**NOTES:**

1. Unit 8: Responding to a commission – Introduction

Gov Funded Organisation/ Media Campaign/ 14–18-year-olds/ reduce screen time= Better mental and Physical Health = Better in school My product = Encouraging them to switch off devices and go out and about/ plan= get kids out of the virtual world back into the real world Won’t be too cheap or too expensive = Value for money = large budget = product can be professional

Switch off is a government funded UK organisation who are commissioning a media campaign for 14–18-year-olds to support them in reducing their screen time to increase their mental well being by doing physical activities outdoors which will increase their life chances to succeed in/… school, in life and in their relationships

1. Target Audience:

Targeting 14–18-year-olds/ Various Teenage ages = impacts their life/ helps teenagers mental and physical wellbeing/ Targeting both female and male audiences/ **SOCIAL GRADE D/C2=** Strugglers and explorers in the psychographic table

**Unit 8- Responding to a commission WRITEUP:**

Switch off is a government funded organisation, They are commissioning a media campaign for 14-17 year olds in helping to reduce their screentime to increase their mental wellbeing and physical wellbeing which will increase their chances in doing well in school for my product I will be able to gather ideas on how to decrease the use of technology in young people and make them switch off their devices and participate in other activities such as going outside. The key message Switch off are trying to proclaim is to encourage young people to spend more time away from mobile devices and technology and do more activities away from their devices. They hope to achieve this from this media product by finding a way to get more young people away from their devices and back into reality. The product I will create will not be cheap nor expensive so It will not be professional nor unprofessional to where they can’t see the value for money in my commission. Since they have government funding, they have a large budget which allows me to have flexibility while not causing a hole in their wallet and keeping the commission semi-professional.

**My ideas – Practice**

Idea 1: Create a scene where a teenager is given a new phone for Christmas and it shows how they start off all excited and cheery to have this phone and throughout the video it shows him becoming more depressed and staring at his screen longer and longer per scene I would also add a scene where he is in class looking at his phone not paying attention towards the end of the video I would put a comparison from when he wasn’t on his phone all the time and his grades and his grades after using his phone in class and mindlessly scrolling through social media I would add upbeat music at the start and more monotone music towards the end to show the impact to mental health that technology has on teenagers

Idea 2: My second Idea would be a teenager mindlessly scrolling TikTok instead of doing his work and throughout the video it would show how addicted to mindlessly scrolling he gets and how his grades are slipping his physical and mental health is slipping throughout how he is using his phone in class and getting it confiscated and I will show in the video the anger he feels after getting his phone confiscated to show the effect of the addiction to your phone as a teenager Then at the end he ends up adding a restriction to his phone while doing revision and his grades going back up and a message at the end saying how to take breaks from your phone