Level 3 UAL Diploma in Creative Media Production

	Project Proposal
UNIT NOS & NAMES:	**Unit 8: Developing a creative media production project**
TITLE	**Final Major Project**
ISSUE DATE:	**11/03/19**
DEADLINE:	**05/06/19**
TUTOR:	*Mark Caffoor, Alenxander Anderson, James Holder, Emmanuella Niamba, Anna Privitera*
IV SIGNED & DATED:	
CREDIT VALUE	*24*
LEARNING HOURS	400
LEVEL	3

For your **Final Major Project** you will need to choose and develop an outcome of your choice. You must demonstrate the best of your ideas and skills. Keep in mind the different projects that you have done so far and what you have learnt through them.

You will need to write the project, develop research areas, themes, select places to go, work on design ideas using previously learned techniques and produce a final outcome which will be marked and assessed for your final grade on the course both internally and externally.

In past years students have tried to include **too much** in the time provided and have not fulfilled their own project brief. You can also include **not enough** information and set targets, which are too small so the project outcomes are too simple with too little initial research. Throughout this project there will also be times when you need to work completely independently and staff will be observing you. Be realistic. How easy is it to research your chosen subject? Choose a topic that you feel sufficiently interested in and will sustain you throughout the project.

Because you are starting your own personal project, it is very important that you keep all your teachers informed of what you are doing and where you will be either in the building or outside of the building. Use teacher emails to inform all the teachers if you are going out on external visits, galleries and shows.

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Level 3 UAL Extended Diploma in Art, Design and Media

Project Proposal

Learner Name	UAL Reg. ID	Centre name & Number
		Westminster Kingsway College 11072

Project proposal title	Main Area of Activity/s e.g. Fine Art, Graphic Design, Textile Design

Tutor / Assessor Name	Signature	Date
Mark Caffoor		

Project Proposal: Guidance for Candidates

In producing the Project Proposal, and in preparing for the Project Realisation, you should familiarise yourself with Unit 8 of the qualification. In particular you should understand the Assessment and Grading Criteria which will be used to determine standards of achievement.

Unit 8 requires that you produce a project proposal of about 500 words, excluding the project 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. The Project Proposal must be word processed and presented under the three headings listed below.

Section 1

Rationale (approx 100 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 7 units, and 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 pathway and your project proposal.

Within the first 7 units, I have received a lot of knowledge such as the analysing sound advertising like the FX added in to make the films and adverts alive; FX sound significantly affects the emotional response on people meaning it will intrigue them more. The word for it is a non-diegetic sound, Furthermore, If I did a stop motion with trainers then FX sound can boost the feeling. Also, I have gained Photoshop skills using the tools where this is useful for my unit 8 as I'm going to be doing photography then Photoshop to enhance the quality of the trainers. As-well as After Effects when months ago I've never heard of it but it has come to my advantage the skills to learn how to create shape morphing animation and build transitions and how to move control motion of an object to get a realistic animation as this would fit in perfectly with an advert to emphases the trainers with graphic motions.
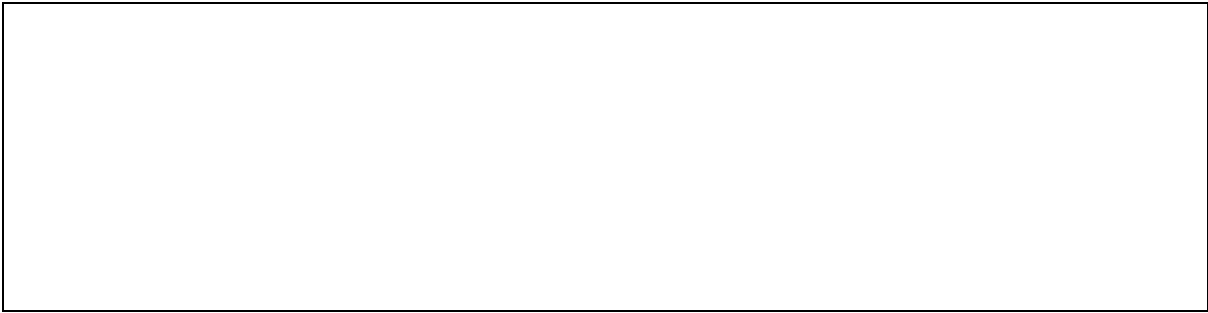
Section 2

Project concept: (approx 200 words)
This section provides an opportunity for you to clearly explain the concept and aims of your project, 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

My project is based on Trainers because there's a wide range of the world's desirable trainers out there. As there is so much more depth about it: how it's made, who invented it, the different brands. So I'm going to write in a detailed concept about the history of trainers, a photography type and thought of making a trainer commercial for my final project. Firstly, I'll be doing secondary research, this is vital because this is where the history comes in, to provide more specific information than now, besides to help me have an idea to choose the type of trainers I will be focused on and me knowing more knowledge about trainers too. For instance, in my blog will be presented: mind map, collage because trainers are visual, to state what type of trainers I'm aiming for the reader, secondary artist research for inspiration, post-production step by step especially when I'm using software to edit my trainers this will help the reader to understand clearly how I created an image, etc. I'm also going to find inspiration for different photo shopped ideas to boost my ideas, especially because I'm used to using Photoshop it will help me significantly. Then I will seek for Primary research questionnaire of 10 questions; this is to receive advice from peers for my final project. It's important because other people are going to see my final project, therefore, this would need to intrigue them and people have different opinions so I will then choose the best opinions to fit in with my final project. This would benefit all of us because the majority of us own trainers, therefore extremely popular too as this would boost the information we know. Where the photography takes

place is, I will try to research trainer type museums if there are any, also I'm going to go and take pictures of trainers in stores. Then after Photoshop them. Then add the amazing graphics motion from After Effects. Then I will take photographs of people's trainers of them walking and posing. Next, i will create a commercial on Premiere Pro uploading all of the footage i will take and the edited trainers too. After I will be adding non-diegetic sound in. This will be an advert for trainers. So this is a mix of commercial and photography. All the inspiration and information from other sources I use will be on my blog too.

Section 3

Evaluation:
(approx 50 words)
This section provides an opportunity for you to explain how you will reflect on, and evaluate, your work, as both an on-going activity and at the conclusion of the project. You should describe how you intend to record your decision-making and how you will document changes to your ideas as 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 adversely and steps you can take to minimise disruption to your own progress.

To reflect on my work will be using a reflective diary to look back on and when I have spare time I will improve on the task if I create a similar one next time. Also what went well and even better if The look back on it again how I improved, what skills I learned this is vital so I will remember it and use it efficiently. I'm critically analysing my work thoroughly because I'm aiming for a distinction.

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, including libraries, museums and galleries, books, theatre/ film/video, magazines, TV/radio programmes, web sites etc. Where appropriate you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses.**referred by your tutor.**

X 6 (minimum)

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 successful complete your project within the agreed timeframe. It is important that you consider how you will balance ambition, time and realism in the realisation of the project. This should include what you are going to do, how you will do it and by when. The more time and thought you give to planning your project the more successful it is likely to be. Remember to include time taken to visit sources; sourcing materials, questionnaires, access to

Date	Plan of action	
workshops, tutorial and peer group feedback opportunities and where you will incorporate independent study.		

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Learning Outcomes The candidate will:	Assessment Criteria The candidate can:	Pass, Merit & Distinction Grade Criteria
1. Understand the requirements of a creative media production project.	1.1 Analyse the requirements of a creative media production project.	**Pass** Analyse the requirements of a creative media production project. **Merit** Analyse the requirements of a creative media production project to a high standard. **Distinction** Analyse the requirements of a creative media production project to a very high standard.
2. Be able to use research methods to inform ideas for creative media production.	2.1 Review a range of research sources to support a creative media production project. 2.2 Interpret research to develop ideas and effectively communicate to an audience.	**Pass** Review a range of research sources to support a creative media production project. Interpret research to develop ideas and effectively communicate to an audience. **Merit** Review a range of research sources to a high standard to support a creative media production project to a high standard. Interpret research to develop ideas and effectively communicate to an audience to a high standard. **Distinction** Review a range of research sources to a very high standard to support a creative media production project to a very high standard. Interpret research to develop ideas and effectively communicate to an audience to a very high standard.
3. Be able to use skills, knowledge and understanding in the completion of a creative media project.	3.1 Apply practical skills, knowledge and understanding to complete a creative media project within an agreed timeframe.	**Pass** Apply practical skills, knowledge and understanding to complete a creative media project within an agreed timeframe. **Merit** Apply practical skills, knowledge and understanding to complete a creative media project within an agreed timeframe to a high standard. **Distinction** Apply practical skills, knowledge and understanding to complete a creative media project within an agreed timeframe to a very high standard.
4. Be able to evaluate a creative media project.	4.1 Critically evaluate a creative media project against the agreed requirements and parameters.	**Pass** Critically evaluate a creative media project against the agreed requirements and parameters. **Merit** Critically evaluate a creative

		media project against the agreed requirements and parameters to a high standard. **Distinction** Critically evaluate a creative media project against the agreed requirements and parameters to a very high standard.