## Media production design plan



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

I**n this area of study you are to prepare a production design plan for your documentary media product designed for a specific audience.**

The design of a sound media production design plan is an essential creative and organisational stage of the production process.

You can decide the best way to present your plan. Remember that your aim is to prepare your plan so clearly that someone else could produce your product following your plan.

You need to develop and record concepts and ideas for your production by documenting in your production design plan:

* **Research to support the selected media form, style and/or genre, codes and  conventions.**

This is where you explore ideas and options/Inspiration. For example; evidence that you have examined similar products to the one you are planning to make, market research demonstrating that you have sought opinions from your intended audience, evidence of inspiration, brainstorming or experimentation. For example images from magazines, web sites, and descriptions of movie shots you love. This could take the form of annotated images.

* **The function and purpose of the proposed product.**

This should include an accurate and detailed description of what the **intention** of the production is. What is the aim, goal and/or objective of the proposed production? What do you hope to change, communicate, sell, teach etc…?

**Audience**

When commencing any practical tasks you should begin by attempting to understand and define the characteristics, needs and desires of the audience in relation to your proposed product. This may include an informed proposal of the ways in which the intended audience would **consume and engage with the product**, including how they may **appreciate or identify with particular components** of the form or text. An acceptable audience profile takes account of the audience’s **expectations of the product** and considers their **identity and experience**. The specific identity and description of the audience type can be determined through detailing specific characteristics. It is insufficient for students to label an intended audience as ‘teenagers’ or ‘people who like photography’, as this does not profile the audience’s specific characteristics.

* **The audience/s characteristics**

A clear **function and purpose** for your proposed production will help you clarify your target audience. Once you’ve clarified these then refine your target audience characteristics through research and by asking the following questions:

What are my audiences’ age, gender and/or socio-economic status?

What are the special interests of my audience?

What does my audience already know about the subject of my production?

Where does my audience stand on the particular issue/topic of my production?

What does my audience want from my production?

What motivates drives my audience?

What are the audience's needs? Expectations? Biases?

How will I engage my audience?

What does the audience expect as far as format, conventions and/or presentation are concerned?

* **The intended effects on the specified audience.**

How do you expect the audience to be effected? How do you expect your audience to respond/react to you proposed production?

* **How and where the production is designed to be consumed**

What will be its method of presentation and exhibition? How will it be viewed or accessed? Where will the proposed product be displayed?

**The Documentary Production Design Plan should also include:**

* The **clear** demonstration of the development of an individual or distinctive product.
* Written details and visual representations of the proposed production, including technical specifications (codes and conventions) specific to the proposed production. This should be done progressively throughout the documentation and may involve:
* The idea and/or concept of the media production should be clearly established and communicated in **both** written and visual forms.
* Clearly identified Production and postproduction processes, techniques and practices to be employed in the proposed production.
* Demonstration of how you will apply your knowledge and maintain creative control of the technical processes in your media production.
* The production of the media product is undertaken individually. However, the implementation of the production design plan may require a production crew to realise the student’s intentions. This will occur under the sole direction of the student, documented in the production design plan and acknowledged in the production. Group production work and group media production design plans are not appropriate for this outcome.
* In relation to photography, digital images and print productions must be photographed and/or scanned, manipulated and printed by the student.

**You must select one of the following media forms and adhere to the appropriate specifications (codes and conventions) of the selected media form.**

# VIDEO– Specific Design Specifications Checklist

***A video or film sequence 3–10 minutes in length, including title and credit sequences.***

* style and/or genre
* storyline and/or outline of content such as a treatment
* appropriately formatted script
* storyboards
* locations and/or setting
* dialogue, narration and/or interview questions
* details of camera: framing, position and movement such as a shot list
* edit details and transitions
* lighting
* music and/or sound effects
* titles and credits sequences.
* *Props/costumes*
* *Actors*

# PRINT/PHOTOGRAPHY – Specific Design Specifications Checklist

***Print production of a minimum of 8 pages or layouts printed by the student***

***A photographic presentation, sequence or series of images that incorporates a minimum of 10 original  source images that must be processed and printed by the student***

* style and/or genre
* subject/s and/or topic
* location
* lighting
* image composition and/or page layout designs
* typography
* paper stock, method of printing
* content such as text, images, illustrations, graphics
* specialist techniques, for example selective focus, filtration, manipulating contrast or colour etc…
* *Props/costumes*
* *Models*

**It’s advised to stick to the following order. Some sections will not apply to every production:**

**Investigation** - research, exploration of ideas and options

This should be a collection of media products, images, ideas or themes that may inspire you or influence your work in some way. These may contain styles of narrative or lighting that you like, a certain visual style, symbolism or motif, etc. You can provide a series of **annotated** still images or page layouts, or simply write about your inspirations. You need to show that you have explored more than one idea and/or option. This area relates to the first two points under key knowledge.

**Concept** - brainstorming, mapping, feedback, experimentation, reflection, evaluation

Here you need to track, explore and express how your idea developed into a concept. You need to show some level of brainstorming, mind mapping, feedback and experimentation, as well as reflection and evaluation of your own idea as you polish it off to the one refined concept you decide to go with. You will need to express this final concept well to explain what your production will be.

**Media Choice**

You need to actually explain WHY you have chosen to work with the medium you have chosen, what does it allow you to do? What are the conventions you will use and why? Explain the practicality and creativity of it, what it allows you to do, why it is better than others, how you will use it to achieve certain effects, discuss the qualities of the medium (think back to Year 11 when you were asked to write a SAC about the difference between print and video for example).

**Intention** – purpose, impact, outcome

This should be a fairly lengthy document approximately **one page** detailing the following:

***Purpose:*** Why are you doing this? What is the story you want to tell? What reaction or emotion are you trying to elicit from your audience? What themes are you trying to express? What is your message?

***Impact:*** What you want to create? How do you want it to affect people?

***Outcome:*** How do you want the experience to finish? How do you want your audience to feel when they leave?

**Audience** - attitudes, expectations, knowledge

**From the Study Design…**

*The ways in which audiences* ***consume*** *media texts may vary depending on the* ***reception*** *of the text; an audience may be large and consume the text collectively, as in a cinema, or the text may be received independently, accessed through a computer, an audio device, a magazine or observed in a gallery space. Media forms and texts are therefore constructed with an understanding that audiences have their own individual characteristics.*

*When commencing any practical tasks students should begin by attempting to understand and define the characteristics, needs and desires of the audience in relation to the proposed product. This may include an informed proposal of the ways in which the intended audience would consume and engage with the product, including how they may appreciate and identify with particular components of the form or text. An acceptable audience profile takes account of the audience’s expectations of the product and considers their identity and experience. The specific identity and description of the audience type can be determined through detailing specific characteristics. It is insufficient for students to label an intended audience as ‘teenagers’ or ‘people who like photography,’ as this does not profile the audience’s specific characteristics.*

*In their experience of media products, audiences bring a range of expectations about character types, plot and outcomes within the film narrative and expectations of style and function. This information should be reflected in the student’s planning of their own products for a specified audience.*

So, narrow down your audience significantly, as it will be easier to assess how well you have tailored your product to the intended audience.

You will need to explain the audience’s characteristics: the prior knowledge they will bring to your product, their expectations, likes and dislikes, experiences, identity, culture, etc.

You also need to explain how you will capture your audience’s interest with your product.

This should also be a fairly **lengthy** document detailing the following:

***Attitudes:*** What does your audience think? (Generally and about the issues you will be dealing with).

***Knowledge:*** What do they know? (Pre-exiting ideas, expectations, beliefs, feelings, etc.)

***Expectations:*** What do they want to see? Why?

**Style and/or genre**

Discuss your style and/or genre. What are the conventions of this style/genre that you will follow?

This needs to include an explanation of…

***Genre(s):*** such as comedy, drama, action, thriller, documentary and why.

***Style:*** visual style (so what it will look like); or, in terms of dialogue, approach, vibe or atmosphere; or, in homage to a certain director’s style or a certain sub-genre style and why, as in how it will add to the effectiveness of your product.

***Conventions:*** the different elements and conventions that you will include that will make your production true to the genre and style that you’ve chosen.

**Techniques of Engagement**

This area requires you to make it very clear and explain explicitly how you intend to engage your audience, so what you will actually do, with the audience in mind. This area can be a feature of other specification areas, or it can be presented separately, as long as it is in there and clearly labelled.

**Location/Setting**

This should list and explain all the locations where your scenes/photo shoots, etc. will take place. Discuss:

* What and where the location is.
* Which scenes the location will be used for and why it is appropriate.
* If permits or permission will need to be/have been obtained for the use of these locations.

Each location or setting you wish to use in your production needs to be introduced in at least one paragraph here. Images, photos, diagrams, or sketches of locations are appropriate, but most important is the discussion of the **purpose** behind the selection of each location.

**Character Profiles *(if relevant)***

Even if the information will not necessarily be expressed in your final product, you are to write one paragraph on each of your main characters. What kind of person are they? What is their social and cultural background? What are their interests, desires and motives?

**Actors/models**

Note the actors/models you plan to use, then when you have confirmation that they will be involved, introduce them. For major actors, including yourself if you are acting in your own film, comment on the suitability on each performer and what you hope they will bring to your product. If you are acting within your own film, discuss how you will manage the logistics of the production process. Explain why each actor/model was chosen.

**Camera: framing, position and movement**

You don’t need to explain how you will shoot each and every shot, just the interesting things you want to do with the camera should be detailed here. This discussion should explain:

* How you intend to use the camera (for what purpose? E.g. to give a point of view, to create empathy, a feeling of disorientation, etc.)
* What shot sizes, angles and movement you will use.
* What camera you will use and a description of its limitations or capabilities.

**Edit details and transitions *(if relevant)***

Consider any interesting and specific editing and sequencing techniques that you intend to use. Incorporate ideas such as transitions, cross-cutting, or parallel action where appropriate. Include:

* The *style* of editing that you will use.
* Which editing/post production programs you will use.
* Which specific editing/post production program capabilities you will make use of and why (e.g. slow motion, voiceover, sound mixing, etc.).
* How your shots will be linked and the styles of transitions you intend to use.
* Where transitions will be obtained from (e.g. in camera, from editing programs).

**Titles and credits:** What will be written? In what style/font, movement, etc?

**Lighting**

This should explain:

* The ‘look’ you want your production to have (this could vary for each scene) e.g. expressive, naturalistic, high-key, low-key, etc.
* The types of lighting required to create this look – describe the set-ups you would need to create.
* A description of the lighting equipment which will be required to create such effects.

**Music and/or sound effects *(if relevant)***

This should explain:

* The type of music you want your production to include and why.
* The actual songs you intend to use (listing: song/track, artist, album and recording label).
* If permission will need to be/have been obtained for the use of this music.
* If you intend to use any sound effects in your production.
* Which sound affects you will need and for which scenes.
* Where these sound effects can/will be obtained from.

Discuss the atmosphere you hope to be created by the incorporation of specific music and sound effects within your production. For music, you should have at least one paragraph per piece, focusing on both tone and lyrics where appropriate.

**Storyline or outline of content – TREATMENT**

Here you will need to provide a very detailed description of what will actually happen with as much information on all aspects as you can, for example, events, actions, characters, acting, camera, editing, sound, style, snippets of rough dialogue, etc. – this is called a ‘Treatment.’ It should read like a short story explaining what happens in your production as well as production features so that when it is read the reader can picture everything.

**Dialogue, narration and/or interview questions – SCRIPT *(if relevant)***

This discussion should explain if you’re your production includes any dialogue, narration or interview questions in any form – if so, this should be written up (in correct format) and included here as part of your plan.

* Ensure your script contains all actions and directions for your cast along with dialogue, as well as camera information.
* If you are creating a documentary, ensure you have created appropriate interview questions to incorporate into your script.
* If your production is dialogue-free, you must include a Treatment: a detailed summary of the action in your film.

**LAYOUT is extremely important!** It must be presented correctly and formally set out in order to be clearly understood by your assessors.

**Storyboards *(if relevant)***

Storyboard your product, including detailed annotations with your images. Ensure you include drawings/mock-ups and detailed information about shot duration, camera movement, lighting and sound.

It is important to remember that your storyboard should also be a place in which you discuss your transitions between shots where appropriate.

**Shooting Schedule/Timeline for production**

This will outline when each stage of your practical work will be completed. **Remember to leave time at the end for contingencies** and be sure that your actors, crew members or anyone else you are relying on, are well-informed and are available at the appropriate times.