

Media Studies GCSE Assignment 3 a – research and planning MENU

Pick and complete

<p>PLANNING PITCH Write the pitch line (25 words) and the synopsis (100-200 words) for the film you are making the trailer for.</p>	<p>PLANNING LISTS</p> <ul style="list-style-type: none"> • Cast • Props • Costumes • Locations • Equipment <p>Make detailed lists</p>	<p>CONVENTIONS OF TRAILERS Analyse a trailer in the same or related genre as your trailer. Make sure that you use media language and the media key concepts (narrative, genre, audience, representation, institution) to discuss.</p>	<p>BBFC RESEARCH Brief study of BBFC. Explain what they do and show understanding of how and why classification is important. What will be the classification for your film trailer?</p>
<p>PLANNING SCRIPT The script not for the film BUT just for the trailer. Should include the visuals, brief lines of dialogue, sound effects and transitions. Can accompany the storyboard.</p>	<p>PLANNING BREAKDOWN Create a scene by scene breakdown for your trailer – each scene must have a list of the following: location, cast, props and costumes, equipment, duration of scene, special fx and sound (excellent to do before you do the schedule)</p>	<p>MARKETING RESEARCH/PLANNING Research film production company logos and idents (3) analyse briefly. Decide on a name for your production company and design the logo. Explain how it suits the project and genre.</p>	<p>AUDIENCE RESEARCH Create an audience survey to find out what people think about films in the genre you have chosen. Think carefully about the questions. Use it to get a response to your pitch line and synopsis.</p>
<p>PLANNING FLOOR PLAN Draw a floorplan for one or more locations. Show where you will place the camera, where the cast will stand/move, any significant props or features of the location: eg. A door.</p>	<p>PLANNING STORYBOARD Draw a storyboard style mood-board for your trailer using 12 frames. Use colour, stick men are fine, notes to explain the shots/scenes and emotion you want</p>	<p>FILM MARKETING RESEARCH Mini-study of film marketing – analysing film posters and use of media to promote a film. Be specific to the genre you are making. (great to then go on and design your own poster)</p>	<p>FILM INDUSTRY RESEARCH Pick three other films in the same genre from the last 5 years. 1 US film, 1 UK film and 1 EU or World film. Who made the films? Production companies, directors, budget, distribution in the UK. How much money did they make? Use IMDB and Box Office Mojo</p>
<p>PLANNING DESIGN Set drawings, prop drawings and costume designs for your film trailer. How will they support the representations? How will you use them in the mise en scene?</p>	<p>DRAFT SCHEDULE Create a draft schedule for your production which clearly shows when and where you plan to film, how long in each location and who is involved (great to do once you have your scene by scene breakdown).</p>	<p>PLANNING MARKETING Write a press release for the film designed to attract an audience. Explain a little about the plot, characters and make suitable comparisons with other films.</p>	<p>REPRESENTATION RESEARCH Representation of women: how are women represented in your genre? Find examples from trailers and discuss – use images to support. How will you represent women in your film trailer?</p>

Each time you complete a task you are getting closer to finishing your portfolio

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Pitch and Synopsis WRITTEN	Production lists BULLET POINTS	Analyse a trailer PRESENTATION SLIDES OR ESSAY WITH PHOTOS	What is the BBFC? PRESENTATION SLIDES OR FLOW DIAGRAM
Write the script WRITTEN	Breakdown the scenes BULLET POINTS IN BOXES/FORM	Design a logo DRAW AND ANNOTATE	Audience survey SURVEY MONKEY
Floorplans DRAW AND ANNOTATE	Storyboard DRAW AND ANNOTATE	How to market a film? PRESENTATION SLIDES OR FLOW DIAGRAM	Who makes films and are they successful? CHART WITH ANNOTATIONS
Design for sets and costumes etc. DRAW AND ANNOTATE	Schedule for when we film BULLET POINTS IN BOXES/FORM	Press release to attract an audience WRITTEN + IMAGES	Who is represented and how? ESSAY WITH IMAGES

The boxes above should give you some ideas for how to achieve each different task (you don't have to stick to them!)

Remember that some of these can be shared between the group but others should be completed individually. In general, the **research tasks are individual** the planning can be shared.

HW: your task each week is to pick one or two tasks to work on and ideally complete. Keep these carefully in your Z drive or in your purple folder.

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