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| THINGS YOU NEED TO DECIDE |
|  | ***Possible* Evidence – show the process you went through to make your choices** |
| Which movie magazine you are going to use as a guide | Research into movie magazines, mind maps of decisions, feedback from others |
| Which movie posters you are going to use as a guide | Research into movie magazines, mind maps of decisions, feedback from others |
| Your marketing strategy | Release dateType of releaseFormat for releaseUSPblurbSimilar titlesCastingBBFC certificate and the requirements to get that certificateHow you made these decisions |
| Your movie storyline | A synopsis and treatment of what happens in your movie – from beginning to end – show the whole plot including climax and resolution, character lists with descriptions  |
| Your movie title | Possible ideas, rejected ideas, research into similar movie titles, research into linguistic patterns in movie titles, reasons for choice. |
| Your movie’s USP | Mind maps of ideas for the USP |
| The target audience | Your ideal audience profileQuestionnairesVideos of focus groups Research into existing target audiences for similar moviesRegular feedback from your target audience on your decisions |

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| THINGS YOU NEED TO FIND OUT |
| How trailers are constructed | Detailed analysis of 2 or 3 trailers from your chosen genre. Analysis should look at narrative, structure, pace, USP, intertitles/dialogue/soundtrack, genre |
| How magazine front covers are constructed | Detailed analysis of 2 or 3 magazine front covers from your chosen genre. Analysis should look at content, design, layout and linguistic features,  |
| How film posters are constructed | Detailed analysis of 2 or 3 posters from your chosen genre. Analysis should look at design and layout, image, text, how genre and narrative are communicate |

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| THINGS YOU NEED TO PLAN |
| How to convey the key selling points and narrative strands in your trailer  | Breakdown of key selling points in the movie; highlighted plot synopsis showing what you want to show and what you want to hide; flowchart of  |
| Sound | Intertitles and/or voiceover script; Track list ideas, sound and sound effects on storyboards/scripts, audio tryouts on edited footage |
| Camera Shots | Hand drawn storyboard, digital storyboard/animatics, rejected ideas, draft scripts, shooting script  |
| Photographs | Draft ideas, photos/rejected photos, feedback from audience, reasons for choice |
| Text | Analysis of existing front covers, experimentation with straplines, taglines, analysis of linguistic techniques |
| Font | Font experimentation, feedback, analysis of real products |
| Layout and Design  | Drafts, mock ups – hand drawn or digital, colour experimentation, font size experimentation, layout experimentation, feedback |
| Which stylistic features you will use. | Link to your research - screen shots of mise en scene or editing techniques you might want to use. Video clips of action, editing or sound techniques you might want to use.  |
| Which technical skills you need to develop | List of skills needed, evidence of research and practice of new skills – using video editing, using the camera, using Photoshop – online tutorials |
| What equipment you are going to need and when | Props and costume research – images, rejected ideas, reasons for choice, costume and props lists. Digital equipment check lists – video, sound, lightingShooting schedule |
| What locations you are going to use | Recce reports with photographs. Feedback from target audience on suitability, correspondence if permission needed, risk assessment |
| How you are going to organise your actors and locations | Shooting Schedule, Actors/model call sheet |

Let us know **how** you came up with **all** your ideas

Get lots of **feedback** from your **target audience** throughout the process.

Record any changes or revisions you make