

UNIT 8 RESPONDING TO A COMMISSION

This unit is a double weighted unit – so the grades are worth twice as much as for Unit 14 and one and a half times as much as for Units 1 and 4. It is marked out of 72 marks. The unit sets a task and invites you to plan a response using one of five different media – a promotional video, a website, an audio podcast,

For the avoidance of doubt, you are all going to focus on the promotional video.

The work you have to do has to be completed in six hours of exam condition controlled assessment, and is as follows:-

Activity 1 – The Rationale (1 hour approximately) (16 marks / 72)

Write a rationale of your ideas in response to the commission you have chosen. Your rationale will be assessed on:

- the consideration of the commission
- interpretation of the commission

Activity 2 – The Pitch (1 hour approximately) (16 marks / 72)

Write a pitch of your idea which is no more than 350 words. Your pitch will be assessed on:

- your idea and solution in relation to the stimulus material
- refinement and succinct communication of the pitch
- your understanding of the potential of the commission
- practicality of your solution.

Structuring a powerful rationale

State how the overall product will meet the key features of the commission.

Explain how the product will address the needs of the target audience.

Explain how the product will address the themes of the commission.

Explain how the product will meet the intended aims of the product.

State how your creative ideas will produce a successful and effective product.

Conclude with convincing justifications for why your proposals should be accepted.

Activity 3 – The proposal (2 hours approximately) (20 marks / 72)

Write a proposal for your idea. Your proposal will be assessed on:

- your understanding of technical media production processes
- use of the medium and targeting of audience
- communication of a plausible idea
- consideration of logistical implications.

Activity 3 – Proposal

- full summary of content
- technical considerations
- contributors, assets, locations and equipment
- legal and ethical considerations
- scheduling and planning considerations.

Activity 4 – The Treatment (2 hours approximately) (20 marks /72)

Produce a treatment for your chosen commission. Your treatment can be up to six A4 pages.

Your treatment only has to cover an appropriate sample or taster of the product.

You must select pre-production materials from the table below that are relevant to the medium of your commission.

You must include one or more of these in your treatment and include justification of ideas.

- **Storyboard**
- Visuals
- Mocks Ups
- Layout
- Interface or Menus

Your treatment will be assessed on:

- your understanding of media production processes
- use of the medium in targeting the audience
- communication of style

Ensure your schedule is realistic

- Whatever your product, your proposal should show that you have planned carefully.
- Build in contingency time for problems and feedback.
- Identify the key milestones that need to be reached for the product to progress.

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Rationale

Use Of Research And Background Material

- Sources Of Information
- Target Audience
- Appropriateness Of Response For Target Audience
- Consideration Of Product And Platform To Audience.

Understanding The Client/Commission

- The Purpose Of The Commission
- Ethos And Reputation Of The Client
- Themes

The Message

- Funding
- Competitors

Ideas Generation

- Brainstorming
- Final Idea
- Developing Justifications

The Rationale For Final Idea

- Structured Argument

Defining project assets

Project assets are the things you need to make the product and might include:

- ✓ actors
- ✓ software
- ✓ hardware
- ✓ location
- ✓ cameras
- ✓ lighting
- ✓ script
- ✓ recording equipment

Pitch

- Persuasiveness
- Clarity of ideas
- Expression
- Rhythm
- Unique selling points
- Persuasive language techniques
- Use of terminology and specialist language
- Structure of the pitch
- Length
- Succinctness
- Editing
- Appropriate length
- Mode of address
- Appropriate length
- Content of pitch
- Presentation
- Written pitch
- Transcript of spoken pitch
- Adapting and drafting
- Editing and refining.

Treatment

- Written format
- Overviews
- Synopses
- Scripts
- Explanations of style
- Technique and content
- Visual presentation
- Storyboards
- Thumbnails
- Navigation maps
- Layout templates
- Mock-ups.

Proposal

- Purpose
- Clarity
- Tone focus
- Proposal structure/format
- Scene by scene overview
- Mind maps
- Navigation links
- Style
- Influence of existing work
- Stylistic and formal codes
- Themes
- Analysis of similar work
- Audience expectation
- Content
- Synopsis
- Interpretation
- Script
- Voice-over
- Copy
- Contributors
- Talent

- Range of ideas
- Budget
- Projected costs and breakdowns
- Scheduling
- Project management plans
- Deadlines
- Logistics
- Bookings
- Equipment
- Locations
- Recces
- Risk assessments
- Legal considerations
- Copyright
- Libel
- Regulatory body rules
- Health and safety
- Permissions from contributors
- Clearances
- Ethical considerations
- Accessibility
- Equality and diversity.

Unique Selling Points (USPs)

What makes your proposed product stand out from the crowd?

What is your innovative or creative solution to the problem?

Questions to help identify USPs

How does your idea compare with similar products on the market?

How could your idea help the client achieve their aim or communicate their message?