**Extended Diploma in Creative Media Production   
& Technology  
Project proposal template**

In producing the project proposal, and in preparing for the project realisation you should familiarise yourself with Units 13 and 14 of the qualification.

In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Units 13 and 14 require you to produce a project proposal of about 500 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed below, nor should they be excessively long and unfocused.

Your project proposal should be sufficiently challenging to ensure you have the best possible chance of meeting the grading criteria.

**Your project proposal should include:**

* *Centre name and number*
* *Candidate name and number*
* *Project proposal title and date*
* *Main area of activity/ pathway, e.g. film, TV, games design etc.*

The project proposal must be word processed and presented under the headings listed here:

**Section 1 - Rationale**   
*(Approximately 150 words)*

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 12 units of the qualification.

You should outline the knowledge, skills and understanding you have acquired. What you know now, and what it means to you, compared with what you knew and could do before you started the course, and how this has influenced your choice of discipline or disciplines and your project proposal.

It also provides an opportunity for you to explain your reasons for choosing a particular discipline or disciplines and to outline both your immediate and longer-term aspirations.

**Section 2 – Project concept**  
*(Approximately 200 words)*

This section provides an opportunity for you to clearly explain the concept and aims of your project, production or performance and the research and ideas that will support its development. What you anticipate producing, the levels and types of resources that you will need and an indication of the form in which you will complete and present your final realisation within the allocated timescale.

This might include an indication of when and how you will use studios, equipment and other resources, how you will make use of tutorial and peer feedback and where you will incorporate independent study.

**Section 3 - Evaluation**   
*(Approximately 150 words)*

This section provides an opportunity for you to explain how you will reflect on and evaluate your work, as both an ongoing activity and at the conclusion of your project.

You should describe how you intend to record your decision-making and how you will document changes to your ideas as your work progresses.

The evaluation should be referenced to your stated aims and be reflective and analytical rather than a description of actions completed.   
When working in collaboration with others you should comment on how this may impact either positively or negatively and steps you can take to minimise disruption in your own progress.

**Additional requirements, not included in the 500-word limit of the proposal:**

**Project action plan and timetable:**This section provides you with an opportunity to outline your planning and organisation over a period of weeks and the activities you will need to carry out in order to successfully complete your project in the agreed time frame. The more time and thought you give to planning your project, the more successful it is likely to be.  
It is important that you consider how you will balance ambition, time and realism in the realisation of the project. You should also include what you are going to do, how you will do it and by when. Remember to include: time spent sourcing materials and other resources to conduct research, seek feedback from tutors and peers, and identify when you will carry out independent study.

**Bibliography (Harvard Format):**This section provides an opportunity to record the initial research sources, both primary and secondary, that you intend to use.Your sources of research should be as wide as possible and could include libraries, galleries, books, magazines, films, computer games, websites, blogs, social media, radio programmes, archive material etc. Where appropriate, you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses.

Creative Media Production & Technology   
Unit 13/14 Project Proposal

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| Candidate  Name | Grace Bundy |
| Candidate Number | 17131391 |
| Pathway | Creative Media |
| **Project Title** | **Specialist Study- Sense of Pride** |
| **Section 1: Rationale (approx. 150 words)** | |
| **Since the start of the course the use of the professional camera equipment has hugely helped me to develop my skills in the subject. Due to the different assignments that has been set I have been given the opportunity to experiement with different camera shots and angles. I have also been able to use the Adobe software which I am now very familiar with mostly using Premiere Pro and After Effects which has been most useful and relevant to this course. My knowledge of the software hs grown significantly and is going to help me when creating my Final Major Project. In each assignment set I have been able to learn more about the process of creating a video. I have gained a lot of experience in the pre-production part, including research and testing as well as the filming of the video and the post production. Before the start of the course my knowledge on all these aspects of media were very small and has grown significantly over the past two years. Due to the ongoing practice of this with the other units I feel very confident with the process. All of this practice has helped me to lead up to this final unit, and has influcenced me into focusing my project on the editing as over the past two years I have enjoyed this aspect the most.** | |
| **Section 2: Project Concept (approx. 200 words)** | |
| **My final idea that I am going to create is focusing on mental health and in particular depression. After completing the specialist study I decided on this idea because I felt that it had most potential. The idea is to create a short film which focuses on an older teenager who is suffering from depression. It is going to show the person struggling to get on with everyday life, like getting out of bed, getting ready, and going outside. It will then show a friend reaching out and asking if everything is alright, and it will show the two outcomes of this. One will show the without getting help and how their life carries on and then will show what would happen if they accepted the help and how their life would be different and it would be a different outcome. At the end I want a message to appear as a type of moral of the short film which will have a shocking statistic which I have found as part of my secondary research and then I will link it to pride at the end by saying “swallow your pride and ask for help” or something along those lines to make sure that the connection between the topic and my chosen subject is clear to the target audience.** | |
| **Section 3: Evaluation (approx. 150 words)** | |
| **During the process of the Final Major Project I am going to be reflecting the work that I have done and the progress that I have made. After each day I am going to do this so I can see what I need to do to improve and what I have done well. I think that it is important to evaluate your work as reflecting on what you have done is going to help me to improve my work. At the end of the project I will reflect on all the work that I have done to see what I think went well and what I think I could have done differently. When making key decisions throughout the process I will make sure that I am documenting it all on my wix page. It will show the process of how I came to that decision and will show the whole thought process, so that it is clear to the reader why I have made certain decisions. In each evaluation the aim is to reflect on what I have completed and to see if I have achieved my aims that I had set. I am going to be analyzing what I have done rather than just describe what I have completed, so that I can then make improvements as this is going to help me more than if I just evaluated what I have done. If my peers ask me to act in their video, then I will make sure that when I complete a schedule I will leave enough time for me to help others. To make sure that I still progress I am going to make sure that I don’t accept lots of roles so that I have time to get my own work completed.** | |
| **Harvard References** | |
| **Wikipedia. (2019). *Pride*. [online] Available at: https://simple.wikipedia.org/wiki/Pride [Accessed 7 Jan. 2019].**  **Wikipedia. (2019). *Pride*. [online] Available at: https://simple.wikipedia.org/wiki/Pride [Accessed 7 Jan. 2019].**  **Williams (2019). *Styles of Documentary*. [online] Slideshare.net. Available at: https://www.slideshare.net/Dan1401/6-types-of-documentary [Accessed 13 Mar. 2019].**  **nhs.uk. (2019). *Clinical depression*. [online] Available at: https://www.nhs.uk/conditions/clinical-depression/ [Accessed 13 Mar. 2019].**  **Mental Health Foundation. (2019). *Statistics | Mental Health Foundation*. [online] Available at: https://www.mentalhealth.org.uk/statistics [Accessed 13 Mar. 2019].**  **Verywell Mind. (2019). *How Many People Are Actually Affected by Depression Every Year?*. [online] Available at: https://www.verywellmind.com/depression-statistics-everyone-should-know-4159056 [Accessed 13 Mar. 2019].**  **Mind.org.uk. (2019). *How common are mental health problems? | Mind, the mental health charity - help for mental health problems*. [online] Available at: https://www.mind.org.uk/information-support/types-of-mental-health-problems/statistics-and-facts-about-mental-health/how-common-are-mental-health-problems/#.XE7dCpP7SV5 [Accessed 13 Mar. 2019].**  **BBC News. (2019). *RosinaThe illness that affects one in six of us*. [online] Available at: https://www.bbc.co.uk/news/health-41125009 [Accessed 13 Mar. 2019].**  **Learn about film. (2019). *Poem films and film poems - Learn about film*. [online] Available at: http://learnaboutfilm.com/poem-films/ [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Jesse Owens*. [online] Available at: https://en.wikipedia.org/wiki/Jesse\_Owens [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Andy Murray*. [online] Available at: https://en.wikipedia.org/wiki/Andy\_Murray [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Serena Williams*. [online] Available at: https://en.wikipedia.org/wiki/Serena\_Williams [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Steven Spielberg*. [online] Available at: https://en.wikipedia.org/wiki/Steven\_Spielberg [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Jennifer Aniston*. [online] Available at: https://en.wikipedia.org/wiki/Jennifer\_Aniston [Accessed 13 Mar. 2019].**  **En.wikipedia.org. (2019). *Piers Morgan*. [online] Available at: https://en.wikipedia.org/wiki/Piers\_Morgan [Accessed 13 Mar. 2019].** | |

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| **Project Action Plan and Timetable** | | | |
| **Week** | **Date Week**  **Beginning** | **Activity / What you are intending to do - including independent study** | **Resources / What you will need to do it - including access to workshops** |
| 1 | **18th** | **Conduct more in-depth research into my idea, including primary and secondary research.** | **Internet, Youtube for the research** |
| 2 | **25th** | **Create a list of the limiations and potentials of my idea. Produce test shots and show the development of my idea.** | **Camera equipment for the test shots** |
| 3 | **1st** | **Produce a scheduele stating what I am going to be filming and how I will produce it, as well as problem sheets stating the issues I will face and how I will overcome them.** |  |
| 4 | **8th** | **Create more focused test shoots, practice using the software through screen recordings. Fill out all the pre-production paperwork.** | **Camera equipment, adobe premiere pro, pre-production paperwork forms** |
| 5 | **15th** | **Film the final video that I have planned** | **Camera equipment: camera, tripod** |
| 6 | **22nd** | Edit the video and produce an evaluation of the overall project including daily logs to help with the development of the analysis. Reflecting it back to the project proposal. | **Adobe Premiere Pro** |
| 7 | **29th** | Create a presentation including everything I have done during the process. Starting from initial deas to the final project. | **Microsoft Powerpoint** |