Task  
You will produce:

A promotion package for the release of an album, to include a music promo video, together with

• a digipak for the album’s release   
• a magazine advertisement for the digipak.

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| **Required** | **What to include** | **Comments** |
| **Production Schedule** | Outline of jobs allocated | Identify your job within the group (if appropriate) outlining your responsibilities |
|  | Time Schedule | Detailed plan of how you will organise your time/GANTT chart |
| **Research into Similar Media** | Annotated copies of at least two examples of similar media for the Digipak, Poster and Music Video. | Your annotations should identify the **generic conventions** of the media text and include one or two comments on how **meaning** is created and how the product addresses its **target audience** |
|  | Written analyses of at least two examples of similar media. | Your analyses should be a development of your annotated copies. Each analysis should include:   * The conventions of the media product. * Detailed analysis of how meaning is created in the media text. Your analysis should describe the **connotations** of the individual elements as well as an analysis of how these elements work together to create meaning and address the **target audience** |
| **Research into Target Audience** | Identification of target audience of similar media | This should follow on from your analysis of similar media. Include a written report on the target audience and how it can be addressed |
|  | Primary Research into your target audience | This can take the form of questionnaires. Feedback should be gained throughout the production process. |

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| **Initial Ideas** | First ideas for print and music video | Mind maps, annotated lyrics, moodboard, images, font choices, video clips, |
| **Draft Ideas Print** | Mock Ups & Sketches  (try to include at least 3) | Drafts should take the form of:   * Annotated sketches/graphic sketches of individual elements i.e. experiments with font, image manipulation, cropping, colour etc. * Annotated Mock ups of the whole product indicating experiments with layout/design |
| **Draft Ideas Music Video** | Storyboard | Drafts should take the form of:   * Storyboards * Scripts * Shotlists |
| **Filming/**  **Shooting Requirements** | Materials to organise filming and photoshoot | Recce/location report  Risk assessment  Artist release forms  Location permission form |
| **Evidence of Original Work** | Evidence of original photography/footage | Copies of all photographs taken including those not included in the final product |
| **Evidence of process** | Regularly post your progress | Rushes, edited footage, image manipulation, ideas experimentation. |
| **Evidence of feedback** | Feedback from teachers, peers, target audience | Questionnaires, focus group, video feedback, written feedback. Evidence of your response to feedback and how you have changed/improved your work |