided to use this instead of the iMac to keep the costs down. I will try to save money by printing everything I need to print at home, so I wont have to pay to use the college one. I think I will need to use the school's Digital SLR camera for 5 days, and it is £4.50 a day, which comes to £22.50. I will also need the video camera for 5 days, and at £8.50 a day it will cost £42.50.

4 - I am going to try to avoid costs in this field by doing the majority of the work on my own. I will do all of the filming myself, and I will look through the website to check for bugs and to check that it all works properly. However I will need actors to film for the music video, but I think I will only need a maximum of 2, which will cost me £10.

5 - I will not need anything in this field.

6 - This is the money I will use for things I may encounter during the project. I will set aside £50 for things I have not thought of but may crop up at some point that I may need money for.

## Unit 4: Research & Development for Media production

Name:

Date: 23<sup>rd</sup> September 2013

### Costing 2 (The Deluxe Option)

I have prepared this costing for my client with the best possible options for my project, so it can be the best it possibly can be.

Production Costs <sup>1</sup>	£1400
Distribution Costs <sup>2</sup>	£69.67
Hardware and Software <sup>3</sup>	£275
Personell <sup>4</sup>	£50
Miscellaneous <sup>5</sup>	£0
Contingency <sup>6</sup>	£250
<b>Total Cost</b>	<b>£2044.67</b>

### Key (Explanation of Costs)

1 – The production costs are the costs for my time and expertise. A professional cameraman would charge more than £20,000 per music video, but I am not a professional cameraman, I am a student, so I am going to charge £1000. Since I am also doing a website, a professional web designer may charge up to £200 per page, but I will only charge £50 and there will be a total of about 8 pages, which will cost £400.

2 – The distribution costs are how much it will cost to actually get out there. The music video will be free, since I can upload it to YouTube, but the website will cost money to upload to the internet, and the most recognisable domain name is .co.uk, which costs £4.99 for a year. The best option for the hosting is £5.39 per month, which comes to £64.68 per year.

3 – I am going to use the iMac because I think it will give me a much better option for the editing, and to hire this from my college will be £90. I will also use the Macbook Pro alongside it to use for the website and the other things I will use for this project, which is £120. I think I will need to use the school's Digital SLR camera for 5 days, and it is £4.50 a day, which comes to £22.50. I will also need the video camera for 5 days, and at £8.50 a day it will cost £42.50.

4 – I am going to get people to help with my project so I can create the best possible music video. I will get one of the school's technicians to look through the website to check the coding is right and check for bugs, which will cost me £25. I will get one of my friends to be an extra cameraman for me, so I will have more film to work with,

and I will have up to 4 of my friends to be actors in my music video and these will cost me £5 each, so for the cameraman and the actors it will cost £25.

5 - I will not need anything in this field.

6 - This is the money I will use for things I may encounter during the project. I will set aside £250 for things I have not thought of but may crop up at some point that I may need money for.

Unit 4: Research & Development for Media Production

Name:

Date: 24<sup>th</sup> September 2013

**Meeting With Client**

I have called a meeting with my client, the band Trip to the Roses, who I am making the music video for.

The purpose of the meeting is to finalise all of the costs and set a budget.

Date of Meeting: Tuesday 24<sup>th</sup> September 2013  
Venue: In the guitarist's house  
Time: 4:00pm  
Present: Ben, Ali, Dom and Josh.  
Apologies: None

**AGENDA**

1. Discussion of the different costing options
2. Potential sources of Income
3. Content Ideas
4. AOB

Minutes of Client Meeting	Action Points
<p><b>Agenda Item 1:</b> Discussion of the different costing options.</p> <p>Josh explained the two different costing options to the band, and the band all agreed almost straight away that they would not be prepared to pay for the deluxe option, but there were some things in it they thought they could take out so they ended up with a good music video and website but it didn't cost as much.</p> <p>Ben started by offering £1000 for the production costs, as the band thought £1400 was too much, and Josh accepted this offer. Dom said that he did not think it was necessary to set £250 aside for the project, and he thought £100 would be enough, and both Ali and Ben agreed.</p> <p>Dom also asked what the use of the Digital camera was for, and Josh told him it was for a band photoshoot, so</p>	<p>Josh will prepare a balance sheet confirming the final costs.</p>

<p>they could have some original pictures on the website. They agreed to only rent the camera for one day that they would make sure they were all available to reduce the costs of that.</p> <p>Josh then stated that the costs had been dramatically reduced to £1476.67, and after the band talking between each other, they agreed to this.</p>	
<p><b>Agenda Item 2: Potential Sources of Income</b></p> <p>Josh started by stating that the only way to make any money from this project would be to put advertisements on the website, and asked if there were any ways the band could think would be a possible way to make money. Ali said that he thought it would be possible to make money from YouTube by people clicking on advertisements, and Josh stated that the amount of money it would be possible to make from this would be miniscule, and they all agreed that there would be no way to make a sufficient amount of money from YouTube, but thought it would be a good idea for them to use the website advertisements, and they thought that Off The Beaten Track in Louth may want to use it to advertise.</p>	<p>Josh will create a table which will go more into detail about where the project could make money.</p>
<p><b>Agenda Item 3: Content Ideas</b></p> <p>Josh started by telling the band his idea for the music video, which was a meaningful video that relates to the song. The band agreed with this and Josh asked how many actors they would want in the video, and they said they wouldn't know until they knew what they wanted the video to be about. Josh also said that he wanted to film the band playing somewhere they are comfortable, like where they normally practice, and the band liked this idea, and said that they could use the guitarist, Ben's living room, because they practice there a lot.</p>	<p>Josh will assess and evaluate different content ideas.</p>
<p><b>Agenda Item 4: Any Other Business</b></p> <p>Josh asked if there was anything any of the band wanted to bring up and they said no.</p>	<p>-</p>

Unit 4: Research & Development for Media Production

Name:

Date: 8<sup>th</sup> October 2013

Project Title: Music Video

Possible Sources of Income

Source of Income	Possible Investors	Amount of Income (Based on size of audience)
<p><u>Sales</u></p> <p>I will not be selling either of my products (Music video or website, so I will not make any money from selling anything.</p>	-	-
<p><u>Advertising</u></p> <p>I could put some display advertising on my website, which would include boxes and banners that a company would pay me to put on the website, and it would either be created by them or me, but if it was me who created it I would charge more money.</p>	<p>Off the Beaten Track, a local music shop may want to pay to advertise on the band website, considering the shop is a big supporter of local bands, and it is in the local area.</p>	<p>In the first few months, I think the website will get at most 500 hits, because the band aren't very big, but local people may want to look at it. Viewers may also be taken to it from the video on YouTube. Because of this, I think I will charge £30 a month to advertise, but as the website grows and gets more hits, I may up the costs as more people will see it. If I have to create the advert, I would charge £130 for the first month, including me making it, and £30 for each month after.</p>
<p><u>Sponsorship</u></p> <p>Somebody could pay me some money towards to product to have their name associated with the project in return, and if I could get someone well known to have</p>	<p>There would be a large amount of people who are associated with music who I could ask about this, and I think it would be a very good thing to get a big</p>	-

<p>their name associated with the band, it could get them a large amount of popularity, and get them noticed more.</p>	<p>name on the website, such as Marshall, but I don't think it's possible, and I don't think this would work.</p>	
<p><u>Grants/Funding</u></p> <p>I could apply for a grant in the hope that I would get some extra money towards the project. This would be useful and it would mean people may find out where it came from and look up the band.</p>	<p>East Lindsey District Council occasionally give out grants to local worthwhile projects</p>	<p>I would apply for £500 because it is a reasonable amount that would help a lot with my project.</p>
<p><u>Other</u></p> <p>There is a way you can make a small amount of money on YouTube from advertisements.</p>	<p>If someone watches your video on YouTube and clicks on an advertisement while watching your video, you can be paid.</p>	<p>There is only a very small amount available from advertisements on YouTube, and it definitely isn't worth relying on to make money.</p>

#### Unit 4: Research And Development for Media Production

Name:

Date: 9th October 2013

Project Title: Music Video

#### Balance Sheet

Item	Expenditure (£)	Income (£)
Production Costs	1000	0
Hardware/Software	257	0
Distribution Costs	69.67	0
Personell	50	0
Miscellaneous	0	0
Contingency	100	0
Sales	0	0
Advertising	0	460
Grants/Funding	0	500
Other	0	0
<b>Total Expenditure</b>	<b>£1,476.67</b>	
<b>Total Income</b>		<b>£960</b>

**Profit/Loss**

My project will have a loss of £516.67

#### **Summary**

I knew for this that it would cost over £1000 to create the music video and website, because anything dramatically under £1000 would be unrealistic. Most of the time, however, bands pay a lot for music videos knowing they will not make money because it is a promotional thing, which in the long run will get the band more fans, meaning they will sell more CDs and gig tickets, therefore it is a short term loss but a long term investment. On the Sources of Income sheet, I mentioned that YouTube would be a potential income source, but I have missed it off here because I know that it would not make enough money to make it worth relying on, however if it gets bigger, it has the possibility to make more money, so it may be worth it.

# Memorandum

Date: Thursday 10<sup>th</sup> October 2013  
Topic: Summary of the viability of the music video project.  
From:  
To: Ben, Dom and Ali of Trip To The Roses  
C.C:

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This is a summary of the research into the viability of the Music Video project.

I will outline the reasoning behind all of the decisions I have made regarding the expenditure and income.

## **Expenditure**

The first item of expenditure in the project is the production costs. This is basically the costs for my time and expertise. The total production costs will be £1000 as agreed when I met with you. The original figure was £1400 but we agreed on £1000 as you thought it was more reasonable. I calculated this original figure by how much a professional would charge to make a music video and a website, and then working out how much I should charge you since I am not a professional and I think it would be unreasonable to charge anywhere near how much a professional would charge. I know that another local band, called White Noise, created their own website and it doesn't look very good, and they also created a home-made music video which is very poor, and from what I can see, none of them really know what they are doing. I think that if I charged any less it wouldn't be worth it, because I am sure you would rather pay slightly more for somebody to do a good job, rather than pay a lot less for something that will turn out a lot worse.

The second item of expenditure is Distribution Costs. This is the costs to get the product out there, so people will be able to see it. Distribution costs was very easy for me, because I know that it is free and effective to upload a video to YouTube, and I know this is what most bands do with their music videos. The other part was the website. I know that it costs to get websites on the internet, and when I looked it up I found that for a year, it costs £64.68 a year for the best option for website hosting. It is also good to have something recognisable as the domain name, and in the UK, .co.uk is probably the most recognisable. For the website to be called [www.TripToTheRoses.co.uk](http://www.TripToTheRoses.co.uk), it would cost £4.99 for a year.

The next item on expenditure is hardware and software. I knew from the start that I wasn't going to be using any paper for the project (Because everything I am creating is on-screen) so the option of paying for use of a printer was ruled out straight away. I was given an option to use two different types of cameras for the project, and these

were; a digital SLR camera, which I thought could be useful to do a photoshoot for the band which would be useful for the website, so it would be possible to have some original images on it, and the other camera is a video camera, which is essential for me to film the music video. I originally said that we should use them for 5 days each, but you told me when we met that I should only use the digital SLR camera for one day, which would cost less money and would be enough. This will only cost £4.50, and we will be able to take as many pictures as we need to. You agreed with me about the video camera however, which came to £42.50, totalling at £47 to rent the two cameras. The other hardware was the computer I will use to create both the website and the music video. I had the option to use the college's iMac for the editing, because it has good editing software, and the college's Macbook Pros, because they will be useful for the website and planning. I thought I would need to use both in the long run, so I decided to rent the Macbook Pro for 12 weeks which came to £120, at £10 a week, and the iMac for 6 weeks (After I have done all of the filming) which came to £90, at £15 a week. This gives me the best possible resources I can have to create the best music video and website possible.

I also had to work out the costs for various different personnel for my project, and these are people who I will get to help with the project, so I will have more people to make the video better.. I knew that it could cost a large amount of money to get professional actors in my music video, so I thought it would be best for me to use my friends, and I chose to use 4 of my friends to act in the music video, and I also wanted a friend to help me do the filming, so I will have more footage and more different shots. I decided to pay each of these £5 for helping, so this will cost £20. I thought it would be a good idea, when the website is finished, to get someone to look through the coding to check there are no bugs and that the website runs smoothly, and it would be a good idea for me to ask one of the school technicians to do this, which will cost me £25. I thought this would be a good idea so that you will have a website that is reliable and will run well.

The last item is Contingency Money, which is money that I will set aside in case there is anything I haven't thought of yet that crops up in the project. I originally thought it would be a good idea to have a large amount of Contingency money just in case, so I said I would set £250 aside. You pointed out to me in our meeting that you thought this was over the top, so we agreed to lower it to £100.

Another field that I will not need to cover is miscellaneous, costs for things that are not included in the previous 5 items, such as props. The reason I will need to do this is because there is nothing like this that I will need for the project, and if it turns out that there is something, I will be able to use the contingency money to pay for it. I did originally think that I might need guitars for you to play, but I know you will have your own guitars, which I am sure you would prefer to play, as well as it being cheaper.

The total for the expenditure section is £1476.67, which we agreed in the client meeting.

## Income

For this project there wasn't many options for income, because of what it is I am actually making. For example, I am unable to sell what I am making, because it isn't something that is actually possible to sell.

The first item for income is Advertising. This is how much money I will make from companies advertising on the website. I had trouble thinking of who I will be able to use for advertising, because I couldn't think of many local businesses who would want to advertise on a band website, but I did however, think Off The Beaten Track, the CD shop in Louth would want to advertise, because people would be looking on the website for music, so it would make sense to advertise something related to music. I decided that I would charge them £130 for the first month, since they would need me to make the advert for them. After that, I think it would be reasonable to charge them £30 per month, because I doubt the website will get a significant amount of hits to make it so it would be reasonable to charge more. I also thought that if the website were to start getting more hits, it would make sense to up the costs, but I would change them based on how many more hits the website gets, so if it starts getting 100 more hits every month, I may charge them £10 more. This would be good because they would be getting more people looking at the advertisement and you would be making more money. I thought it would be a good idea to ask the shop if they could put up some posters to promote the band in return for the website advertising them and not costing them much, this way you will get more people listening to your music, and maybe even more hits on the website.

Another item is Grants/Funding. I had an idea that I could go to the Louth Council and tell them what I am doing, and ask for some money to help with the project, since it is a local project. I will apply for £500, because I think it is an amount that will significantly help with the project, and any less would not really be all that useful. This will help significantly with the costings, but will not be enough to make the project make a profit. I think it would be unreasonable to ask for any more money because I think £500 is enough and I doubt the council would give me any more, because they may think that what I am asking for is unreasonable and not give me anything.

The total for the income section is £960. This is not enough money to give the project a profit, but I think it is reasonable. The loss that the project will have is £516.67, and I think that this isn't really a lot in the long run. I know that when you see it, it does seem like a lot of money, but when you think about how this project will benefit the future of the band, by drawing in more fans and with them maybe buying your music it would make money in the future. Because of this, I think the loss is reasonable, and you would almost definitely get that money back in the future. Therefore it is a short term loss and a long term profit.

#### Unit 4: Research and Development for Media Production

Name:

Date: 28/10/13

Project Name: Music Video

#### Content Strategy

In order to develop the best possible content, I am going to complete a series of activities. I will be considering a range of different content ideas, evaluating their strengths and weaknesses before choosing my final contents and how they will be structured in the final music video and website.

<b>Task</b>	<b>Deadline</b>
Content Analysis – I am going to analyse the content of different music videos and band websites to find what content is featured so I can work out whether it is appropriate for my project.	Tuesday 29 <sup>th</sup> October
General Ideas – I am going to create a table of my own ideas for the content of my music video and website.	Thursday 31 <sup>st</sup> October
Feedback on the ideas (from the client, audience or self reflection) and the final decision about whether to reject/accept the idea into the final contents.	Tuesday 5 <sup>th</sup> November
Express the final content ideas in appropriate production paperwork – Flow diagram for website and script/storyboard for music video.	Friday 8 <sup>th</sup> November

## Unit 4: Research and Development for Media Production

Name: \_\_\_\_\_

Date: 28/10/13

Project Title: Music Video

### Content Analysis

#### Websites

##### All Time Low website

This is the All Time Low website, and although they are a lot bigger than Trip to the Roses, the content used would probably fit well with the website I will make for them. The content along the top includes 'News', 'Music', 'Tour', 'Photos/Videos', 'ATL Hustlers', (The fan club) and 'Store'. The fan club page and store page are pages I won't need on the website I am creating, because the band don't have a fan club and they don't sell their music or any merchandise. The other



four, News, Music, Tour and Photos/Videos would fit on the website. The news page for this website is the home page, so in total there are six different pages on this website, although if you go on 'ATL Hustlers' you will be taken to the fan club website. The logo is in the top left corner, and it is big and bold so it looks good. There is also a music video embedded at the top, but I cannot see this due to the school not allowing YouTube. This is something I will use on the website I am creating, as I will embed the music video I make on the website using YouTube. On the right there is an advertisement but it is for the bands merch, so on this page they aren't advertising anything that isn't to do with them. They also have a news feed on the news/home page, and this is updated with new band information, and I think this would work well on a band website. On the right of this is a 'Recent videos' section, which has the same video as the video at the top. There is also a Twitter section, which links you to the bands Twitter page. There



is also a link to a new t-shirt design, which will take you to the merch store where you can buy it.



The music page of this website isn't very interesting, it just consists of a list of everything the band has released. There are links to two of the albums on iTunes but only for two of them. The information about each album is just the album art, title, release date and label. The banner on the right of the main content box is the same on this page.

The tour section has exactly the same design with the main content in the same box and the content down the side on the right, but just links you to the 'Bandsintown' website, instead of just listing the tour dates. This is all that is in the main content box of this page.

The photos and videos section has a section for the photos which they have uploaded, and underneath is the Instagram section, which is probably linked to their Instagram page and uploads photos to the website. Under the Instagram section is the videos section, which shows various videos of the band. This would be a good page to have on the website I make, because I will be able to show photos and the music video of the band easily on it. Most of the photos are pictures of the band but there is one of a 'Cat with eyebrows'. This is just the band messing about, and I don't think it is something I will include on my website.

The fan club page and the store link to different websites, so they don't really count as part of this website. I won't need to use these on my website, though, because the band don't have a fan club and don't currently sell anything. It may have to be something I create for the band in the future though, because it is something that they will have to think about as the band becomes bigger.



A lot of this website is things that I will use on the website I create, especially the music video on the main page of the website, because this will help to promote the music video. I will probably use the first four things on the navigation bar because I think they will be what is most useful, and I also think the news feed is a good idea because it looks good on a website and will keep fans updated with band information.

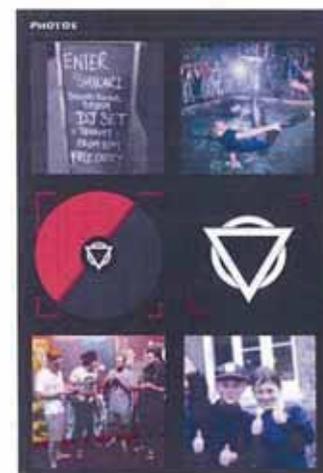
### Enter Shikari website

This is the Enter Shikari website. A lot of the content on this website is very similar to that on the All Time Low website, in the sense that it has a shows page, photos and videos pages, which on this website are separated, and a store page, but on this website there are two, for different parts of the world. It also has a news page, which is just the main page of the website. This has a news feed just like the All Time Low website. There is also content on the right of the page, which is very similar to the All Time Low page. This consists of a mailing list sign-up box, a list of the bands closest tour dates, a featured video, a featured product from the bands store, and a Twitter feed, which I think looks good on a band's website. The navigation bar has 7 options in, 'Shows', 'Videos', 'Photos', 'Downloads', 'Links', 'UK & Rest of World Store' and 'USA/Canada Store', but the last one takes you to another website. There is a big band logo at the top of the page and it is almost the exact width of the main content of the page.



DATE	SHOWS	PLACES	TICKET PRICES	LINKS
Thu 17 Nov	19:00	Manchester, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Fri 18 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Sat 19 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Sun 20 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Mon 21 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Tue 22 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Wed 23 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Thu 24 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Fri 25 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Sat 26 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Sun 27 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Mon 28 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>
Tue 29 Nov	19:00	London, UK	£10.00 - £15.00	<a href="#">Get Tickets</a>

The Shows page has the same thing on the right of the page, but the content box consists of Dates, Times, Places, Ticket Prices and a link to buy tickets to all of their upcoming shows. The videos page consists of the current playing video at the top, and a list of other videos underneath. When a video underneath is clicked, it is made the current playing video. There are lots of different types of videos, including music videos, live videos, behind the scenes videos and unreleased song videos. The photos section is similar, the content box is filled with various



thumbnails (Two in a row) which are quite big. When clicked, the picture appears in the middle of the screen with a description underneath, and from this, these pictures can be flicked through like a photo gallery. The pictures consist of band pictures, including live shots, advertisements and pictures of the band messing around. I like the idea of having pictures of the band messing around because in a way it makes the consumer feel slightly involved.



This is the Downloads page of this website. It is where people can download their music, like iTunes but only their music. It includes a list of everything you can download and all of the information about the songs/albums and the prices along with an 'Add to cart' button for each one. The 'Links' page is a page of various links to do with the band, including the band's twitters, side project's Facebook's, their label, and

other bands they are friends with, or commonly associated with.

Finally, the store page. It includes CDs, band merchandise and downloads again, even though there is a separate page for Downloads. Unlike other bands who use other websites to run their stores, Enter Shikari run their own. Through the website you can add items to your cart and pay for them. Again, however, like the All Time Low one, I won't need a store, because the band do not currently sell anything.



I think the Shows section is much better on this website, and I would much rather create something like that on the website I am creating, because it both looks better and is more informative to the consumer. It seems quite common to have a news feed on the website, because it looks good and it keeps fans updated. I think it would be a good idea to keep the photos and videos sections separate, simply because it would make the coding less complicated. This website does not have a video embedded at the top of the main page, which is what I want, but there is one down the side, which I may have to consider too because having things down the side looks good.

## Music Videos

### All Time Low – Time-bomb

This music video is very similar to the style of video I want to create. It has two different things going on, one of which is the band playing, although they are playing on top of a building which is not what I want in my video, and the other is a story going on in the background.

The first thing we see in the video is part of the story; it is a man stood doing some work at a workbench, making something. We also see shots of a woman's face, who is not moving, and these shots continue until later on in the video. He runs off after we see two pairs of legs moving, and it



looks as if he has heard a noise and realised he needs to leave. He takes what he needs from the workbench and puts it in his bag before running off, and the people who's legs we saw before burst through the door with guns. We see various shots of the man running and the people with guns chasing him, and he eventually bursts into what looks like it is a hospital room, with the woman who's face we saw before lying on the bed with blood on her chest in there. The man gets what he was making at his workbench out of the bag and stares at the woman for a few seconds. This part of the video is in time with the slow part of the song, which fits in because it is the first part of the story that isn't fast paced. We see the man looking around with a gun, and the woman's heartbeat monitor, which is showing that her heart is beating. She opens her eyes and we see the people with guns burst into the room, but they are no longer there. They are then running across rooftops near where the band are playing, but realise they can't go any further and stop and surrender to the people with guns, but the woman opens her coat to reveal a light shining through her top, which the man made at the workbench. This music video is quite fast paced which is not the effect that I want the music video I make to have, because of the style of music

The first shots we see of the band are of their instruments. We see the part of the drum kit with the drumsticks laid on it, and two shots of the bodies of two guitars, and the shot rises up from the second when we see the singer's guitar as the song fades in, and he starts



singing. I think this is a very good way to introduce the band into the video. The band are playing on top of a building, which isn't really where I want the band to play for the music video I am filming. I want them to be playing somewhere they will feel comfortable, so they will look more natural. Throughout this video the band are playing, and at the end the two people from the story of the video are standing on a rooftop near the band. This is a similar effect to what I want in the video I create, because it means the band aren't just playing in a random place, and there is a reason behind where they are playing.

The style of this music video is the style I want my music video to be. I like the idea of shots flicking between the band playing and the main storyline of the song, and I like how the slow part of the video is in time with the slow part of the song.

### Biffy Clyro - Biblical

This music video is very different to the previous one. It doesn't contain shots of the band playing, only a storyline to do with the singer. It is the sort of video that is meant to mean something deep, that will go along with the song in a way. I want the music video I make to go with the song, and for the song and the video to have a similar meaning, so it looks like they are meant to be together.

There are two different parts of the music video, and both start exactly the same, with the singer in a hotel room. He answers the phone and gets up, puts a shirt on, picks up some money and walks out of the door to the swimming pool. The first part of the video shows him push a man into the



swimming pool, kick over a water cooler and smash a car window, and at the end it shows the people getting out of the car and beating him up with baseball bats. The second time round, it shows him crouching down when he gets to the swimming pool and helping a child out of the pool, and instead of kicking the water cooler over, he throws some money to the man at the desk near it. He then slides over the bonnet of the car instead of breaking the window, but the people in it still beat him up. The video was designed to go along with the song in showing that whatever you do, no matter how many times you go back to the start and try again, the same thing will happen. At the end of the video, we see what happens at the start (The singer in the hotel room) again. This suggests that you can go through something as many times as you want, and change anything, but nothing will actually change what happens in the end.

I like the idea of making a music video that has a meaning, because it will be more likely to stick in someone's head for longer, which in turn will make them want to watch in again, and maybe end up wanting the song, or getting into the band. Also, if I can create a music video that people will enjoy watching, like this, I think it will get more hits when I upload it to YouTube. If I created a video of the band playing, it wouldn't be as interesting as it would be to create something that has a meaning, although I do much prefer the idea of splitting the video between the storyline and the band playing.

## Unit 4: Research and Development for Media Production

Name:

Date: 29/10/13

Project Title: Music Video

### General Ideas

#### Website Ideas

Navigation bar sections:

- Home – A home page which will be the main page of the website. The logo will link to this page when clicked from another page.
- News – A page that has a news feed and shows band news.
- Photos – A page of band photos, including live photos and band photo-shoots.
- Videos – A page of the band's videos, including them performing and music videos.
- Links – A page of links to people who have helped the band out, including people who have helped record their music, booked gigs, and the bands social network pages.
- Downloads – A place where you can download songs by the band.
- Store – A place where you can buy CDs and merchandise.
- Shows – A list of the band's upcoming shows and links to buy tickets.
- Music – A page where you can listen to some of the band's music.

Other things:

- Twitter Feed – A feed from the band's twitter so it will show their tweets as and when they tweet.
- News feed – A feed of the band's news that can be updated whenever it is needed.
- Music video embedded on home page
- Interactive photo gallery – A photo gallery that will come up on top of the website and people can scroll through

#### Music Video Ideas

- Split between the band playing and a main storyline
- Just a main storyline (To get more in)
- The storyline based roughly on the meaning of the song so they go together
- Paced with the song (Fast parts of the song go with fast parts of the video, etc.)
- Easy to follow
- The band playing somewhere unusual – The band playing somewhere they are not used to, for example on top of a building or in a car park.

- The band playing where they usually practice – Shots of the band as if they were practicing as normal

Unit 4: Research and Development for Media Production

Name:

Date: 30/10/13

Project Name: Music Video

Evaluating Content Ideas

Idea	Feedback	Self-Reflection	Justification
News page	The band have told me that this is one of the things they want on their website because it will keep their fans updated on what is happening with them.	I think this is a good idea for a page, and it would work especially well on a band website. It would work well as a home page for the website because it is the first thing people will see.	I am going to have a news page on the website because I think it is an important thing to have on a band's website.
Photos page	I discussed the photos page with the band and at first they weren't sure because they didn't think they would have enough photos to put on it, but they decided it would be good to have one in case of any future photo-shoots, and I am going to be taking photos of the band for the website.	I think a photos page is good because it gives the user a chance to look through various different types of pictures of the band. It will also be useful in case the band does any photo-shoots in the future, or if any photos are taken when they play live.	I am going to have a photos page on the website because it will be somewhere to put photos of the band that have been taken in the past, as well as future photos.
Videos page	The band thought this would be a good idea because there are a number of videos of them performing on YouTube and they told me it would be a good idea if they could all be collected and put onto a page on the website.	I think a videos page is a good idea because it gives me a place where the music video can permanently be embedded, so it won't have to stay on the main page forever. It will also be good because there are a lot of videos of the band on YouTube and I could embed all of them on the website.	I am going to put this on the website because not only will it be somewhere all of the band's videos can go, it will be something interactive that users can look at.
Links page	The band looked a bit confused when I mentioned the idea of a links page, but when I explained what I meant by it they thought it was a good idea.	I think this is a good idea because it will give users a chance to look up the people who have helped the band out in the past.	I will put the links page in the website because it brings all of the bands social networking to one place for people to access.

Downloads page	The band didn't like the idea of this, because they don't really like the idea of people downloading their music from their website, because they wouldn't get much business. They said they would rather have their music on iTunes for the fans to buy.	I don't think the idea of a Downloads page is good because it will take a long time to make and it will be very complicated and not benefit the band all that much.	I am not going to use the Downloads page because I think it is a lot of work when it won't benefit the website all that much.
Store page	The band said no to this idea straight away because they don't really have anything to sell at the minute.	I didn't think this was a good idea from the start, because it would take a long time to create and I know the band don't have anything to sell.	I am not going to do this because I don't think there would be much point.
Shows page	The band thought I should put a shows page in the website, even though they band don't do that many shows. They said it will give people a chance to look at when they are playing, and they also do local events, so it would help to put them in there.	I thought this would be a good idea because people won't be searching the internet to find where the band are playing, it will all be collected in one place.	I am going to do this page, although I don't think I will have a lot to put on it. It will help the bands fans see when they can go and see them.
Music page	When I asked the band about this page they agreed that it would be a good idea. They said I could list all of the albums they have released as well as having a page of the music they have released.	I think a music page will be a good idea because people will be able to look through what music they have released, as well as being able to listen to some of the band's tracks online.	I am going to do this page because I think it would be a big reason for fans to look at the website since there isn't actually an easy way to obtain the band's music.
Home Page	The band said it would be a good idea to have a home page for the website, but it isn't necessary, because the news page would work well as a home page.	I think it would be pointless to have a home page for the website, because the news page would probably work best as the home page because it is more common for bands to have the news page as the home page.	I am not going to have a home page on my website because I think the news page would work much better as the home page.
Twitter Feed	The band thought it would be a good idea to have a twitter feed on their website because it looks good and	I think a twitter feed would make the website look a lot better, because a lot of big bands have twitter feeds so	I am going to try to embed a live Twitter Feed on the website, although it might be very hard to

	would keep their fans updated with their tweets. They said it is also something bigger bands do, so it would look good.	it would look professional on their website, and it would keep fans updated without them having to look at their twitter.	do.
News feed/blog	The band told me that this is something they wanted on their website, because it keeps fans updated and looks good. They said it would also be good because they could update it themselves.	I think this is a good idea, because it looks good and when something is searched on Google, it prefers to search for things that are constantly updated, so it will be more likely to come up on Google searches.	I think it is a good idea to have a news feed because it looks good and professional on a band website, so I am going to do this on the website.
Embed Music Video on website	The band said they thought it would be a good idea to put the music video on the website because it both looks good, and means fans will be more likely to see it.	I like the idea of embedding the music video on the website, because it makes the website look more interesting and interactive for the user, and it would be more likely to get more hits.	I am going to put this on my website because it will make the website look better, and will make it more likely for people to see it.
Interactive Photo Gallery	When I brought this up to the band, they said that it is something they have seen a lot across the internet and it is a professional looking thing to have on the website.	The idea of having a photo gallery that users can scroll through photos using can look good and professional because it makes the website look more interactive, and it makes it easier to look through photos.	I like the idea of this a lot, and I am definitely going to try to use this on my website, because it will involve users more in the website and make it more interactive.
Split video (Between band and storyline)	The band liked this idea because they thought that it will cover more people's tastes on music videos than just one, as it has a storyline and it has them playing. They also said that they would like the music video to be about something meaningful, because it will make it so people want to watch it more.	I think this is one of the best ideas for a music video, because it looks good and professional, and the story will hopefully draw people in to make them want to watch it. I also agree with the band and think it should be about something meaningful because it will make it more interesting to watch.	This is the idea I am going to go with for the video, because I think it looks professional. Although it will take more effort than creating a video of one or the other, it will turn out looking better.
Music paced with the video	The band said to me that this is how they like music videos to be, because	I think timing is very important in a music video, and this is something I	This is something I like the idea of and I think has the potential to

	<p>it looks like more effort has gone into it and it looks professional. It also makes any slower bits of the video seem more dramatic because it looks as if the music has been slowed down to go with it.</p>	<p>will have to concentrate on to make it look good. I think it will add to the video and also look professional.</p>	<p>make the music video look much better, because it will make it look in time. I will do my best to do this in the music video.</p>
<p>The band playing in somewhere they are comfortable with</p>	<p>The band looked at each other when I brought this up, as if they were thinking of a place they can be filmed playing, and almost immediately said they thought this idea was best and would look best, and that they wanted to do it in Ben's (The guitarist's) house, because it is somewhere they practice a lot.</p>	<p>I think this is the best idea, because I know that the band will probably act more natural if they are playing somewhere they practice a lot, because they will be used to it.</p>	<p>I am going to film the music video somewhere like this because I know it will both look more natural and the band will act more natural, which is what I want for the music video to look good.</p>
<p>The band playing somewhere unusual</p>	<p>The band almost instantly said that they thought it would be very hard to find somewhere unusual for this, and said that they didn't think it would be worth the time to find somewhere, when it would probably look better somewhere they are comfortable in.</p>	<p>I don't like this idea so much, because as the band said, it would be hard for me to find somewhere unusual for them to play, and I think they would act better somewhere they are comfortable in.</p>	<p>This is something I am not going to do, simply because I think it would be a waste of time and I think it would be much easier if I were to film it in Ben's house, where the band would be more comfortable.</p>



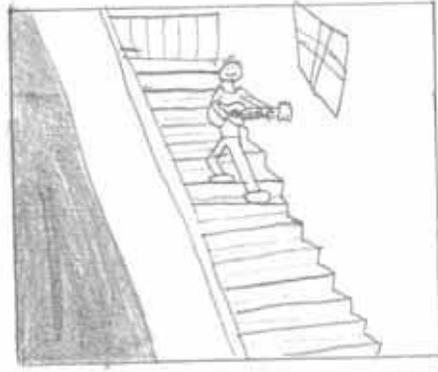
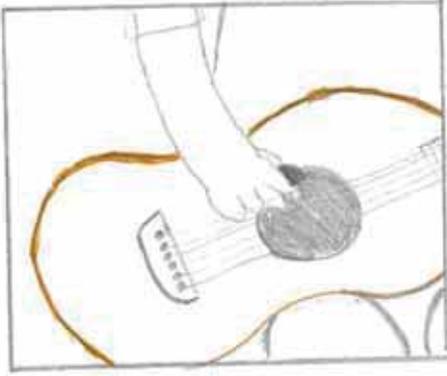
This is a shot I thought looked good from the start. I don't know if I will be able to do it in my final product because I don't think the video camera will have a depth of field feature. The shot might work without using depth of field though.

## Project title: Music video

I am intending to make 2 things in this project. One of them is a music video for the local band, Trip to the Roses, and the other one is a website for the band. I will do my music video work at the front of this book and my website work at the back.



I like this shot, and I think it will be easy to film. It takes personality away from the shot and this is good because it makes it more relatable to a wider audience

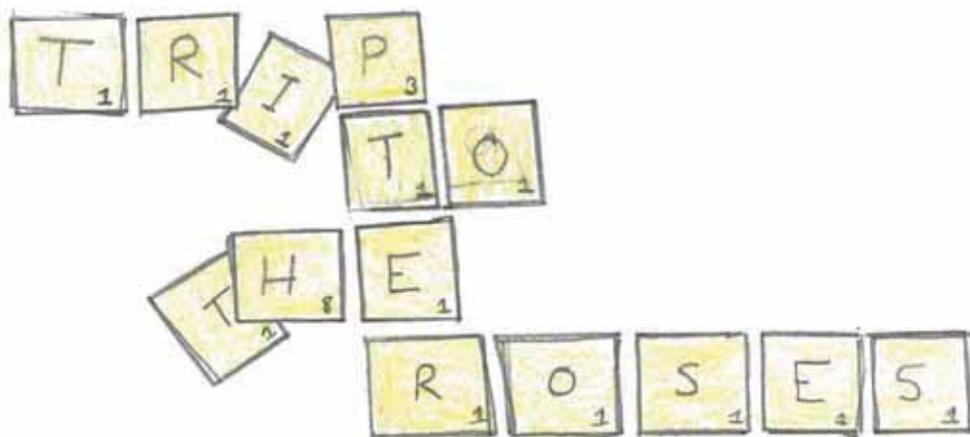


For the website

Logo designs (For website)

# TRIP TO THE ROSES

I really like this logo, it is very effective and also looks very mature, which is the sort of approach I think the band are going for.



This design was originally just squares with letters in, but Caleb said he thought it looked like scrabble, so I changed it to that and I think it looks good.



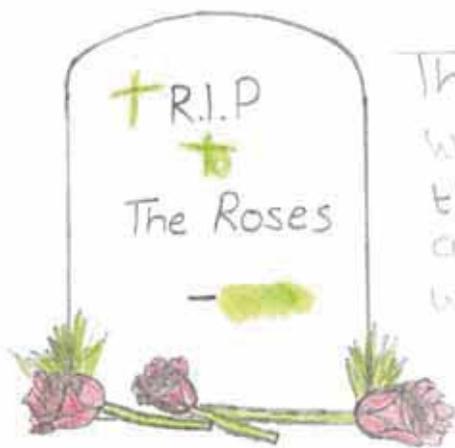
I like this logo, and I think it might look better if I create it in Photoshop. I don't like this design as much as my first one, though.

# TRIP TO THE ROSES

This is just a quick design that I thought of, but I don't really like it, it looks bland.

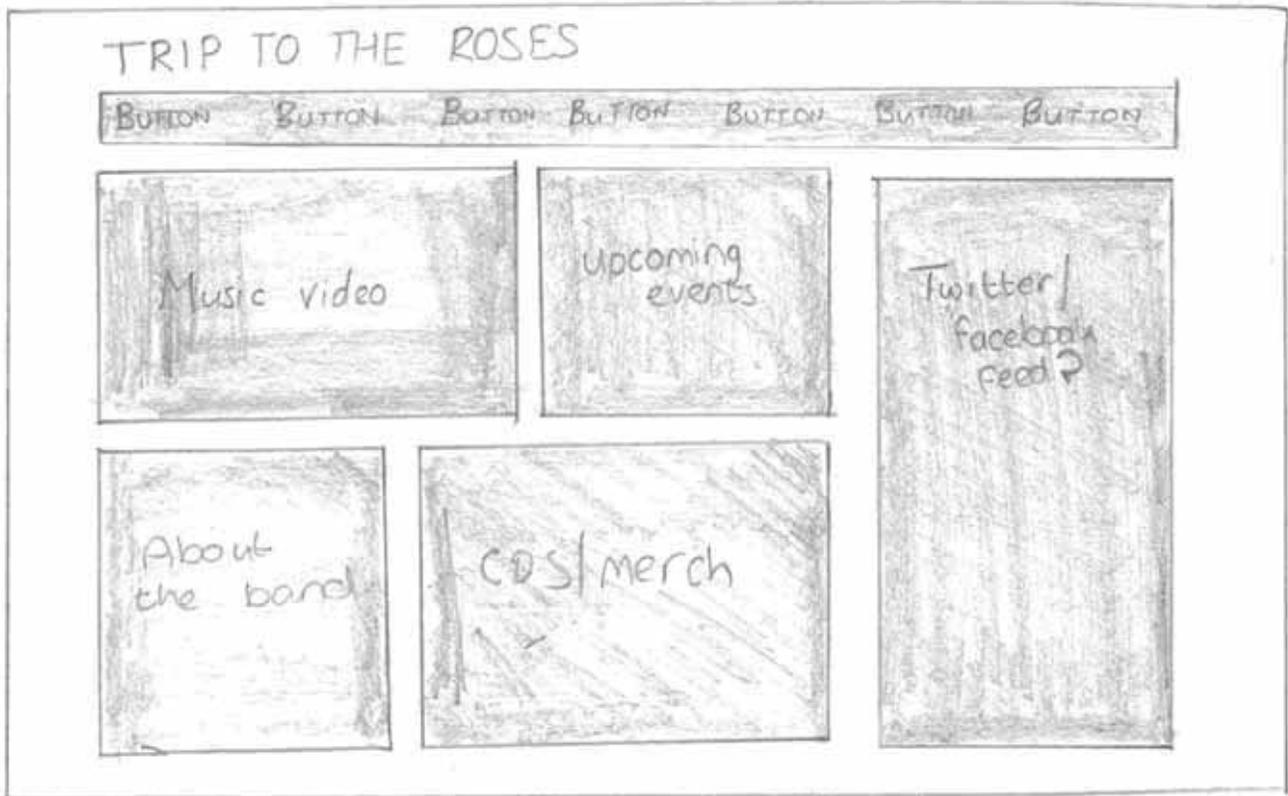


I thought of this design straight after the previous one, and I decided I wanted to make a messy looking logo, but I think it looks too messy.

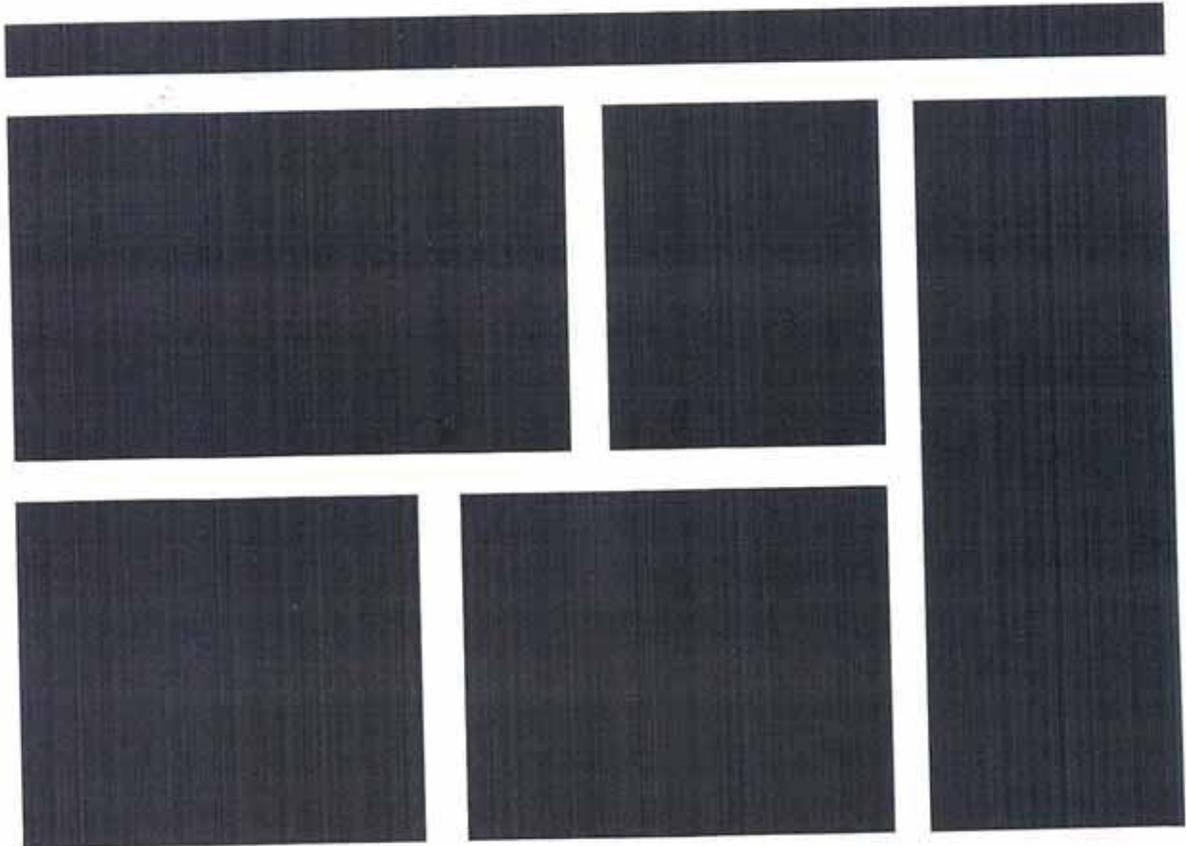


This logo is good; and I think it would work very well, however I think it would work better as album artwork than a logo that would appear on the website.

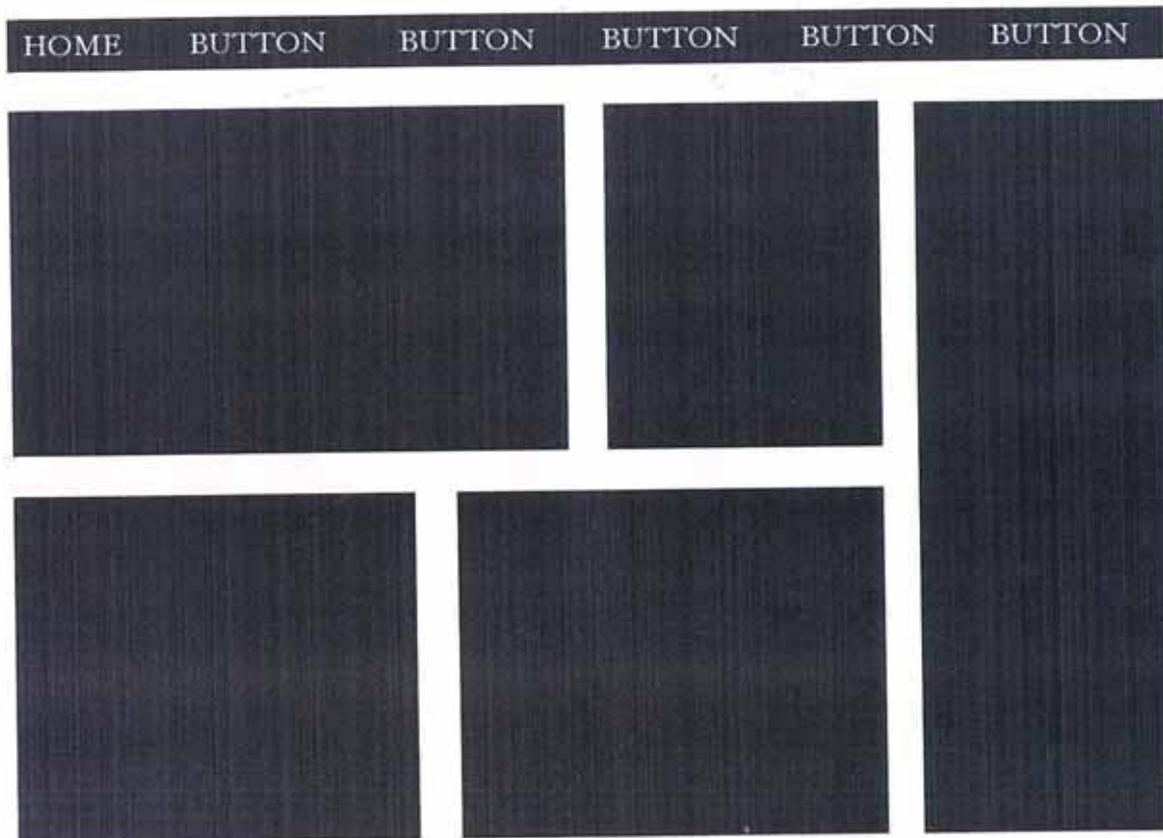
# Website designs



I liked this design so I decided to try making it in photoshop.

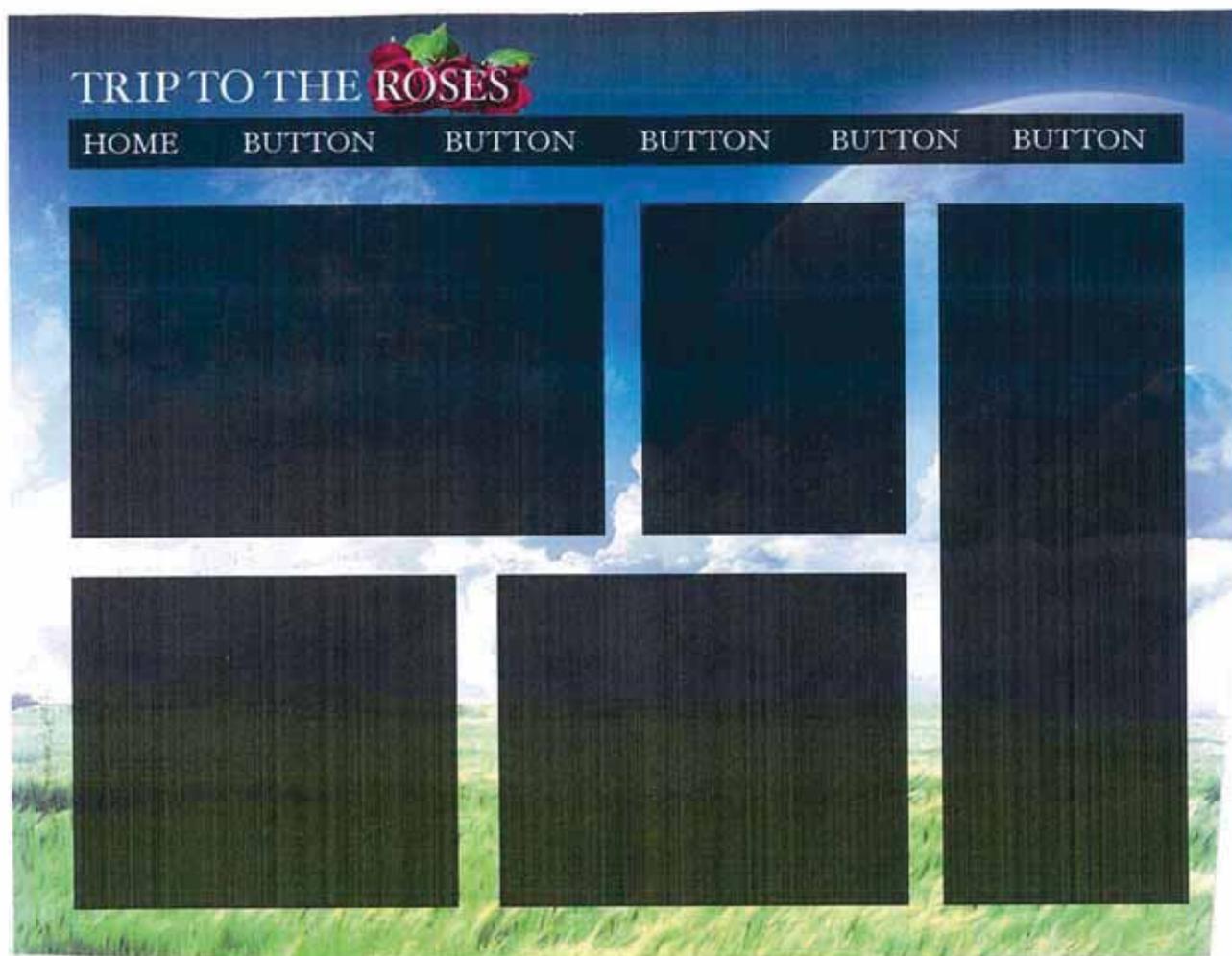


I created some mock-up buttons on my page so I would know what it would look like, but I couldn't put what the buttons actually were because I didn't know. This is the navigation bar that will be on every page of the site. I tried to keep it looking mature using a mature font, and I think it turned out well, and looks good.



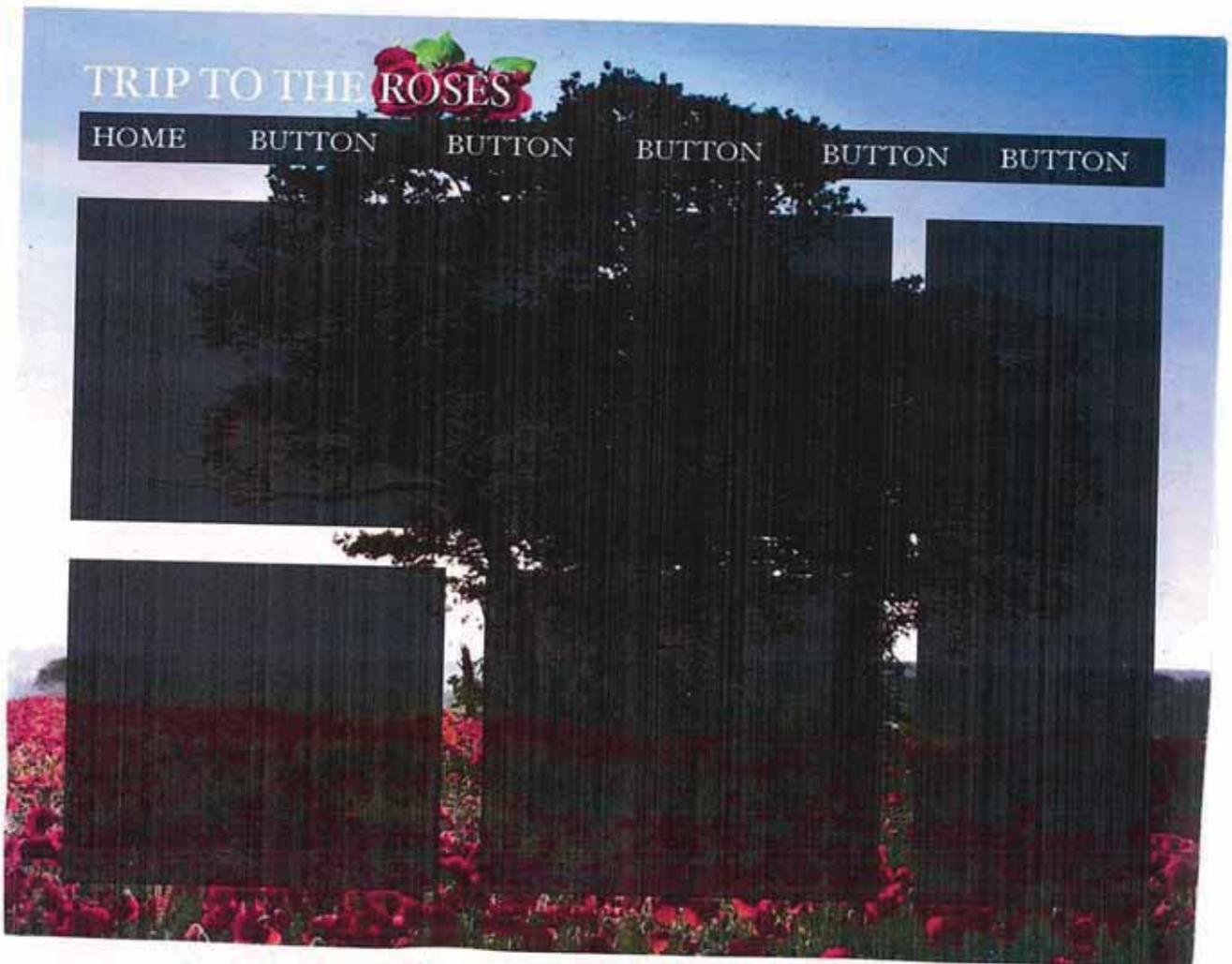
Overall, I think the page looks good, there is a lot of room for content on the site, and it is layed out so that it looks tidy, and I used rulers to do this.

I added a background and a logo to see what the site would look like with them. The logo suits the site well, and I have used the same font as the buttons for the logo. The background, however, doesn't suit the theme so well. I think it looks too bright, and it makes the site look bad.



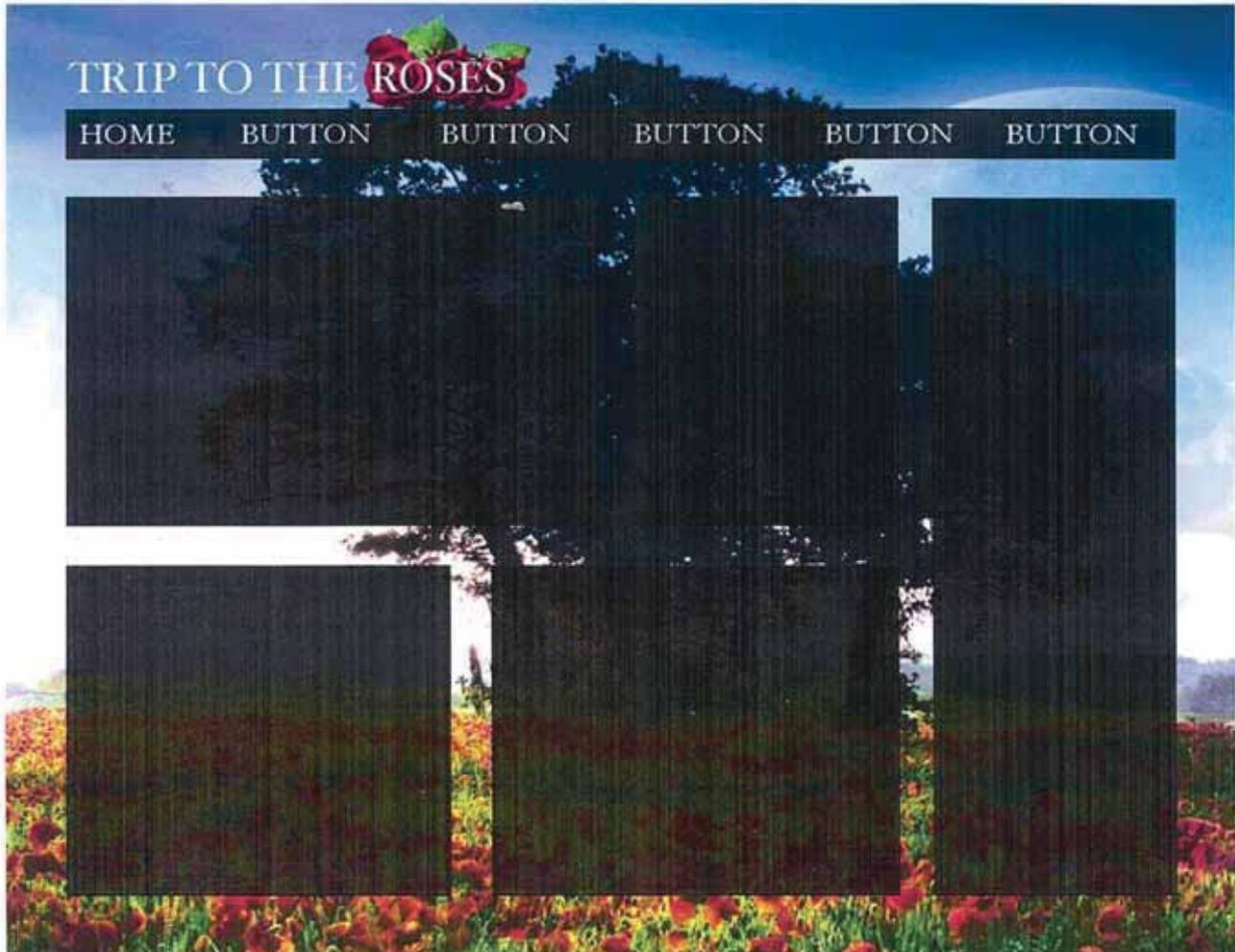
I will try to choose another background that suits the website better, and goes more with the logo. I think something to do with roses would suit the site well, because of the band name, so I might choose something like a rose field.

I used a rose field with a tree in for the background, but I think it looks too dark. I do like the roses as the background, because it fits the band's name well. It also suits the website design better, and goes with the logo.



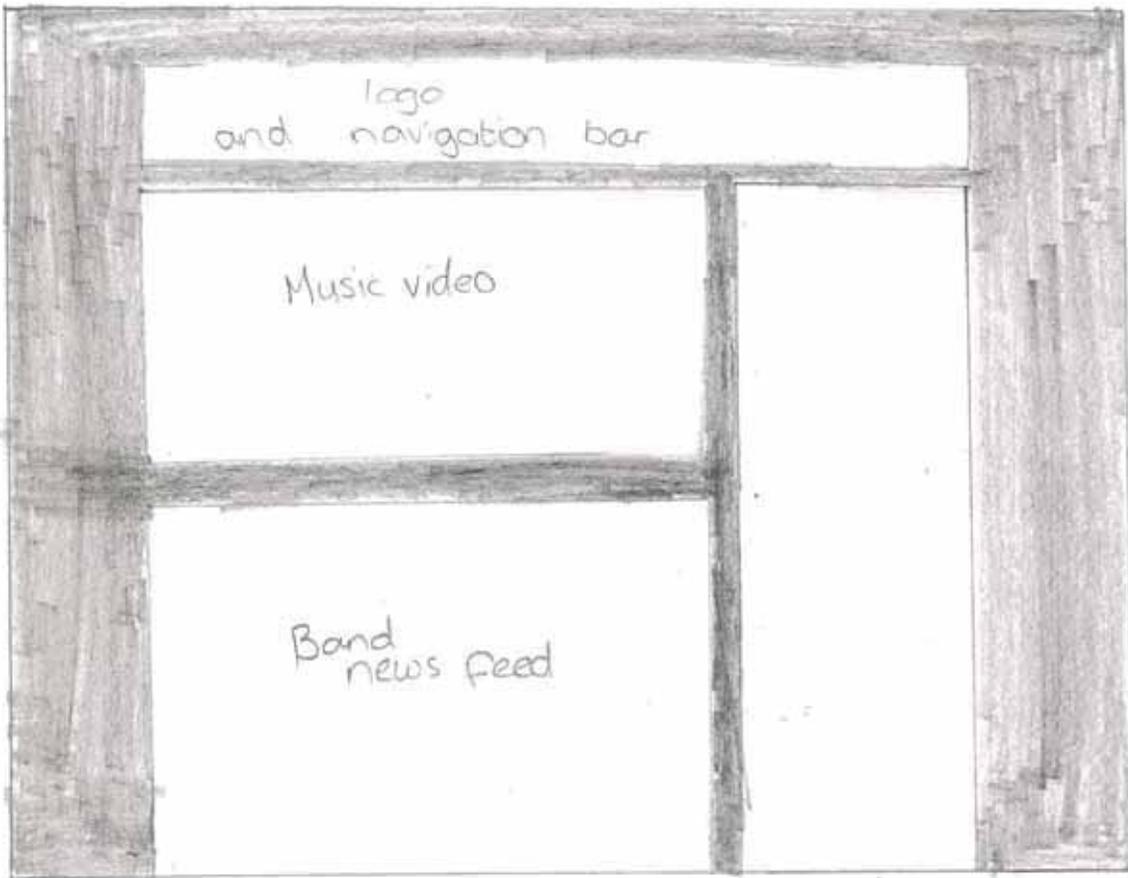
I think it would be a good idea for me to try merging the two backgrounds together. This will mix the site looking too bright and too dark and hopefully put it somewhere in between, so it looks right.

I played around with filters on the rose field background to mix the two together, and eventually I decided I like it with the filter as "Hard light" and the opacity as 74%. This sort of emphasises the roses at the bottom and shows the moon in the background. The background isn't so powerful it takes your focus off the background.



I like the two backgrounds mixed together, and I think it suits the website very well

# Website design



© 2008

# TRIP TO THE ROSES



This is the first stage for my new design. I put the logo at the top because it looks good, and I made the page quite long so I can fit more on it.

# TRIP TO THE ROSES

NEWS

PHOTOS

VIDEOS

I then added a navigation bar and added the buttons I will be using. I made sure the bar was longer than the logo, and I will make the rest of the page the same width because it looks tidy.

# TRIP TO THE ROSES

NEWS

PHOTOS

VIDEOS

LINKS

SHOWS

MUSIC



I have now finished the navigation bar and I think it looks good, because it isn't too cramped. I have also done a content box underneath. This is where my music video will go.

# TRIP TO THE ROSES

NEWS	PHOTOS	VIDEOS
LINKS	SHOWS	MUSIC

Music Video



Advert

News Feed



Twitter Feed



Scrolling gallery -  
3 pictures!  
Links to Photos.



Links to the band's  
social network pages  
(Twitter, Facebook etc)



## Final logo designs

TRIP TO THE ROSES

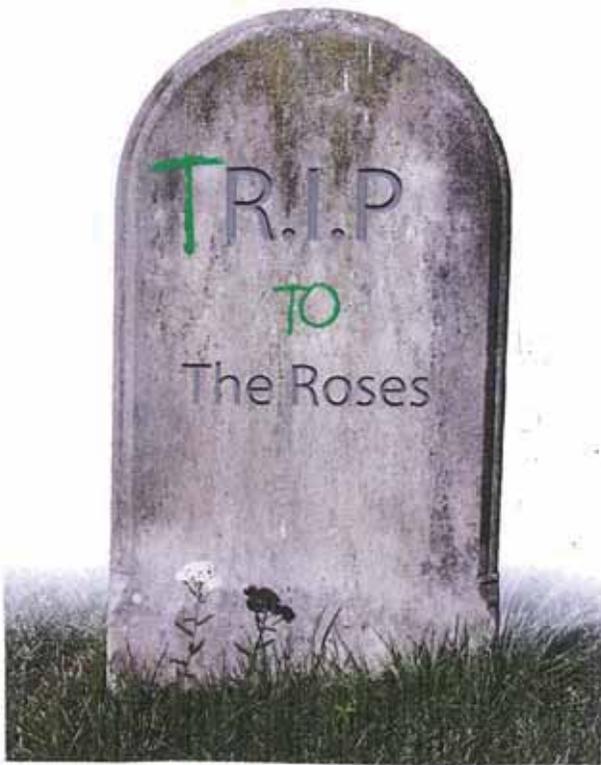


TRIP TO THE ROSES



This is the logo design I used for my website. They are both the same except I changed the colour of the 'Trip to the' So I could use it on different backgrounds. Personally, I actually prefer the top one, because the two colours make it look varied. I can't do this with the bottom one, however, because the black would blend with the black on the rose and wouldn't look right, and would be hard to read.

This is the logo that I am going to use for the project. I did have other ideas but I feel this is the best, and suits the band best. It is simple, too, which I think makes it look effective.



This was the other logo design that I created in photoshop. When I drew it I thought it looked good, but it didn't turn out how I wanted it to look more mature; and I don't think this will fit on the website easily.

This logo turned out better than I originally expected it to, but it doesn't look great. I might try actually doing it, and taking a picture, as this would look more realistic.

**T**<sub>1</sub> **R**<sub>1</sub> **I**<sub>1</sub> **P**<sub>3</sub>  
**T**<sub>1</sub> **O**<sub>1</sub>  
**T**<sub>1</sub> **H**<sub>8</sub> **E**<sub>1</sub>  
**R**<sub>1</sub> **O**<sub>1</sub> **S**<sub>1</sub> **E**<sub>1</sub> **S**<sub>1</sub>

## Project Music Video

## The Idea

My original idea was to create a music video for the local band, Trip To The Roses. During my planning, I adapted this idea and decided I would create a website for them as well.



## My Original Ideas

My four original ideas were the following;

- A website for local music festival, Overblown
- A local music magazine
- A short animated film
- A music video for the local band, Trip to the Roses

## Research

I conducted a series of research techniques to find out information about which of my ideas was best. This included;

- Asking an industry professional
- A focus group
- Market research
- SWOT analysis

## Why My Project Will Work

My project will work because;

- Music videos are good for helping bands grow.
- Allows fans to get more of an insight into the band, and find out more information.

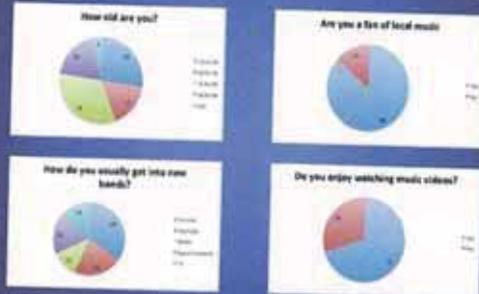
## Target Audience

The target audience for my project is local music fans, because I know that a local band will appeal to them much more than they will to people the other end of the country. I have tried to keep it as wide as possible by putting as little restraints as possible on it.

## Target Audience Research

To find out about my target audience, I handed out 100 copies of a questionnaire to customers of Off the Beaten Tracks in Louth, because I knew that it is a place where I would be most likely to capture my target audience.

## Questionnaire Results



## Viability

Item	Expenditure (£)	Income (£)
Production Costs	1000	0
Hardware/Software	250	0
Distribution Costs	68.67	0
Personnel	80	0
Miscellaneous	0	0
Contingency	100	0
Sales	0	0
Advertising	0	0
Grants/Funding	0	400
Other	0	300
Total Expenditure	£1,438.67	
Total Income		£700

## Content: Music Video

For the music video I am going to make a video that is split between the band playing and the main storyline of the video. This is something a lot of bands do and I think it is something that works.

## Content: Website

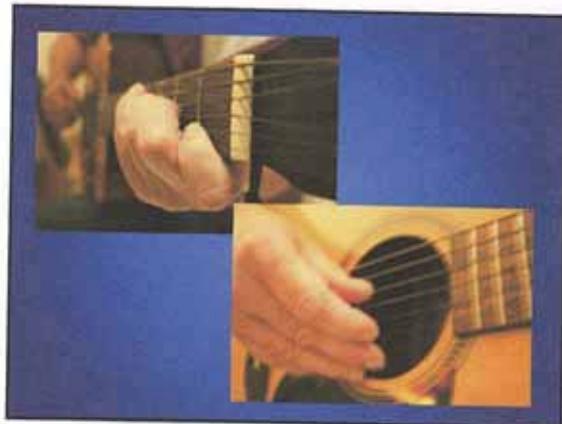
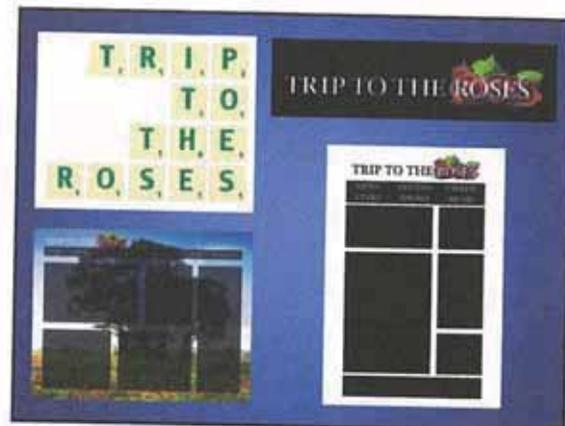
For the website, I decided to go with the website design that a lot of bands use, simply because it is simple and effective. I also think that if a lot of bands use it, it must work. For the content, I am having six pages, News, Photos, Videos, Links, Shows, and music, because these are what I think will fit best with the band.

## The Website Design



## Experimentation

For the project I have done a lot of experimentation, including logo designs and page layout designs for the website, and trying different shots for the music video.



## Legal and Ethical

Under the copyright law, I will not be permitted to use any copyrighted images or music. I will not have to worry about this, however, because I will not be using anything copyrighted that I do not have permission to use. On the ethical side of things, I will not be using any offensive material in the music video or website.

## Distribution

I plan to upload the music video to YouTube because it is free, simple, and it is a good way to get the music video out there. I will put the website on the internet using a site such as 1 and 1 because it is easy to do and it isn't too expensive.

## Deadlines

I aim to have my product ready for audience testing by March 28<sup>th</sup>, and completed and ready for distribution by the 24<sup>th</sup> April.

Any Questions?

Thank You For Listening

## Pitch Evaluation

### **Name:**

**Project:** Music Video and website for local band, Trip To The Roses

**Describe:** I am going to create both a music video and a website for the local band, Trip to the Roses, because the band aren't very big at the minute and I know it will help them become bigger in the future.

**Strengths:** I think that my pitch was very informative. I put across all of the information I know about my project and I used facts and figures to show that my project will work. (Existing examples) I think that after a few minutes of my presentation I also began looking confident, because I was very nervous to begin with, but I relaxed during the first few minutes. I also tried my best to make the presentation interesting, so that my audience wouldn't get bored. I think I succeeded at this, although it didn't work so well that it lasted so long. I think I appeared professional, too, which is something I definitely wanted to happen.

**Weaknesses:** My only real weakness is that my Pitch was too long. It went on for about half an hour, when it was supposed to be about 15 minutes. I think that one of the reasons it was too long is because I spoke for too long about things I didn't need to talk about, such as my four original ideas, because I went into detail and explained exactly what I was going to do for them, which I know now I really didn't need to do. I think I also ended up repeating myself a lot, which I presume did end up looking unprofessional, but I think this ended up happening because of nerves.

**Props:** I used some cue cards, so I didn't have to keep looking at the screen, and these were just little cards with each slide on them. I think I used these well, as I didn't directly read from them, and I only looked at them to know which slide I was on, and so I could know what to talk about in general. I made some notes on some of them as well, including the loss of the project.

**Changes:** If I were to do my Pitch again, I would make sure it didn't take as long as it did, because this was definitely my biggest weakness, and I think it made it more boring and harder to listen to/watch for my audience.



## Unit 4: Research and Development for Media Production

Name:

Date: 11<sup>th</sup> November 2013

### Treatment

### Contact Details

### My idea

My original idea was to create a music video for the local band, Trip To The Roses. During my planning, I adapted this idea and decided I would create a website for them as well, because I thought the band need one as it will be likely to be seen. I originally had 4 ideas, which were; a website for the local music festival, Overblown, the music video, an animated short film and a magazine about local music. At first, the music video was one of my least favourite ideas, because I knew that it is something I have never done before, and I didn't think I would be able to a good job of it. I chose the music video, however, because after getting feedback on my four ideas (in the form of a focus group, and asking an industry professional), it is the idea that gained the most credit, and a lot of people though it would be best. I also decided it would be the best because I thought it would challenge me, unlike if I had decided to just create a website or a magazine, which are both things I have done many times before.

### Why My Project Will Work

My project will work because it will promote the band. Most bands will have a website created for them at some point when they are starting off a band, and it is what helps them get bigger. The internet is very big and a lot of people will come across the band's website at some point while browsing. This means it will hopefully get a lot of hits. I also know that a lot of people use YouTube to listen to music and watch music videos. I am going to upload the video to YouTube and hopefully a lot of people will find the video in the list of suggestions from other videos. This will also help promote the band. If I embed the video on the website, it will make people stay on it for longer while they are watching it, and it will also make the site look more professional.

### Target Audience

The target audience for my product is local music fans. I chose this target audience because they are a local band and I thought it would be much easier to get people

who already listen to local music to watch their music video. When I did my audience research, I did it by handing out questionnaires in Off the Beaten Tracks, a local music shop. I decided that this would be best because the shop itself is a very large promoter of local music, and it would be good if people who go in there were going in to ask about local music. Since I am advertising the shop on the website, I also thought it would be a good idea to give them a poster to put up in the shop which will have the website link on it. I also thought that because the band aren't particularly young, and the type of music it is, they will be much more likely to attract older fans (people in their 30s). I decided to keep my target audience as wide as I could, because I know that it is likely to be quite small as it is, without me narrowing it down.

### Viability

The cost for the whole project came to quite a lot. It came to £1476.67, which is a lot of money. I originally created two options for the costing, one of these was the cheaper option, which came to £942.87, and the other was the expensive option, which came to £2044.67. When I gave the band this figure, they knew that they would be much more likely to get a better product if they went for the expensive option, but also told me that they thought the amount the expensive option was too expensive, and we worked some of the costs down to tailor to the project, by doing things such as only using hardware as much as I needed it and reducing the production costs. This brought the figure down to £1476.67, which the band agreed to. The income only came to £960, which actually leaves a loss of £516.67. This is not what I expected to happen with the project, but I know the loss is worth while. I know this because I know that the music video and website will make the band a lot more popular in the long run, so in my opinion it is only a short term loss, but it is a long term investment.

I knew that the money I would make from the product wouldn't necessarily be a lot, because I knew that I wouldn't get any profits from uploading the music video to YouTube, and the only way I would get a profit for the website would be advertising. I spoke to Off The Beaten Tracks in Louth and they have decided to advertise on the band's website and they are paying me £460 to advertise for a year and for me to create an advertisement for them. I have also applied for a grant from the government. This grant is £500, and I will use it to help out with the funding for the project.

On the expenditure side, the money I spent breaks down into four sections. The first one of these is Production Costs, which was £1000. This is the money I am charging for my time and expertise to make the product. The next is Hardware and Software which was £257. This is the money I have spent on different pieces of hardware and software, which I will use to make the product. It is broken down into the college's iMac, which I will use for video editing, the college's Macbook, which I will use for creating the web page, a digital SLR camera, which I will use for the original band photos I will take, and the video camera which I will use to film the music video.

There was also the Distribution costs, which is the costs for me to get the product out there. This was £69.67, and it is a lot less than it could be because I don't have to pay for the video, just the website hosting and domain name. The next thing is personell. This is money I will spend to get people to help me. I am paying £25 to one of the school's technicians to check through the coding of my website for bugs and problems, and £5 to 5 of my friends to help out with the filming. There was also the miscellaneous section, but I couldn't think of any props or anything that I would need, so I left this as nothing. For the contingency money I originally put £250, but the band said they would rather put £50 aside so that the total cost would cost less, and they thought £250 was a bit excessive for things I may need, because they didn't think I would need that much money.

## Research

I conducted both Primary and Secondary Research to get a wider variety of opinions about the music video idea.

### Primary

The primary research I conducted consisted of four things; a focus group, an interview with an industry professional, and a questionnaire to find out about my target audience. The focus group and industry professional interview, however, were both research into my original four ideas, to gain information on people's opinions and views about my ideas, to find out which was my best idea. I did the focus group with three of my peers to find out their opinions, and the feedback I received concluded that the music video and festival website were my best, and most original ideas. When I did my interview with the industry professional, I was given similar feedback. Again, I was told that the website and music video were my two best ideas. I decided from then that I wasn't going to do either of the other two ideas, and it was definitely going to be one of these two. I decided from these two and the secondary research that because I have created a lot of websites in the past, I didn't want to do something I have already done, and I wanted to challenge myself, so I decided I would make the music video. The questionnaire was used to give me different information about my audience, and I thought the best place to find my audience would be a local music shop, such as Off The Beaten Tracks in Louth. I decided that I needed to hand out a reasonable amount to get the information I wanted, so I went into the music shop and handed out 100 questionnaires to people who came in. This meant I could easily capture my target audience. When I received my results, I found out that 33% of the people who did it were between the ages of 31 and 40, and the next highest was 11-20, so I think a lot of young people use the shop as well as older people. 56% of the people who I gave it to said that they live in Louth, so I know that that Off the Beaten Tracks would be a good place to promote the band and their website. 86% said they are fans of local music, which is good because it gives the opportunity to get people into the band. The questionnaire showed me that I think I will be able to use the music video to get more people into the band.

## Secondary

My secondary research consisted of Research into the market, which I did for my four original ideas, and I used the internet to find out about my target audience. The market research I did showed me existing examples on the market of all of my products. This helped me work out what would be hard and what would be easier. It also helped me work out what I would have to do to make each product work, and where it would fit into the market. I also knew from this that I would need to put a lot of effort in to create a music video, and also for a website. When I did the internet research, I used websites such as IPC Advertising. This gave me the opportunity to look through some results of questionnaires including The Great British Music Survey. It gave me some interesting information which – although didn't benefit my project greatly – told me some interesting information which related to my project slightly.

## Content

After having looked at various existing band websites, I have noticed that the general layout for them is very similar. I have decided to use a similar layout design because in my opinion it is easy to use and looks good. I originally had another idea for the website but after looking at existing examples, I decided to stick with what I knew would work, because I wasn't 100% sure that my original idea would work as well as I wanted it to. I also think that if so many bands use the website design, then they must work well. I think it would be better to use a popular website layout that I know works than make a different one that people won't like and will find hard to use. For the content, I have chosen to have six pages, which are News, Photos, Videos, Links, Shows and Music. I chose these after looking at existing band websites and what pages they have on their websites, and deciding which would fit the website I am creating better (Which the band would and wouldn't need on their website). I am going to embed the music video I create on the website because I know that it has the potential to look good and it will mean it will get more views than if I just upload it to YouTube.

For my music video, I have decided to do a split video. I am doing it between the band playing and a main storyline, which will be one of the band members out with his family. The song is called Sunlight, and although I am unsure on the meaning, I wanted the video to have a meaning that goes with the song, and the meaning of the video being that your family is one of the most important things in your life, as is sunlight. I decided to do a split video because I know some people like watching the band play and other people like watching something else go on, and I know that I could include both of these if I did a split video. I also knew after looking at existing music videos that a lot of bands create this type of music videos, and from this I know it works, and it would make a better video than if I try anything too simple or too complicated.

## Experimentation

When I was experimenting for this project, I had to do two different sides, one for my music video and one for my website. For the website experimentation, I drew lots of different logo designs, and created the best ones on Photoshop. I decided which logo to use, and moved onto my website designs. I drew one, and I liked it, and created it in Photoshop, but after looking at existing band website, I found a layout that is both simple and popular among them, and decided that I would use this website design because I would be able to make it look good.

For the music video, I borrowed a video camera from the school and practiced some shots of my Dad playing guitar. I used a lot more shots than I thought I would originally need, to see what looks good and what I could use in my music video. I also took some pictures of shots that I wanted to use but couldn't get quite right on the video camera because I knew that it would be hard to get the specific shots using the video camera, because I am more familiar with how to use the regular camera than I am with the video camera.

## Legal and Ethical

Under the copyright law, I will not be permitted to use any copyrighted images or music. However, as I am creating it for the band and I will be using original images of them for the website, I will not have to worry about this. I also have permission to use the band's music for the music video, so this, again, will not cause any issues. I do not plan to have anything in the music video that will be unethical, for example it will not have any violence or horror in it, so I will not have to worry about any ethical issues.

## Distribution

I am going to distribute the music video by uploading it to YouTube. I think this is my best option because it will be free to upload, and will not have any issues. I also know that YouTube is very popular and it will hopefully be easy for the video to get views because it will come up in the related videos section of more popular videos that people will watch. Also, it will be easy to see how many people have viewed the music video. YouTube is a place where a lot of people listen to music and watch music videos, so I think it is the best thing I can do with the video. On the other hand, it might not be great because although YouTube is good for music, since the band aren't very big it may only be viewed by people who are fans. This is hopefully not going to be too much of an obstacle, however. I am going to put the website on the internet using a site such as 1 and 1.

## Deadlines

I aim to have my product ready for audience testing by March 28<sup>th</sup>, and completed and ready for distribution by the 24<sup>th</sup> April.

## Summary

I think my project will be successful because although it might not immediately benefit the band, I think that in time it will, because the more music videos they have on YouTube, the more likely people will be to find them, and it will help them become more known and get more fans. The website is something that people may see while looking on the internet and it may make them want to listen to the band, too.

Although my product isn't particularly unique, I know it will work because bands get bigger by releasing new things, such as music videos. They will also have a website at some point, and I think it is good to make a website early on because it will help them get bigger. It is also something that their fans will benefit from because they will be able to find information about the band's gigs, and their news easier. This will help them because they won't have to find the information on the internet or from their friend, it will be posted on the website.

	Mark band 1	Mark band 2	Mark band 3	Mark awarded	
	<p>Demonstrate limited abilities in planning and project management, monitoring work occasionally and showing limited ability to keep to a schedule; utilise limited paperwork and show a limited ability to provide self-direction.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p>(0-5)</p>	<p>Demonstrate adequate abilities in planning and project management, monitoring work occasionally and showing some ability to keep to a schedule; utilise adequate paperwork and show some ability to provide self-direction.</p> <p>Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.</p> <p>(6-10)</p>	<p>Demonstrate competence in planning and project management, monitoring production activity and keeping close to schedules; utilise well-prepared and organised paperwork and demonstrate ability to maintain clear self-direction.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p> <p>(11-15)</p>	<p>Demonstrate thoroughness and efficiency in planning and project management, monitoring production activity with close reference to objectives and schedules, and meeting deadlines with consistent accuracy; utilise thorough paperwork and work with initiative and independence at all stages.</p> <p>Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>(16-20)</p>	13

Comments/evidence locations/justification for mark awarded:

There is some competent project management evidence and the Candidate worked with sufficient initiative to complete the project on time, although there is insufficient evidence of planning documentation to secure a mark at the top of Mark band 2.

(b) (AO3)	<p>Provide a finished media product that matches, to a limited extent, the intentions set out in the treatment and which has limited relevance to the proposed audience.</p> <p>(0-5)</p>	<p>Provide a finished media product that achieves, for the most part, the intentions set out in the treatment and which is suitable for its proposed audience.</p> <p>(11-15)</p>	<p>Provide a finished media product that achieves successfully the intentions set out in the treatment and which has a clear relevance and appeal to its proposed audience.</p> <p>(16-20)</p>	15
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Comments/evidence locations/justification for mark awarded:

The finished website is suitable for the audience and the videos, picture gallery and interactive features such as the Twitter feed will hold appeal for them. However, the written content is quite limited and the layout of the pages is rather basic with too much repetitive content to meet the Mark band 3 assessment criteria.

(c) (AO3)	Provide a finished media product that shows limited thought in its realisation, using only some limited appropriate techniques and technology in production and post-production. (0-5)	Provide a finished media product that shows adequate thought in its realisation, using appropriate techniques and technology in production and post-production. (6-10)	Provide a finished media product that shows thoughtfulness and some imagination in its realisation, with competent and thoughtful use of appropriate techniques and technology in production and post-production. (11-15)	Provide a finished media product that shows creativity and flair in its realisation, with sophisticated and creative use of appropriate techniques and technology in production and post-production. (16-20)	15  20
<p>Comments/evidence locations/justification for mark awarded:</p> <p>Appropriate use of relevant web design techniques and technology to embed the videos and incorporate the Twitter feed and scrolling galleries into the site. The website functions appropriately, see the video of the website in use, and although there is some imagination in the site design, the flair and sophistication necessary to meet the Mark band 3 assessment criteria is not evident across the site.</p>					
Total marks				43	

# Unit 5



Unit 5: Media Production Project

Name:

Date: 6<sup>th</sup> December 2013

Project Title: Music Video

### Production Schedule 1

There are two weeks before the Christmas holidays. I have 9 lessons per fortnight and also plan on getting work done outside of lessons.

<u>Lessons/Time</u>	<u>Task/Activity</u>
Lesson 1 – Monday P1	Finish designing pages
Lesson 2 – Monday P4	Coding website – Making buttons work
Lesson 3 – Tuesday P3	Coding website – Making buttons work
Lesson 4 – Wednesday P2	Coding website – Making buttons work
Lesson 5 – Thursday P5	Coding website – Create scrolling gallery
Lesson 6 – Tuesday P3	Coding website – Create scrolling gallery
Lesson 7 – Wednesday P1	Coding website – Add Twitter feed
Lesson 8 – Wednesday P2	Coding website – News feed
Lesson 9 – Friday P4	Xmas Assembly
Time Outside of Lessons	Do some writing for the website page

For the scrolling gallery, I will not actually be able to put any of the pictures I will actually use into it yet, I will put space filling pictures, because I have not got any of the pictures I will actually use yet.

Unit 4: Research and Development for Media Production

Name:

Date: 6<sup>th</sup> November 2013

Project title: Music Video

### Music Video Production Paperwork

The music video will start with Ben and his wife getting their children into the car, and putting various different things in the boot. They will then be driving. There will be various shots of them driving, both inside and outside of the car. They will arrive at Hubbard's Hills, where they will get things out of the car and put their baby into a pushchair. They will walk along the hilltop path, and there will be various different shots of this as well as close ups of their faces. They will all be smiling and having fun, and Ben's wife will sit down on a bench with their baby on her knee, and Ben will play football with his oldest son when they reach the grass area. This will be shown with shots from behind where Ben's wife is sitting, and there will also be shots following them as they are running around. Ben and his son will sit with them and eat some food, and they will feed their baby. This scene won't last long, but again we will see close ups of them smiling. They will then carry on walking and let their oldest child play in the play area on the swings, and run through some leaves. They will then drive home and Ben will sit down in his lounge and turn the TV on, which we will see from various different angles, and there will be a shot of the door and it will open, and the other two members of the band will walk into the room and sit down and play guitar with him. This is the scene we have been seeing cuts of through the video. The rest of the video will be the band playing the rest of the song, and it will have the same shots as we have seen throughout the video. When the song has finished, at the very end of the video, the two members of the band will walk out, and Ben's wife will walk into the room and sit down next to him.

Up until the point when the band walk into the room and start playing, the video will be shown in short cuts of both the band playing and Ben with his family. When they start playing at the end, it will only be shots of them, similar to how it would be if it were a live recording.



I like the idea of him singing into the mirror because it uses the 'framing' technique. It will also make the video more interesting.



I like the outside shot because it is a change from the inside, slightly 'cramped' shot, and will give the video more of a sense of freedom.



I like this shot because it uses the framing technique but as it is a more 'head on' shot it may be harder to shoot because I don't want to get myself in the shot.



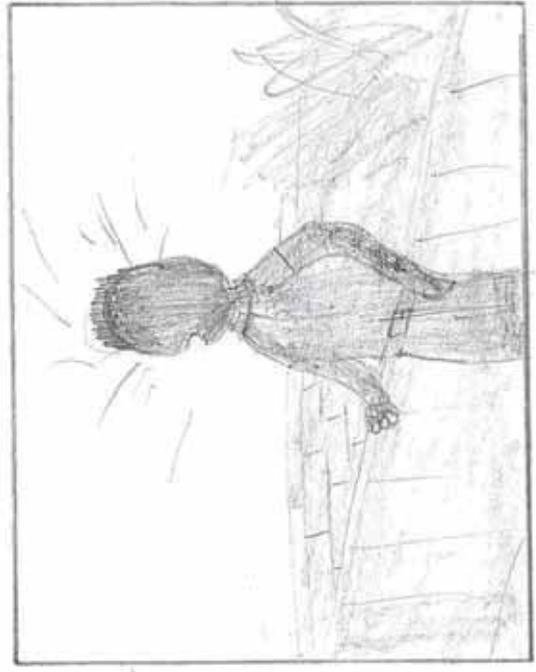
I like the idea of filming some shots of the band with their families, because I think it suits the song well and it will stop the video from being just the band playing. This shot will be very open and will give a different sense of freedom.

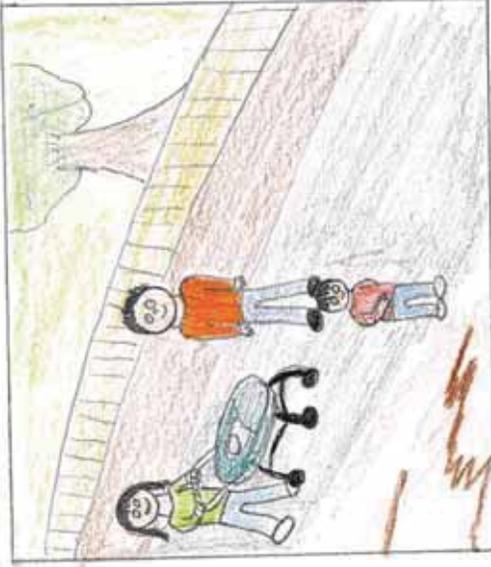


more relaxed style of video.

This shot is good because it shows the singer being relaxed, and this is how I want the music video to be. If the band seem relaxed when they are playing then it will be a much more relaxed style of video.

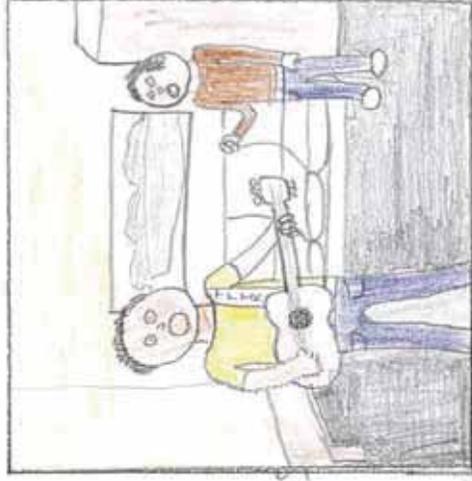
I like the idea of the silhouette because it is an interesting shot and takes away personality from the video for a second. The sun will also go with the song, as it is called Sunlight.





This shot will go with the other family shot. I think it will have to be a long shot of the path, and the family walking towards the camera and I think this will look good.

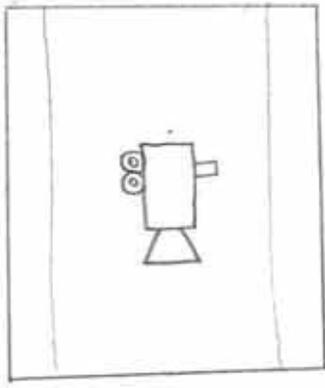
I like this shot because it shows the band relaxing as if it was just a normal band practice, and this also makes them seem more relaxed, making a more 'chilled out' video, and this is probably the main thing I want to achieve.



I think this shot shows how the band would be when playing on stage. However, three people walking around the room would be too much, so I would have to only have two. They will be able to interact with each other and show the audience what they are like.

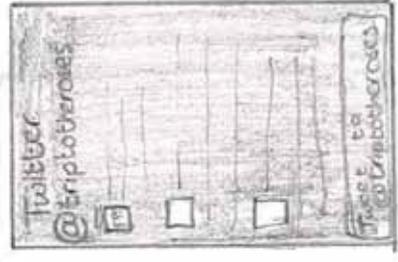
# TRIP TO THE ROSES

**NEWS** PHOTOS VIDEOS  
LINKS SHOWS MUSIC



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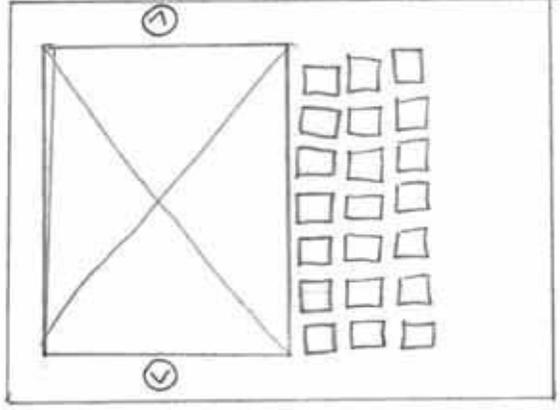


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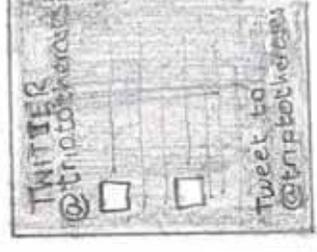

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LINKS SHOWS MUSIC



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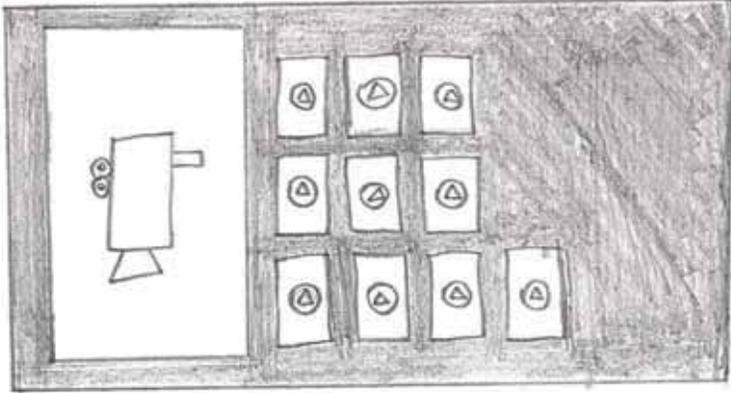


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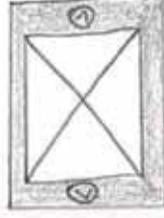
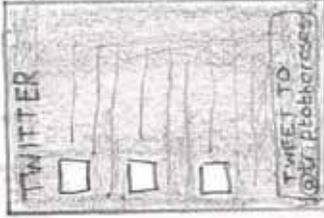
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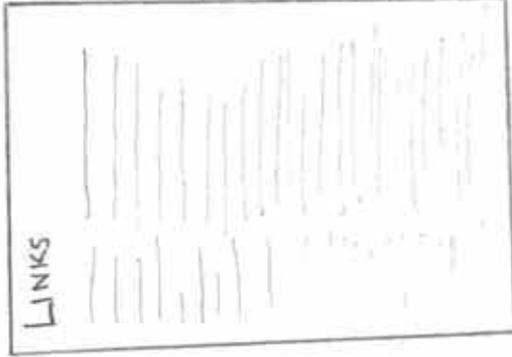
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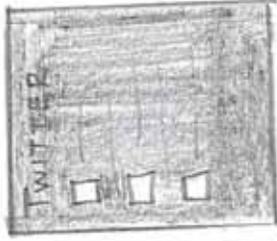
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logo 116

1,024 px

logo

120px

nav bar

126

video

advert

news

twitter

gallery

Footer

# TRIP TO THE ROSES



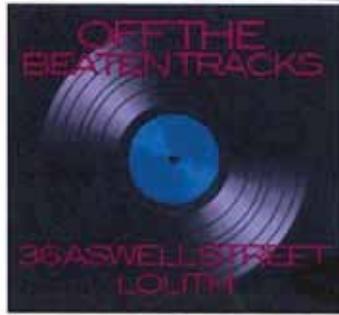
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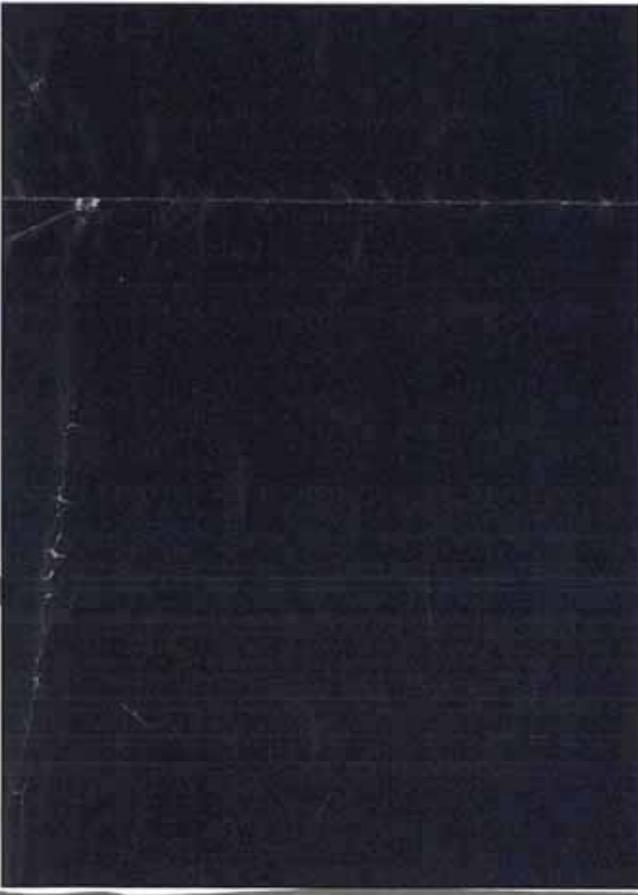


video



50%

advert



news



font



Diagonal

photo gallery



Footer

## Unit 5: Media Production Project

January 13<sup>th</sup> 2014

### Production Meeting 1

Date of Meeting: Monday 13<sup>th</sup> January 2014  
Venue: In Ben's house  
Time: 6:30pm  
Present: Ben, Ali, Dom and Josh.

#### AGENDA

1. Roles for the project
2. Deadlines for the project
3. AOB

Minutes of Client Meeting	Action Points
<p><b>Agenda Item 1: Roles for the project</b></p> <p>Josh told the band that he will design and create the website for the band, checking with them that it is okay, and how they want it to be, every few weeks. The band agreed and said that this is a good idea.</p> <p>He also asked to set a date to film the music video, and for this they said Sunday February 2<sup>nd</sup>, because this is best for everyone. They asked what they will be doing in the music video and Josh told them that they will be playing along to the chosen song in Ben's house. Josh told the band that once the video is filmed he will get editing it as soon as possible so that he can get it shown to the band as soon as possible.</p>	<p>Josh will continue creating the website and showing the band every few weeks. He is also going to borrow a Video camera from his college to film the music video.</p>
<p><b>Agenda Item 2: Deadline for the Project</b></p> <p>After a quick discussion with the band about when they want the products to be ready, it was decided that it will be ready for audience testing by March 10<sup>th</sup> and after improvements have been made, both products will be finished by April 21<sup>st</sup>, and this is Josh's final deadline. The band said these dates are fine for them.</p>	-
<p><b>Agenda Item 3: Any Other Business</b></p> <p>Josh asked if there was anything any of the band wanted to bring up and they said no.</p>	-

## Unit 5: Media Production Project

January 29<sup>th</sup> 2014

Project Title: Music Video

### RISK ASSESSMENT

I will be doing the majority of my project in the media production rooms in the New Media Centre. (M8 and M10) I will be using computers or laptops to create the product, but I will also be using a still camera to take original photos for the website, and a video camera to record the music video, which I will be filming at one of the band member's house.

Identify Risk	Likelihood of Risk 1 = Very likely 5 = Very Unlikely	Severity of Risk 1 = Fatal 5 = Minor Injury	Control Measures
Electrocution	4	3	Don't stick body parts inside computers Don't try to fix broken equipment/resources, call a technician. Regular testing of electrical devices.
Fire	3	2	Check fire extinguishers and alarms are in working order and tested regularly. Keep fire exits clear. Check that the emergency procedure poster is displayed.
Aches and Pains	4	5	Do regular stretches. Sit eye level with the screen. Use an appropriate screen resolution. Sit in an adjustable chair to ensure back support. Don't do too much filming or editing in one go, and have regular breaks, especially during editing. Briefing from technician on how to use DSE (Display Screen Equipment) properly.
Falls or Trips	3	3	Don't leave objects and wires in walkways. Tie down cables with cable ties or tape. Be vigilant/careful. Don't leave equipment lying around in the way while filming the music video.
Personal Injury	3	3	Carry out regular maintenance checks on the building. Report damage to site manager. Keep a fully stocked first aid kit available. First aider on site
Poor health from bad working environment.	3	4	Keep the room temperature appropriate to the weather conditions. Regular cleaning of keyboards. Make water available.

## Unit 5: Media Production Project

January 24<sup>th</sup> 2014

### Client Meeting 1

Date of Meeting: Friday 24<sup>th</sup> January 2014  
Venue: In Ben's house  
Time: 6:00pm  
Present: Ben, Ali, Dom and Josh.

#### AGENDA

1. Overall Progress
2. Deadlines for the Project
3. AOB

Minutes of Client Meeting	Action Points
<p><b>Agenda Item 1: Overall Progress</b></p> <p>Josh showed the band the current version of the project and the band told him they like it, however they said they wanted him to add in information about a new EP they are releasing called The Broken, and add something else into the bar at the bottom so it will look more full.</p> <p>Other than this they said they like the website and they think Josh is getting on well with it at a good speed. They also said they like the design of the website and think it is perfect for them.</p>	<p>Josh will change the things on the website that the band have asked to be changed and continue his work on the website.</p>
<p><b>Agenda Item 2: Deadline for the project</b></p> <p>After a quick discussion about Josh's progress they all agreed that the set deadline is still reasonable for Josh to finish the project.</p>	<p>-</p>
<p><b>Agenda Item 3: Any other business</b></p> <p>Josh asked if there was anything the band wanted to bring up and the band asked what song they will be playing in the music video so that they can have a quick practice before they day and Josh told them that it is for the song 'Sunlight'.</p>	<p>-</p>

## Unit 5: Media Production Project

Date: 14<sup>th</sup> February 2014

Project Title: Music Video

### Audience Testing

#### Website

**Max Demery:** Your progress on the website is coming along very nicely. You have something on each page now and it looks very impressive. I think there is still a lot of work to be done to make something that looks professional and to a standard that can be put on the internet and used by the band, but I think if you continue how you are getting on now, you should get the website finished in a reasonable amount of time, and to a very high standard.

**Mr. Santus:** I am very impressed with how you have come along with this project, and it is looking very professional so far. You have worked very hard and I think as long as you keep a working hard, you will create something very good in the end. I think what you have done so far looks like the sort of thing the band want their website to be like, because it looks very simple and mature, which seems to be the sort of approach the band are going for, when listening to their music.

**Caleb Stainton:** After looking through the website, I think it is looking very good. You have made some very nice touches and it suits the band well. I particularly like the rose in the box at the bottom, it isn't much but it just gives the website that bit of extra character that it needs. I think it would be good if you could add more little things like that into it, I think it will turn out very well, however you could also end up adding too much and making it looked cramped. You are making good progress with the website and I can't see it being long until you are done if you continue as you are now.

**Bradley Teeters:** Considering you haven't really made a website for a purpose in the real world before, I think you have picked everything up quickly and are working very well towards your goal. I am very impressed so far and I look forward to seeing the finished website.

**Kormak Appleton:** The website you have created so far is very good and looks professional. It looks like something I would expect to see from a band on the internet, and I think if you can keep up the standard you have produced up to this point for the rest of the project, you will produce a very good website, and I look forward to seeing it.

**Ben Williams (Trip To The Roses guitarist):** As a member of the band, I am very happy with this website, and as it is coming along now, I can see all of us being very happy for it to go online and be the online 'face' for the band. I like the way you have designed it and the little touches such as the rose in the social networking bar at the bottom just give it personality and make it much more unique for Trip to the Roses. I think the simple style of the website suits the band very well, and it looks like it has been specially thought out and designed specifically for us, which shows me you have put time and effort in, and I am impressed. I look forward to seeing the website when you have finished it, as I think this will look very good.

From the feedback I have had about the website so far, I don't think there is much I need to do to improve it. I just need to keep progressing and hopefully I will end up with a good final product. I had a few comments about the rose in the bar at the bottom and I think this means it works, and if I can find ways to do more things like this I think it could improve the website a lot.

## Unit 5: Media Production Project

Date: 14<sup>th</sup> February 2014

Project Title: Music Video

### Audience Testing

#### Music Video

**Max Demery:** I think your progress on the music video so far is outstanding. It is obvious that you have put a lot of effort in and are working hard towards getting the music video completed. Overall, I thought it was spectacularly crafted, the use of emotion touched me within and I couldn't imagine what it would have been like without the flourishing endeavour. I very much look forward to seeing the music video in its entirety, because I think it will turn out very well.

**Mr. Santus:** So far I think you have put a lot of effort into the music video and the progress of the music video is very good. I think you are working well towards the final product and it shouldn't be long before you finish the music video, and when you do I think you will have created something very good.

**Caleb Stainton:** After all the work you have put into this, I can see it turning out very well. I can't fault much about what you have done so far and I enjoyed watching it, and I am looking forward to see how the final product turns out. I do think, however, that if you were to change some of the shots that are shakey, you could create something that looks more professional and less handheld.

**Bradley Teeters:** The progress you have made through the video is coming along nicely. However, there is still a lot of work to be done in order to get the video finished and up to a good quality standard. At the minute, the music video looks mediocre because it isn't finished, but if you put a lot more work in I can see you creating a very good final product.

**Kormak Appleton:** I thought that there were a lot of shots that looked 'wobbly' in the music video. I think if you could use a different shot occasionally to avoid the wobbly look so much it would make it look a lot more professional and I think it will make a much better final product. I look forward to seeing it when it is finished, and I think it will look good.

**Ben Williams (Trip to the Roses guitarist):** After watching your progress through the video so far, I have to say I am very happy with how it is coming along. Due to the limited technology you had to use I think you have worked very well and created something that looks very good, and you have worked through it at a good speed to get it created as quickly as possible for us. I think the style you have done the video in really suits our band and I look forward to seeing the finished video when it is done. One thing I can comment on otherwise is how the shot does look slightly

handheld at some points. It isn't a huge issue but I just think it could look a lot more professional if you take this away.

I think the only criticism I have had so far that I could work with is the wobbly shots. At this stage this is something I am able to change and it won't be too hard either, because I will just be able to change these shots for a different one that looks better. I think it has the potential to make the video look better and it will also make it look more professional. At this stage I need to keep my music video coming along as it is and I think I will create a good final product.

## Unit 5: Media Production Project

Date: 19th<sup>th</sup> March 2014

Project Title: Music Video

### Audience Testing

#### Website

**Max Demery:** I like how you have created the website. There is a simple theme throughout the website that makes it very easy to use while still looking modern, and this is what a lot of modern websites lack. There are a lot of good things across the website, for example the rollover buttons, and I am particularly fond of the scrolling gallery, as this design goes very well with the theme of the website. I think you have done a very good job of the website and it looks good. I don't think there is anything you can improve about it.

**Mr. Santus:** I am very impressed by the website you have created. It looks very professional and it is the sort of website I would expect a band to have. It has everything a band needs, and having the music video on it makes it that little bit more interactive and more interesting for the user. I think the colours suit the band and the layout is very simple, so that it is easy to use and understand.

**Caleb Stainton:** The website you have created is of a good quality and professional standard, and it is like something I would expect to see on the internet. It suits the band very well and is designed simply so that it is easy to use. I like how you haven't overused pictures on the website, and there is something on each page. Using a twitter feed was a very good idea, as this is something that is very common among websites nowadays, and I think the same also goes for the music video.

**Bradley Teeters:** I think the website is good, however, some aspects of it lack certain features that could potentially increase revenue, for example you could include different advertisement methods. On the other hand, you definitely used various skills on Dreamweaver that give the website personality and character. The fact that you managed to put two videos in is quite an accomplishment, and I think the logo looks very professional. I liked the simplicity of the website, as there isn't anything too overwhelming but at the same time it isn't boring or lacking character. In conclusion, I feel that you definitely have achieved a lot with your media product.

**Kormak Appleton:** I think your website is very professional. The music video suits the website well and they go well together. The layout and design of the website work well because they are both very simple, and I think this goes well with the band's style. You have put a lot of work into this website and the final product makes that very obvious, because it is very good.

**Ben Williams (Trip To The Roses guitarist):** After having looked through the website thoroughly, I haven't noticed anything I don't like about it. It looks very good and it has a very professional look to it, which is how all three of us wanted it to be. I am very impressed by how much effort you have put into this, and it is obvious that you have tried hard because you have created something that looks very good. I think it suits our band very well because it is simple

and mature, which is how we like the band to come across. Your use of the twitter feed on the website works very well and it makes it seem very professional, and makes us as a band seem very open and approachable. The music video fits in very well with the website, because it is all very relaxed and simple, and I like this about it. Overall I think you have done a very good job with this, having put a lot of time and effort into it, and I am happy with how it has turned out.

Overall, I don't think I will need to change anything about the website. All of the feedback seems positive and I don't think it is worth changing anything if Ben from the band is happy with it. I am happy with how it has turned out and over the course of the project I feel like I have surprised myself a bit by surpassing what I thought I would be able to do.

## Unit 5: Media Production Project

Date: 4<sup>th</sup> March 2014

Project Title: Music Video

### Audience Testing

#### Music Video

**Max Demery:** I thought the music video was produced with a certain passion for the theme of simplicity. I enjoyed the capture of the musicians via the different framework that you chose to portray. However, I think you could have varied the scenarios and the setting, for example you could have ventured into an unknown location such as a deep forestation. This would have given the video more tinge and speciality. I have to say that considering the software that you were democratically required to use with the limited use of specifications and effects compared to modern day music videos, I think you did a good job.

**Mr. Santus:** I thought that the music video was quite interesting. I particularly enjoyed the fact that the band looked relaxed and appeared to be enjoying themselves. This light hearted theme matched the song and meant that the band came across as professional yet approachable. Although music videos tend to be repetitive, this music video would have benefited from more footage, and perhaps footage from a different location/environment. There were some effective shots such as the close up of the guitar and the lead singer, however this was perhaps an underused technique and I would have preferred more close-up shots of this nature. I also think that the use of the mirror was particularly effective.

**Caleb Stainton:** Given that the equipment and technology you used to make the music video was not 'top of the range' equipment, you actually did a great job. I like how the band all seemed relaxed, and the music video seems very cheerful which suits the song, and makes it more enjoyable to watch. I like the little jokes in the music video, because it makes it more enjoyable and light hearted. Also, I think the shot of the singer with the sun in the background was very professional, and it is interesting because it is different to the rest of the video. I think you could improve by trying to avoid parts of the film where the shot is shakey, but given that you only used a handheld camera, I think you did surprisingly well. I also think you could have used a variety of different locations throughout the music video because I think it seemed very cramped in the house. The outside bits helped this a little bit but I think it needed more of this.

**Bradley Teeters:** I think that with the time you had and the equipment you had to use, you have done very well. The only issue in my opinion is the start, where it isn't quite in sync properly, but obviously this isn't something you can rectify. I think a few of the shots could have been better, because some of them were a bit shakey. Given the fact that you don't have the equipment to make all the shots perfect they

do look good. On the other hand I really liked some shots, for example the shot of the singer with the sun in the background.

**Kormak Appleton:** I think the music video looked alright, but it looked like the singer was miming, which didn't look good. I also think you could have used some better lighting, and some filters to brighten it up. I enjoyed the funny bits because it helped break the video up and made it look better. There were some nice shots, and I particularly enjoyed the outside shots, although the shot was very shakey for a lot of them.

**Ben Williams (Trip to the Roses guitarist):** I think that you did a good job with the footage that you had, considering the time that you had to put it together and you'd taken enough footage to make the video interesting to watch so it didn't get repetitive. I think some shots worked really well, particularly the outside shots, so I would recommend that more of the footage could be taken outside or in a different location. I also thought you synced the video to the sound well because that's not easy to do, because I don't think we played particularly well when we were recording. I thought you got the job done quickly and were efficient with what you were doing, and you knew what you wanted us to do and were happy to take ideas from us too. I think the video could be much better quality with better equipment and more time, but time would have been difficult because as a band we might not have had the time. I also think it would have more interesting if you had made a storyline to go in between the shots of us playing, because this could have made the video more interesting to watch, and had more variety of location. Considering you hadn't made a music video before, watching the music video you wouldn't know because it did turn out very well.

I think that from this, the most common improvement is the setting. This isn't something I can change now, however, because I have already filmed the music video. I think it would have been a good idea because it would have made the music video look more varied, but this is something I think I will have to remember when I do future projects like this. I also think I could have taken a lot more footage for the music video, and that way I would have had more to work with, and probably less shots that looked shakey. I think it would be a good idea if I looked into putting filters on the music video because it may make it look better and make it easier to watch.

The feedback Ben gave me told me that the band are happy with the video, as he also said that he had shown the other two members of the band it, and they told him that they also really liked it and are happy with it. This is what I was aiming to do with the video because they are the people who I wanted to like it, because I am making it for them, and I think that if they like it, their fans are more likely to like it, and the music video is aimed at the fans.

Unit 5: Media Production Project

March 7<sup>th</sup> 2014

Client Meeting 2

Date of Meeting: March 7<sup>th</sup> 2014  
Venue: In Ben's house  
Time: 5:00pm  
Present: Ben, Ali, Dom and Josh.

**AGENDA**

1. Overall Progress
2. AOB

Minutes of Client Meeting	Action Points
<p><b>Agenda Item 1: Overall Progress</b></p> <p>Josh showed the band what he has done of the website and they were very happy with it. They said what had been requested last time had been changed and looks very good, and they think it suits the band very well.</p> <p>Josh then showed them the music video, and after watching it they immediately all said they really liked it and talked about it with Josh, telling him various bits they liked. One part they all liked was the shot of Al singing with the sun behind him, and they also liked the funny bits in it. They also agreed that there isn't much that they could ask to be changed and they are happy with how it is.</p>	-
<p><b>Agenda Item 2: Any Other Business</b></p> <p>Josh asked if there was anything any of the band wanted to bring up and if there was any other changes the band wanted to be made to either of the products before they are finished and they said no.</p>	-

## Unit 5: Media Production Project

Date: 10th March 2014

Project Title: Music Video

### Balance Sheet

Item	Expenditure (£)	Income (£)
Production Costs	1000	0
Hardware/Software	257	0
Distribution Costs	69.67	0
Personell	0	0
Miscellaneous	0	0
Contingency	0	0
Sales	0	0
Advertising	0	460
Grants/Funding	0	500
Other	0	0
<b>Total Expenditure</b>	<b>£1,326.67</b>	
<b>Total Income</b>		<b>£960</b>

### **Profit/Loss**

My project will have a loss of £466.67

### **Summary**

For the project, I thought I would need to spend more money than I actually did. I thought I would need contingency money, but as it happens I didn't need any because I didn't have anything I needed to buy that I didn't think of at the start of the project. I also thought I would need friends to help me film the music video, but this wasn't needed because I didn't actually need any help filming, as I did it with one camera but just did various takes of the video to get all of the shots that I wanted. I also originally planned to ask one of the technicians to look through the website for bugs and problems, but as it happens this wasn't needed because I didn't find any reason that this would be needed.

Equipment Booking Form

Name	
School Year	13
Equipment in question	Video Camera
Date out	31/01/2014
Date in	03/02/2014
Date of Request	08/01/2014

I will keep this equipment in the condition it was in when I borrowed it and will return it in the same condition. I will return it by the date stated above and I understand that if I violate these terms I will have disciplinary action taken against me.

Equipment Booking Form

Name	
School Year	13
Equipment in question	Digital SLR Camera
Date out	31/01/2014
Date in	03/02/2014
Date of Request	08/01/2014

I will keep this equipment in the condition it was in when I borrowed it and will return it in the same condition. I will return it by the date stated above and I understand that if I violate these terms I will have disciplinary action taken against me.

Unit 4: Research and Development for Media Production

Name: Josh Tunnicliffe

Date: 31/10/13

Project Name: Music Video



Home/News page

# TRIP TO THE ROSES



Navigation Bar

Photos (Will  
Open in gallery  
when clicked)

Advert

Twitter  
Feed

Photos page

# TRIP TO THE ROSES



Navigation Bar

Main Video

Advert

Videos (Will  
Open at the top  
when clicked)

Twitter  
Feed

Video Page

# TRIP TO THE ROSES



Navigation Bar

Links

Advert

Twitter  
Feed

Links Page

# TRIP TO THE ROSES



Navigation Bar

Shows

Advert

Twitter  
Feed

Shows Page

# TRIP TO THE

Navigation Bar

Music info  
and possibly  
streaming

Advert

Twitter  
Feed

Music Page

# TRIP TO THE ROSES

NEWS PHOTOS VIDEOS  
LINKS SHOWS MUSIC

## Links

**Twitter:** <http://www.twitter.com/TripToTheRoses/>  
**Facebook:** <http://www.facebook.com/TripToTheRoses/>  
**Myspace:** <http://www.myspace.com/TripToTheRoses/>  
**YouTube:** <http://www.youtube.com/TripToTheRoses/>  
**Ben's Twitter:** <http://www.twitter.com/BenRoses/>  
**Ali's Twitter:** <http://www.twitter.com/AliRoses/>  
**Dom's Twitter:** <http://www.twitter.com/DomRoses/>  
**Warner Bro's:** <http://www.warnerbrothersrecords.com/>  
**Off The Beaten Tracks:** <http://www.offthebeatentracks.org/>  
**Hopeless Records:** <http://www.hopelessrecords.com/>  
**Chapel Studios:** <http://www.chapelstudios.com/>  
**We Are The Ocean:** <http://www.weartheocean.com/>  
**Alter Bridge:** <http://www.alterbridge.com/>  
**Taking Hayley:** <http://www.takinghayley.com/>  
**Young Guns:** <http://younggunsuk.tumblr.com/>  
**Lincoln Engine Shed:** <http://www.engineshed.com/>  
**Overblown Festival:** <http://www.overblownfestival.co.uk/>  
**Download Festival:** <http://www.downloadfestival.com/>



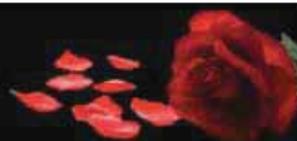
Tweets Follow

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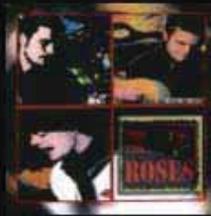


# TRIP TO THE

NEWS PHOTOS VIDEOS  
LINKS SHOWS MUSIC

## Let's Waste Time

01. Under Her Thumb
02. Heaven Help
03. Oceans
04. Difference
05. College Chords
06. Taste For Live
07. Let's Waste Time
08. Passing Through
09. Cheap Store Rose
10. Old Man



Released: 2009

## Locked In EP

01. I Should Have Known (What I Shouldn't Have Done)
02. Sunlight
03. Causation
04. Locked In
05. Same Shoes
06. Untitled (Hidden Track)



Released: 2011

## The Broken EP

01. The Broken
02. Rescue
03. Break Down
04. Dream Away
05. The Bones In Your Mind
06. Through Glass (Stone Sour Cover)



Released: 2014



## Tweets

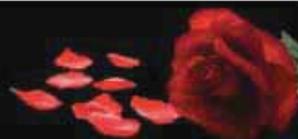
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# TRIP TO THE ROSES

NEWS PHOTOS VIDEOS  
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## News

### Trip to the Roses to play local music festival Overblown

We are very excited to announce that we have been added to the bill for the local music festival, Overblown. With headliners Black Stone Cherry, The Darkness and The Gaslight Anthem, we know it is going to be a great weekend. We hope to see as many of you there as possible! We are playing the second stage on Saturday July 19th. Overblown is a music festival based in Wolds End Farm, just outside of Lincoln. It is in its third year and is rapidly gaining popularity, with 25,000 music fans attending last year's festival. For more information and tickets, go to this link: <http://www.overblownfestival.co.uk/>

### New Single!

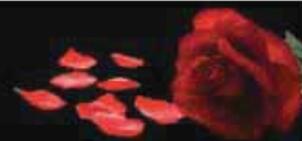
After months of recording, we have decided we are going to release our new single, ahead of the release of our new EP; "The Broken". The single will be title track "The Broken" and will be released on May 2nd, with the EP following on June 20th. The tracklisting is as follows:

01. The Broken
02. Rescue
03. Break Down
04. Dream Away
05. The Bones in Your Mind
06. Through Glass (Stone Sour Cover)

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# TRIP TO THE ROSES

NEWS PHOTOS VIDEOS  
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## Shows

We have an upcoming 11 date UK run, listed below.

### August 2014:

18th Lincoln Engine Shed  
20th Nottingham Rescue Rooms  
21st Sheffield Corporation  
23rd Glasgow O2 ABC 2  
24th London Borderline  
27th Manchester Academy 3  
29th Birmingham O2 Academy 2  
30th Norwich Waterfront

### September 2014:

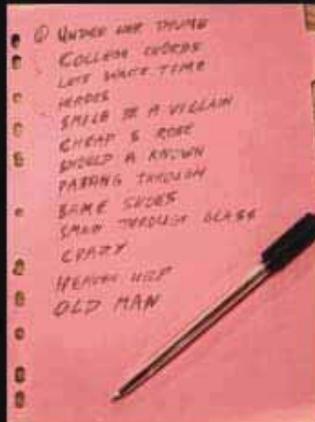
1st Plymouth Pavilions  
2nd Bournemouth Old Fire Station  
4th Cardiff University SU

For tickets, click here:

[Ticketmaster](#)  
[Live Nation](#)

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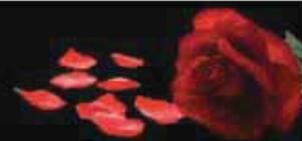
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