

Event Planning



NAME: _____

YEAR 10 MEDIA – EVENT PLANNING Production Design Folio



Your task: You are to plan an event of your choice and complete a Production Design Folio containing the following criteria. Each criteria is marked out of 5 with the total grade being out of 50. This is an individual task and each student will be given a black A4 folio to get creative.

1. Research & Investigation – Inspiration

This should be a collection of media products, images, ideas or themes that may inspire you or influence your work in some way. Look at past events that have taken place and cut and paste what you like. Much like scrap booking. You must provide a series of **annotated** still images or simply write about your inspirations. You need to show that you have explored more than one idea and/or option. Minimum of 2 pages for this section.

2. Concept

Here you need to track, explore and express how your ideas have developed into a concept. Try to show a minimum of two ideas for your events. You need to show some level of brainstorming and mind mapping. You can use these criteria headings to guide you.

3. Intention

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

4. 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 event.

Demographics outlined:

- 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?

5. 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. What is your special secret that will 'OWWWW' your audience and have the Media want to attend and promote your event.

6. Location & Setting

This should list and explain all the locations where event 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.

7. Lighting

This should explain:

The 'look' you want your production / event to have (e.g. expressive, naturalistic, high-key, low-key)

The types of lighting required to create this look – describe the set-ups you would need to create.

8. Themes

This requires you to think of a creative theme for your event. Give details about you plan to recreate this theme for your target audience. Why did you select this theme and how does it link to your concept and intention?

9. Music

This should explain:

- The type of music you want your production / event to include and why? (will you require a live band or DJ etc)
- The actual songs you intend to use (listing: song/track, artist, album and recording label).
- If you intend to use any sound effects in your event.

10. Invitations & Media Updates

Map out and design an invitation suitable for your target audience and the event. Think about your theme and how you plan to reveal this in your invitations.

How do you plan to inform the Media and Press about the event? Outline who you plan to inform and why? Write up a press release that you will use for your selected media.

You are marked on the following:

CRITERIA
Investigation & Research Clear direction of ideas. Images and items annotated. Min of 2 pages of creative evidence.
Concept Mind Map outlining ideas and event planned out. Min of 2 ideas.
Intention Purpose of event and who it is for, Impact you plan to create and Outcome as a result of the event.
Audience Who is your target audience? Demographics listed and explained clearly.
Techniques of Engagement Demonstrated a range of unique techniques that will engage the target audience.
Location & Setting Suitable location selected that will inspire the intended audience.
Lighting All lighting thought of and planned out.
Themes Effective and inspiring theme suitable for the audience and event outcome.
Music Entertaining and appropriate music selected.
Invitations & Media Updates Creative invitations and Media updates planned out.

TOTAL /50

GRADE