
Media (National 5): assignment

Candidate evidence

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Brief:

Create a short film, television episode or other short piece of filmed content for the Disney Company. The media content should be made specifically for one of the media companies owned by Disney – they own film studios like Marvel and Lucasfilm as well as TV studios like ABC and ESPN. The content you create must fit with Disney values and ideas. It must promote Disney as an international brand, supporting the idea that Disney is for all races, religions and views. They are keen for the product to make Disney look adventurous and fun. It must deal in some way with the challenges of growing up or being young. It must be appropriate for the entire family.

Section 1: Planning

A. Audience Research

one thing I learned during my audience research from my survey was that I found out the 50% of respondents would like to see more sci-fi and drama genre conventions in the sitcom.

The way this has affected my plan is that I will need to add more diverse genre conventions for sci-fi and drama, such as making the main character a geek character type and adding a storyline which addresses social issues like mental health. I will add a scene where the main protagonist is struggling to balance school and being a teenager in modern society, he will have a conversation with his family about his struggles.

Another thing I learned during my audience research from my survey results, I learned that 62% of respondents would like to see football be represented in a sports documentary.

The way this has affected my plan is that I will need to include football as a main focus in my sports documentary, interviewing many football athletes asking them about their sport, the struggles of balancing a sport and school and how they manage to do both.

A third thing I learned during my audience research was that 56% of the responders would like to see behind the scenes of sports training and competition montages added to my documentary

The way this has affected my plan is that I will include scenes of athletes training throughout the documentary, adding in long shots, close ups etc. I will also include footage of multiple competitions showing the athletes competing, and interviewing them afterwards. I will also include footage of the athletes when they were younger competing and growing up to add emotion to the documentary.

B. internal institutional factors

- One thing I learned during my research into internal institutional factors was that the Disney Guidelines state that Disney wants to develop the most creative, visionary and profitable entertainment experiences with related products all around the world

- This impacted on my planning, as I decided I wanted my documentary to appeal to an audience of a diverse range of people to meet this factor. For this I have decided I would have a large selection of sports shown to create diversity, creating a higher profit margin and to appeal to more people all around the world. For example I will include Equestrian sports, dance, football and gymnastics as my main sport focuses.

- Another thing I learned during my research into internal institutional factors was that the Disney Guidelines state that they would like their characters to appeal to children across gender, ability, and experience because they have positive traits like kindness, humour, courage ect, and other traits that would make “a good friend”

- This impacted on my planning, as I wanted to include athletes and characters that would appeal to children across a whole range of aspects, for this I will include athletes from different backgrounds, and will change the tone of the documentary from formal and serious to a more lighthearted tone whilst still maintaining a formal tone so that the documentary will still appeal to children across a diverse range. For example i will include some funny clips of the athletes making silly mistakes or ask questions of their best moments from their sports.

- One thing I learned during my research into internal institutional factors was that the Disney Guidelines state that they have a commitment to act responsibly and inspire others to join them in creating a brighter tomorrow.

- This impacted on my planning, as I would need to ensure my documentary has a positive outcome and/or ending so that my documentary will inspire children to create a brighter future for themselves. i would also think deeply and act responsibly on what kind of clips and footage is in my documentary so that it can appeal to the target audience of children and family. For example i will add an uplifting clip of the athletes winning a difficult competition and ask them of their thoughts and how they feel after the competition.

Budget

- One thing I learned in my institutional research is that the budget of a documentary like mine, is that one finished minute of a documentary costs \$1000 to make a lower budget documentary and can be up to \$50,000 per finished minute for a higher budget documentary including licensing and other external costs.

- One way this impacted on my planned content was that i had to decide whether or not i had the amount of money to produce a high budget documentary as there is so many costs for the production of a documentary including :staff, rights, music, talents, production expenses, post production, marketing, advertising and many other costs. During my planning i decided to spend the money given on production, especially on a good set and a good quality film camera. Advertising and Marketing would be my next main expense as i want to get the documentary out to as many people. I would do online advertising as a lot of people are influenced by the media and the internet.

Section C: External Institutional Research

- One thing I learned during my research into external institutional factors was that OFCOM guidelines state any violence of any kind or a description of any violent events must be limited in programmes before the watershed.

This guided my plans for my media content, as I wanted my documentary to be as realistic for athletes as possible, and wanted to include photos, videos and descriptions of injuries of the athletes, however now i will not include any photos/ videos and will just let the athlete briefly describe their injury.

- Another thing i learned during my research into external institutional factors was that the OFCOM guidelines state that frequent use of offensive language should be avoided at all times.

- This impacted my planning on my media content as I wanted to include some mild offensive language in scenes where a athlete either lost a competition/ game or a scene where they show their frustration dealing with their sport and living a teenage life.To meet the OFCOM guidelines i will either bleep out their offensive language or remove the language completely.

- A final thing I learned during my research into external institutional factors was that the OFCOM guidelines state that,the use of illegal drugs, the abuse of drugs, smoking, solvent abuse and the misuse of alcohol must not be featured in programmes made primarily for children unless there is strong justification.

- This impacted on my planning on my media content as i wanted to include a scene which discussed the use of alcohol, smoking and/or the usage of drugs as a way of coping and the get an athlete's perspective on the topic, however because of the OFCOM guidelines i will now add a scene which will discuss healthy coping mechanisms for stress and anxiety through sport and school.

Section D: Content Research 1

- One thing I learned in my research into genre was that a genre convention of Documentaries is interviews with experts, witnesses and/or participants. I identified this genre convention when watching "Doc and Darryl" where both baseball stars reunite and and participated in an interview about their addictions in their sport which lead to their careers collapsing.

- The way this affected on my plan was that i wanted to include more perspectives in this documentary, i could potentially interview p.e teachers, coaches and professional athletes to have a variety of opinions and to meet the genre convention

- Another thing i learned in my research into genre is that another genre convention of documentaries is the use of archive footage to support filmed scenes, i identified this genre convention in "Conversations with a killer: the ted bundy tapes" where clips of the trial were added into the documentary

- The way this affected my plan was that I would need to include different clips from the past of the athletes growing up with their sport or different clips of the athletes training and competing to the documentary to ensure that i met the genre convention

- Another thing I learned in my research into genre is that another genre convention of documentaries is the use of narrative voice over. I identified this is in 'on death row' where Werner Herzog gives essential information on the case over voice over.

- The way this affected on my plans was that originally wasn't going to have voice over clips in my documentary and was just going to have the interview portion, the training clips and some archive footage however to meet the genre convention i will now add a scene which includes a voice over, over the top of some archive footage or training clips.

Section E: Content Research 2

- One thing learned into my narrative research was that documentaries usually use a 'three act structure' where, by act three the situation tends to be resolved. For example in "knock down the house" where act 1 we are introduced to the main protagonists of the documentary Alexandria Ocasio Cortez, Cori Bush, Ammy Vilela and Paula Swearingen. All four of them are running for a place in the US government, trying to overthrow the candidates already in their place. Act 2 is where we see the obstacles and set-backs. In this documentary the obstacles can be seen when all four candidates are campaigning to get recognized by the public. They can be seen handing flyers out door to door and holding meetings. Act 2 can also see the main obstacle where 3 of the women didn't win their seats in the house. Act three which is the resolution can be seen where Alexandria Ocasio Cortez won her district seat and is elected as a member of congress.

- The way this affected my plan was that I will include the same three act narrative structure where Act one is where the main protagonists are introduced, they talk about their experiences with their sport and the topic of balancing school work and sport is introduced. Act 2 will be where the athletes go into detail the topic and discuss their difficulties with their sport. Act three is where the athletes talk about how they got over that difficulty and express their overall feeling toward the topic.

- Another thing I learned during my research into narrative was that documentaries tend to use Levi Strauss's binary opposition theory to show key themes. For example in "David Attenborough: A life on our planet" the main binary opposition is man vs nature.

- The way this affected my plans was that i would use binary oppositions as well, i would use sport vs school as that is my main two themes of the documentary



Description: shot of presenter talking about her childhood
 Camera work: close up shot of the presenter so that it feels a little more personal to the targeted audience
 Lighting: soft white lighting (almost studio lighting)
 Sound: diegetic sound from the presenter talking and quiet soft indie music playing in the background



description: archive footage of the presenter from her childhood
 sound: voice over of the presenter speaking



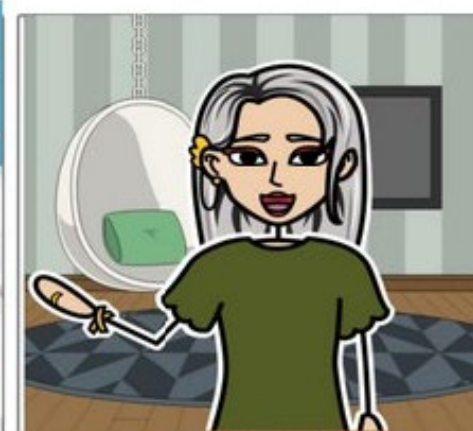
Description: shot of presenter talking about her sister
 Camera work: close up shot
 Lighting: soft lighting (almost studio lighting)
 Sound from the presenter speaker and the same soft indie music playing from the last clips



an archive photo of the presenters sister show jumping



description: another archive photo of her sister riding her horse
 sound: voiceover from the present and the same indie song playing



Description: shot of presenter explaining the documentary
 Camera work: close up shot
 Lighting: soft lighting (almost studio lighting)
 Sound from the presenter speaker and the same soft indie music playing from the last clips



Sound: a new indie song playing from the last clips
 Lighting: outdoor lighting
 Camera work: close up! Extreme close up of the football in focus and then the athlete is positioned to make it like a long shot of them out of focused
 Description: insert clip of the first interviewee and the sport that they play



Description: clip of the athlete throwing a football in the air
 Camera work: medium shot with the camera cutting just under the waist
 Lighting: outdoor lighting
 Sound: a new indie song playing from the last clips



Description: the first interview starts; the athlete is talking about growing up with their sport a brief mention of the topic
 Camera work: long shot of the presenter and the athlete sitting down
 Lighting: outdoor lighting
 Sound: dialogue of the two subjects talking and the faint indie music playing in the background



archive footage from a football competition



Description: the presenter is asking the first question about the main topic of the documentary
 Camera work: mid shot of the presenter asking the question
 Lighting: outdoor lighting
 Sound: dialogue of the presenter talking and the faint indie music playing in the background



Description: the athlete answering the question from the presenter
 Camera work: mid shot of the athlete
 Lighting: outdoor lighting
 Sound: dialogue of athlete talking and the faint indie music playing in the background

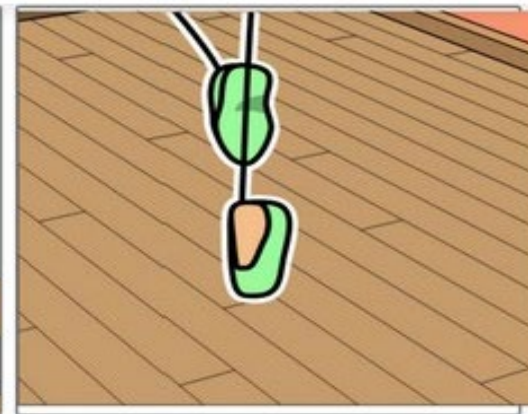
Creative your own at Standard That



Description: clip of the athlete training, wearing a green ballet dress and matching green shoes
Camera work: a long shot
Lighting: soft white lighting
Sound: voiceover of the presenter talking



description: the third interview begins, it is a video chat interview, the athlete begins talking about their experiences
camera work: close up shot of the athlete
lighting: soft white lighting
sound: dialogue of the presenter and the athlete talking



description: clip of the dancers legs whilst they are doing a relevé-passé and other ballet techniques
camera work: close up shot
lighting: soft white lighting
sound: voice over of the athlete speaking



description: clip of the presenter asking the athlete a question
camera work: in-between a long shot and a mid shot
lighting: soft white lighting
sound: dialogue of the presenter speaking



archive footage from a dance competition



description: the athlete answering the last couple of questions
camera work: close up shot of the athlete
lighting: soft white lighting
sound: dialogue from the athlete speaking

Create your own at Storyboard That



Description: a clip of the athlete training outside, wearing blue shorts and a blue top
 Camera work: long shot
 Lighting: outdoor lighting
 Sound: voiceover clip of the presenter speaking



archive footage



Description: the second interview begins, the athlete begins talking about their experiences, wearing a blue top,
 Camera work: mid shot of the presenter and the athlete
 Lighting: soft white lighting
 Sound: dialogue of the presenter and the athlete talking



Description: clip of the athlete joking around, throwing the basketball to the camera, the athlete is wearing the same outfit from the training clip
 Camera work: mid shot of athlete
 Lighting: outdoor lighting
 Sound: voiceover of the presenter and the athlete talking



Description: clip of the presenter asking the athlete a question
 Camera work: close up/mid shot of the presenter
 Lighting: soft white lighting
 Sound: dialogue of the presenter talking



Description: the interview is coming to an end, the athlete is giving their final thoughts on the topic
 Camera work: a mid-shot where you can only see the back of the presenter with the camera facing in the athletes direction.
 Lighting: soft white lighting
 Sound: dialogue of the presenter and the athlete talking

Section 2: Evaluation

Evaluation 1

Shot no 7 - introducing the First athlete

Strengths:

This insert shot briefly introduces my athlete and the sport that they play. The camera shot I ended up deciding on using was an in focus, close up of the football and then I positioned the athlete so that they would be out of focus in a long shot. I decided on using this shot as it is quite different and smart, since the two shots counteract with each other. I had the idea that although it is a brief 3-4 second shot it can have at least some meaning to it. It can show the importance of the sport to the athlete and how much of their time it takes up in their life as the football is in focus and they are not. This shot would have some non-diegetic sound as throughout this scene it would have the instrumental version of Cigarette Daydreams by Cage the Elephant in the background playing, this would be effective as I want the documentary to have a light hearted tone and I wanted to create the idea that although the topics in the documentary can be quite dark, the insert shot can be a little bit more light hearted, it adds contrast to the documentary and makes the overall atmosphere a little less scary when showing something that is happier in the athlete's life. I decided to use a football in the shot as a cultural code to show the sport and to give an indication to the audience that the next few scenes will be about this sport. I also decided to shoot the scene on a football pitch for the same reason as the last. I chose to have the athlete stand in a powerful stance to create the meaning that they are passionate about their sport and to create the idea that the sport revolves around them, using the stereotypical representation of the strong and powerful athlete. The narrative is a little bit funny around this moment the documentary is just progressing, this is when the more taboo subjects such as mental health and stress are introduced, so this could be described as the recognition of disruption stage of the narrative in general, but since this shot is only an insert shot, there is not much narrative or thought behind it, I just wanted to add a brief shot which introduced the athlete and the sport they play - this is more of their normality than the disruptions being introduced around it..

Weaknesses

One change that I could have made was to change the focus of the shot and switched them around so the long shot was in focus and the close up not in focus, this would change the whole atmosphere as it would shift the audience's eyes on the athlete and not the sport itself, it would have created a deeper meaning to the shot as the focus of the documentary wasn't on the sport necessarily but on the athlete and how they cope with the stress of balancing school, a sport and being a teenager.

Another thing that I could have done was to add a more up to date song to connect with the teen audience, although I think that Cigarette Daydreams by Cage the Elephant fits perfectly with the meaning behind the documentary, it doesn't exactly fit with the dynamic of the target audience. To

change this i would add a more up to date song maybe something like golden from harry styles or a clairo song.

Evaluation 2

Shot no 13 - introducing the second athlete

Strengths:

This training shot introduces the second athlete and shows what sport they do. The camera shot I decided to do was a long shot because it shows the body more clearly which is important to dancers as you can see their extension of their legs and arms. The meaning behind this angle is that I wanted it to look like you were at the opposite side of the dance studio watching the dancer practice on the barre, almost like a POV shot. This adds a personal touch as this clearly shows how important this sport is to the athlete. This shot would have non-diegetic sound as there would be a clip of the presenter talking over top of the existing shot. This would be effective as i could link the previous shot to this one to show that the athletes aren't alone in their situation, it adds more of a light hearted tone to the scene so that the right audience can be targeted. I used the cultural code of the barre as a prop to show how important dance is to the athlete. It can also signify the challenges the athlete faces as they have to hold on to the barre representing comfort and stability. I decided to shoot this scene in a dance studio as it is equipped to the dancers' needs and the dancer felt more comfortable about filming the training shot. In this scene I had the dancer do some skills which they felt comfortable doing, pictured is them doing some plie exercises as it was easier to shoot and it shows the dancers level of ability. The narrative for this scene is the progression of the disruption stage. Here is when the main topics of the documentary are progressing and a more forward approach is introduced. The training shot shows that sports can be a healthy coping mechanism and almost an attempt to repair the disruption.

Weaknesses

One change that I could have made that made the shot even better was to change the level that the camera was placed so it looks almost like a low angle shot. This could add even more importance to the subject of the documentary as it can symbolise that the athlete is bigger than their problems.

Another thing i could of done was include less of the presenters dialogue into the scene as it can distract some people away from the dancing being shown in the clip, instead i would shorten the presenters dialogue and add some soft indie music such as the instrumental of 1980s horror movie by wallows to add a more light hearted tone and to connect with the audience more as this band is currently popular in the teen/indie genre.

Evaluation 3

Shot no 9 - interviewing the first athlete

In this shot we can see the first interview progressing, with the athlete and the presenter engaging in a conversation. The camera shot I ended up deciding on using was a long shot as I wanted in this shot to include both the athlete and the presenter. The meaning behind this was that I didn't want the interview portion of the documentary to look stereotypical and wanted the interview to look relaxed, almost as if the camera wasn't even there so that the athlete was as comfortable filming. This shot would include both diegetic and non-diegetic sound, the diegetic sound being from the conversation from the athlete and the presenter and the non-diegetic sound coming from the instrumental version of 'are you bored yet' from the band Wallows. I decided on using the combination of the both in this interview as the non-diegetic sound adds more of a lighthearted and informal tone to the interview as it contrasts with the harsh subjects being brought up in the conversation. I decided on keeping the athlete in their sports kit for the interview portion as it is easier to recognize the sport and it keeps the audience from getting confused by the different athletes and it also can represent how important the sport is to the athlete. I chose to film this interview outside as it was what the athlete was most comfortable with, and it shows how much time the athlete is spending on their sport.

Weaknesses

One thing that I would change about the camera shot would be to bring the camera a little closer so that the interview would feel more personal, almost as if the audience was with the athlete and presenter. This would have targeted the audience more as they could feel more connected and empathetic towards the athlete.

Another thing I would have changed about this scene would be to cut the non-diegetic sound as I feel like it is a little bit distracting to the audience and they might feel like they don't focus on what is being said by the athlete.

Evaluation 4

Shot no 19 - introducing the last athlete

This training shot introduces the third athlete and shows what sport they do. The camera shot that I decided to go for was a long shot as it shows off the athlete's skills and it shows their techniques. The meaning behind the angle is that it can show strength and courage from the hardships that the athlete is facing. This sound would have non-diegetic sound as there would be a clip of the presenter talking over top of the existing shot. This is effective as the presenter can add information about the athlete and the sport, another way that this was effective was that there was a continuous flow of dialogue. I decided to shoot this scene outside as the athlete was comfortable doing so and the outdoor lighting of this shot creates a laid back atmosphere and reinforces the lighthearted tone that the documentary has. Another reason why I decided to shoot outside was that a lot of the audience can relate to the athlete and spending lots of time on their hobbies or sports, it reiterates the idea of importance and commitment.

Weaknesses

One thing I would change however would be that instead of the presenter talking over the clip I would instead put music over the top of the clip something like the instrumental version of ribs by Lorde because it connects with the target audience and it's not too distracting as well.

Another thing that i would change about this shout would be that i would have the camera a little bit closer to the athlete and have it tilting up slightly to look like a low angle shot as it creates further meaning of having courage and being strong to handle challenges , a few things that a good athlete has.