**Intro (400 words)**

* What is the project about
* What does it solve and why is it important
* What was it seeking to answer
* Why was it worth investigating
* **Include key deliverables and project objectives (in bullet points)**

**Research Question (200 words)**

* What are my research questions and why are they important

**Lit review (1500 words)**

* Readings into cinematography
  + Camera angles
  + Colour
  + Lighting
  + Aspect Ratio
  + Editing
  + Sound
* Research into marketing
  + Watertight marketing
  + Propaganda

**Research methods and ethics (500 words)**

* What my research methods were
  + Sample size
  + Process applied
  + Data analysis and evaluation method
* How were my methods applied in an ethical fashion
* What did I do with the data collected
* Summary of the most important findings and how this will influence later stages

**Practice (2500 words)**

* Discuss key development stages
  + Creation of video (issues with Maya – using SIFU)
  + User testing
  + Unity & Poster presentation
  + Design Brief, user persona & storyboard
  + Final video creation & pilot testing

**Discussion of outcomes (1500 words)**

* What is the significance of my findings in the wider context
* What has been achieved and suggest alternative approaches
* How does the work respond to the research questions
  + Were the methods I chose the right ones?
  + Were there flaws to my study?
  + Did my work respond to the research questions?
* How could my work be used to streamline someone else’s work

**Conclusions (400 words)**

* What would be the next stages for this project
* What would be the impact of the work in a wider field?
* How could this project benefit other users, professionals, society?
* **End on a positive note**