**Media production design**

In this area of study student’s focus on the preparation of a production design plan for a media product designed for a specific audience in a selected media form. The design of a media production is an essential creative and organizational stage of the production process. Students develop and record concepts and ideas for production, documenting the intention of the proposed production, the audience/s for which the production is planned, how and where the production is designed to be consumed, and the intended effects on the specified audience. Media production design planning also details written and visual representations of the proposed production, including technical specifications appropriate to the selected media form, style and intention of the production. The design planning process varies from medium to medium, with each employing planning conventions specific to the proposed production and form and with consideration of the specified audience.

Students select one media form from the following list and adhere to the identified scope. They take into account the appropriate codes and conventions of the selected media form and the detailed profile of the audience determined by the student's research.

The media production design plan demonstrates how students will apply knowledge and maintain creative control of the technical processes they plan for their media production. The student's selection of the media form will be determined by the equipment available to them at the school.

Appropriation and sampling of media material to include in production should be considered carefully in the production plan to determine the contribution to the student's individual or distinctive product.

Clear conceptual reasons must accompany the inclusion of such material along with acknowledgment of the source.

The production of the media product is undertaken individually. However, the implementation of the production design plan may require a production crew to realise the student's intentions. This will occur under the sole direction of the student, documented in the production design plan and acknowledged in the production. Group production work and group media production design plans are not appropriate for this outcome.

**Chapter One: Investigation**

In this chapter you should demonstrate your investigation, research, development of your idea, and projected audience you intend making your production for :

This chapter should contain **4-8 pages**

* Investigating idea
* Brainstorming
* Research
* Influences
* Audience

**You may use**

Spider graphs: Brainstorm Maps Lists References to works – annotated images Influences = Evidence of you exploring your idea

You must provide the sources from where your research / or images have been drawn from – this could be a website – book- magazine:

**By the end of this chapter it should be clear to the reader:**

The medium you are working in

What **topic** you have chosen :

**Your ideas and or themes** that your production will focus on

**Chapter Two**: **Concept** **4-8 pages**

(A concept is basically a unit of thought that is present in the human mind. It can also be defined as an idea that takes root in the mind of an individual.)

This chapter is about documenting your idea visually and should include

* Summary of your idea
* Discussion of themes to be explored
* Experimentation of compositions - sketches of some proposed compositions
* Self-reflection
* Evaluation and Feedback- refer to your audience- what feedback do they
* Provide to your ideas

**Chapter Three Statement of Intention**

* Detailed statement of Intention discussing the folio of work you intend to create
* Discussion of your audience and their characteristics , attitudes, expectations
* Equipment required: Software required

**Chapter Four**

**This is the technical component of your design plan where students must examine the technical specifications required to produce a high quality photographic folio**

Each of the specifications below should be treated as sub chapters

Your media production design plan should incorporate conventions and specifications appropriate to your genre and/or media form such as:

* Method of presentation and exhibition **1-2 pages**
* Style and/or genre **1-2 pages**
* Techniques of engagement **1-2 pages**
* Subject/s and/or topic **2+ pages**
* Location
* Lighting
* Image composition and/or page layout designs **5-10 pages**
* Typography if used
* Paper stock, method of printing **1 page**
* Content such as text, images, illustrations, and graphics if applicable **1-2 pages**
* Specialist techniques, for example selective focus, filtration, manipulating contrast or Photoshop techniques color, toning, hand coloring. Etc. **1-3 pages**

**Chapters currently required**

* Chapter One