**Proposal**

**Client’s Requirements**

The video must be between 30 seconds and 60 seconds long.

The target audience will be 14-year olds or younger.

The video is a news report about teaching young people about recycling

**The effect of the audience on the video**

Due to the younger age of the target audience, the video will be less complicated than it would have been if the age were for older adults. This video will be more visual whereas if it target audience was for older adults, it would mostly be video of people talking.

**The effect of the brief on the video**

As the brief specifies a length that the video must be, I will follow this; the video will be between 30 seconds and a minute. I will also make it appropriate to the chosen target audience; it will also be made in the correct genre of film, the brief wanted a news report so the end result will be a news report.

**Resources I will need to complete the brief**

To complete the brief, I will need

Computer

Hardware

-A working computer that is powerful enough to edit video on.

-Peripherals to go with the computer to allow it to function: mouse, keyboard, monitor.

-Reader for the camera memory card

Software

-Video editing software to edit the video on.

-Software to make documents such as this one.

-Software to make mind maps and mood boards.

-Access to the internet for research and use of copywrite free images

Filming

Camera

-A camera with battery and memory card

-A suitable lens if I am using a DSLR camera.

Other accessories

-A tripod for steady video and a dolly for any moving shots.

-A microphone for any diegetic audio.

**What is going to be filmed**

I am going to film:

-A zoom shot, wide to narrow, of the front of the school – science, as an establishing shot.

-Interviews with staff and students, close up – probably not all of them will be used in final

-B-roll footage of recycling, people recycling etc. – either filmed on site or CC.

-B-roll of people walking around

**Reasons for choices**

The presenter is an older teenager because they are close enough to the age of the target audience that the audience could relate to them, but they also seem knowledgeable things, including the topic at hand, recycling. This will work better a younger person who is more relatable but seems less knowledgeable, or an older person who is less relatable but seams more knowledgeable.

The Zoom in shot of the front of the school is to show the direction of movement of the people into the school. The Science entrance was chosen as it makes the video look more modern than the english/maths entrance would.

**Planning**

I will have completed the following per production documents to plan the video:

-A work plan

-A script

-A storyboard of what shots are needed, timings, and locations

-A list of specific resources needed, like the one above but in more detail.

-A list of shots needed, like the one on the storyboard but in more detail.

**Legal**

The video will not contain the full names of students and will not feature the student without permission from the student and their legal guardian, even if they are just walking in the back of the video.

I will also get permission from the school to film on site.

Any footage in the video that is not my own will either be used with the permission of the owner or be included in creative commons.