Project Proposal Guidance and Template

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**Extended Diploma**

**in Creative Media Production and Technology**

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 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, feedback from tutors and peers, and 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.

**Candidate Name**

Jacob Cox

**Candidate Number**

258005

**Pathway**

TV & Film

**Project Title**

The Bag (One shot technique)

**Section 1: Rationale**

During this course I have been able to develop my skills and knowledge of the entire filming process. I feel I am now at a point where I am ready to join the industry and continue to develop as a filmmaker.

Each unit studied has taught me a range of skills that can be utilised in my future film career. I have learnt the value of effective planning and research which build a solid foundation for a successful project. I also now realise the need to evaluate continually to develop my ideas and produce quality work.

My technical knowledge has grown on this course e.g., I have learnt how to frame shots appropriately and how to utilise pace and camera angles effectively to enhance my work.

One major factor that has enabled me to develop as a filmmaker is being exposed to different styles of filming. Also, the opportunity of observing the running of a Techno dolly crane at Sandstorm Films. This ultimately led me to base my final project on the one-shot technique, as I was motivated to push the boundaries and tackle this challenging style of filming.

**(approx. 150 words)**

The concept of my final project is to produce a one-shot film that can stand alongside other long take films, in providing my audience with a thoroughly immersive experience. I am fully aware of the challenging nature of this style of filming but intend to push the boundaries of my technical ability.

I aim to produce a film that captivates the audience right from the start; taking inspiration from the film “1917” I aim to utilise a geographical shot that draws the viewer into my character’s world. I aim to develop the audience’s connection with my main character by demonstrating his personality, from the beginning, and immersing the viewer in his adventure.

Another aim is to draw on the technical knowledge I have acquired, both practically on my course and through personal research on the one-shot technique, to execute a film that reveals a seemingly cut free, continuous production.

When filming my one-shot I will utilise my gimbal as it allows me to smoothly track my character. I have chosen to use a quiet, external location to reduce the factor of interruptions, which is critical for a successful one-shot project. I have one main actor and may utilise additional actors for interactional scenes.

I intend to make full use of ideas and suggestions from interactions with peers and tutors, to enable me to continuously develop and improve my project. I will use independent study to inform my decision making throughout the creative process.

**Section 2: Project Concept**

**(approx. 200 words)**

**Section 3: Evaluation**

As I have progressed through this course, I have realised the importance of ongoing critical reflection and evaluation; it helps develop and refine ideas and ultimately to a project of superior quality. I therefore, intend to continuously reflect on and develop my ideas independently but, I also want to utilise the feedback from the screening of my film by my peers, audience and tutors in a more rigorous way than previously.

I will record the feedback, my reflections and decision making all on Weebly and be open to the fact that my initial ideas will almost certainly evolve. Any changes to my ideas and the reasoning behind them will be documented to provide a clear picture of the progression.

Finally, I intend to carry forward and build upon what I have learnt through reflecting and evaluating my work in this project. By working in this way, I will continue to develop and enhance my expertise as a filmmaker.

**(approx. 150 words)**

**Proposed Research Sources and Bibliography (Harvard Format)**

Mendes, S., 2015. *Spectre opening scene*. [video] Available at: <https://www.youtube.com/watch?v=cbqv1kbsNUY&t=1s> [Accessed 7 March 2022].  
  
Mendes, S., 2019. *1917 opening scene*. [video] Available at: <https://www.youtube.com/watch?v=ISoPy3I6Us4&t=162s> [Accessed 7 March 2022].  
  
​​Sam Mendes, 2019. *1917*. [video] Available at: <https://www.youtube.com/watch?v=KO6YwNtgke0&t=56s> [Accessed 7 March 2022].  
  
​2013. *Freeze Frame Pictures*. [video] Available at: <https://www.youtube.com/watch?v=g7G6ceJy6rQ> [Accessed 8 March 2022].  
  
​Vic kris, 2016. [video] Available at: <https://www.youtube.com/watch?v=j0HoMaaQj9I> [Accessed 11 March 2022].

**Project Action Plan and Timetable**



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| --- | --- | --- | --- |
| **Week** | **Date**  **Week beginning** | **Activity**  **What are you intending to do – include independent study** | **Resources**  **What do you need in order to do it – include access to workshops, kit, software or other specialist facilities.** |
| **1** | **28/02/2022** | **Brainstorm ideas. Develop my aims for the project. - discuss with Tutor. Read over relevant sections of my specialist study to refresh my memory of the technical side of the one-shot technique. Study the main films that inspired my one-shot project e.g., “1917” and “Spectre”** | **Access to a copy of my specialist study.**  **Talk with Tutor in lesson.**  **YouTube**  **Weebly** |
| **2** | **07/03/2022** | **Identify main actor and firm up availability.**  **Talk through ideas with tutors and try and firm up the direction I’m going to follow for the concept of my project. Finish project proposal.**  **Mind map of initial ideas- upload**  **Audience research- send key moral question** | **Computer**  **Word**  **Weebly** |
| **3** | **14/03/2022** | **Arrange a time this week, for a video call with main actor to discuss ideas and collaborate on character development.**  **Decide on main locations, vehicle availability and other props for use in filming.**  **Plan main character. Mind map of main character- upload.**  **Cast- Decide on the need/use of other characters?**  **Mood board- upload**  **Construct power point for class presentation next week**  **Discuss with tutor any issues so far.** | **Computer**  **Transport to proposed locations**  **Tutor**  **Power point software**  **Word**  **Weebly** |
| **4** | **21/03/2022** | **Finalise presentation content**  **Presentation of project to class. Upload to website.**  **Audience research**  **Secondary research on-**  **techniques to immerse audience within the one-shot. Research pros and cons of filming in the traditional way- take test shots. Research prosthetic/acrylic limbs** | **PowerPoint software**  **Weebly**  **Chrome** |
| **5** | **28/03/2022** | **Test shots**  **Prepare** | **Weebly**  **Camera** |
| **6** | **04/04/2022** | **Finalise routine and movement of main character** | **Weebly** |
| **7** | **11/04/2022** | **EASTER BREAK**  **Finalise routine**  **Start filming with main character to familiarise with steps** | **Camera**  **Weebly** |
| **8** |  | **EASTER BREAK**  **Filming** | **Weebly** |
| **7** | **25/04/2022** | **Filming final clips**  **Sorting footage** | **Weebly** |
| **8** | **02/05/2022** | **Editing** | **Adobe Premiere Pro**  **Weebly** |
| **9** | **09/05/2022** | **Editing** | **Adobe Premiere Pro**  **Weebly** |
| **10** | **16/05/2022** | **Final edit and evaluation** | **Weebly**  **Word** |
| **11** | **23/05/2022** | **Finalise project- act on any feedback**  **Proof-read and check content of final project**  **Screening on**  **Submit final project** | **Weebly**  **Word** |

**Week**