UNIT 8:

RESPONDING TO A COMMISSION

LEVEL: 3 – UNIT TYPE: EXTERNAL – GLH: 120

BTEC LEVEL 3 NATIONAL EXTENDED DIPLOMA IN CREATIVE DIGITAL PRODUCTION: PEARSON

UNIT 3 INTRODUCTION

- This unit considers the commissioning process and how **media producers respond to clients** by generating ideas using a range of skills.

- You will understand how to respond to a commission brief with ideas based on the required content, **style, audience, purpose** and **approach** proposed by the client.

- You will work within the requirements and constraints of the client's specifications and consider your response in terms of **ethos, format, budget, platform** and **duration.**

- How you intend to respond to carry out requirements will be demonstrated through **pitches, proposals** and **treatment** documents, all of which are accepted industry methods for communicating initial ideas.

- The development of **communication** and **problem-solving skills** involved in responding to a commission are an essential part of all media study and will support the generation of creative and commercial ideas necessary for progression to employment and higher education.

OVERVIEW

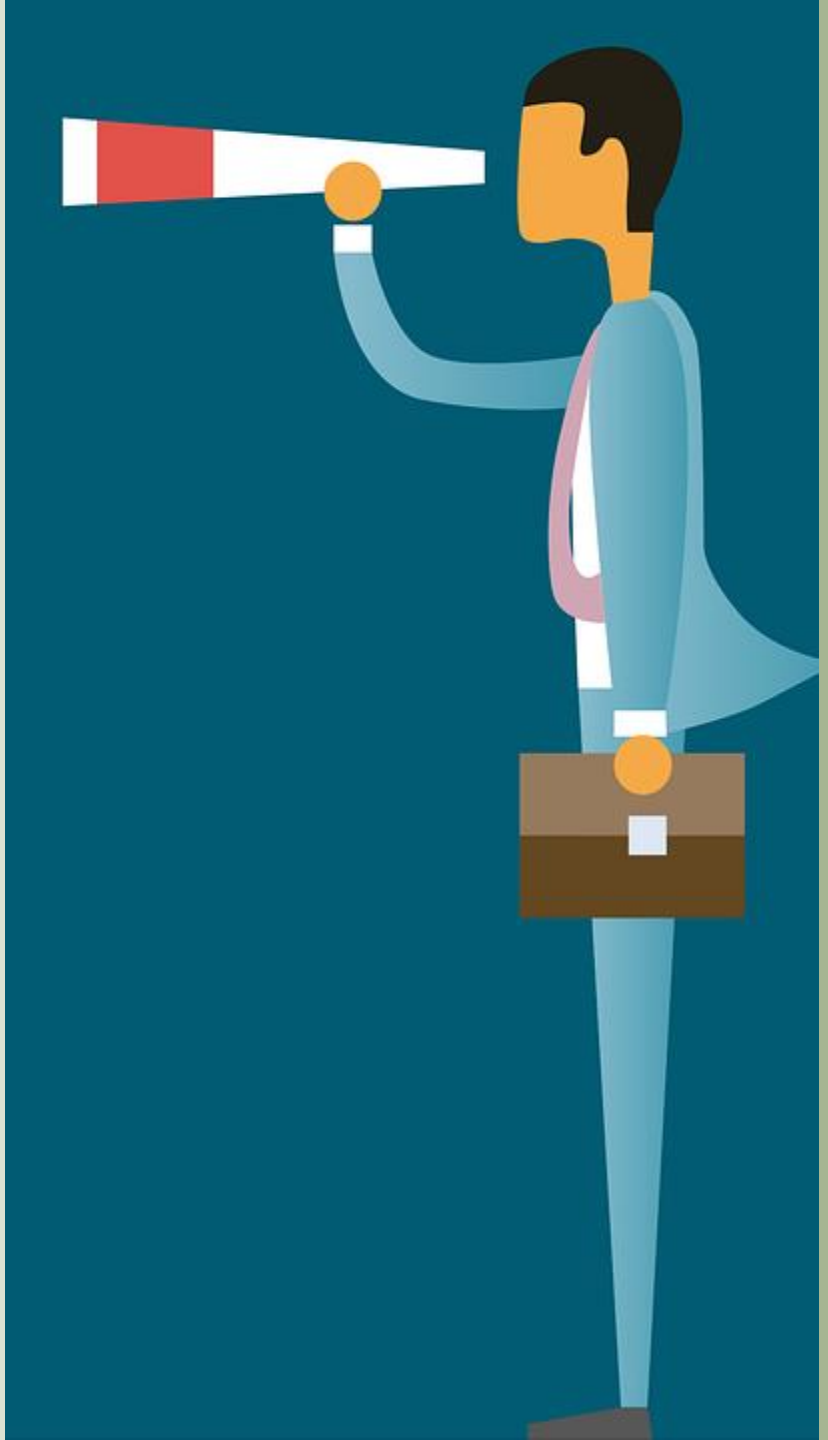
UNIT 8 – R2AC

You will be given a set commission (task) to complete. Once you have read the set task information, you will need to take the role of a media practitioner and provide a response to one of the following commissions:

- COMMISSION 1: **PROMOTIONAL VIDEO (6mins approx..)**
- COMMISSION 2: **WEBSITE (4 pages min)**
- COMMISSION 3: **AUDIO PODCAST (10mins approx..)**
- COMMISSION 4: **LEAFLET (Trifold on A4 paper)**
- COMMISSION 5: **DIGITAL GAME (web and mobile)**

The key purpose of this assessment is to assess a learner's ability to respond to a commission through **pre-production materials**. *You will not be required to produce the actual products you will speak about, rather you are expected to talk about how you would to about creating something (e.g. the planning required).*

The parameters of the commission can change but it is expected that the different types of commission will stay the same. The background information for each task will change and vary so choose whichever one seems most natural (easiest) to you.



THE COMMISSION

FULL MARKS – 6 HOURS

To complete your commission, you will be expected to create all of the following products over a 6 hour timescale. Below are some timeframes that have been suggested by the exam board to help you plan your time wisely.

- Activity 1: **PRODUCE A RATIONALE** – 1 hour approx.
- Activity 2: **PRODUCE A PITCH** of the idea – 1 hour approx.
- Activity 3: **PRODUCE A PROPOSAL** – 2 hours approx.
- Activity 4: **PRODUCE A TREATMENT** – 2 hours approx.

You must **complete ALL activities** within the set task.

A COMMISSION BREAKDOWN

Commission = an instruction, command, or role given to a person or group.

When a client wants a particular media product, they outline their needs in a brief and ask media professionals to respond to the brief by presenting their ideas (in a bid).

This will help the client choose who to commission for the work. In order to give a suitable response to the commission, you need to understand what is required.

- **Key things to consider when responding:**
  - Range of ideas,
  - Effectiveness and efficiency
  - Key messages
  - Competitors

A COMMISSION

THE PROCESS

Client issues a commissioning brief to potentially interested parties

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Media professional research and develop ideas to respond to the commission

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Media professionals pitch heir ideas to the client, presenting a rationale, a proposal and a treatment detailing their ideas

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Client commissions the idea they feel meets their needs most successfully

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Media professionals work on commission

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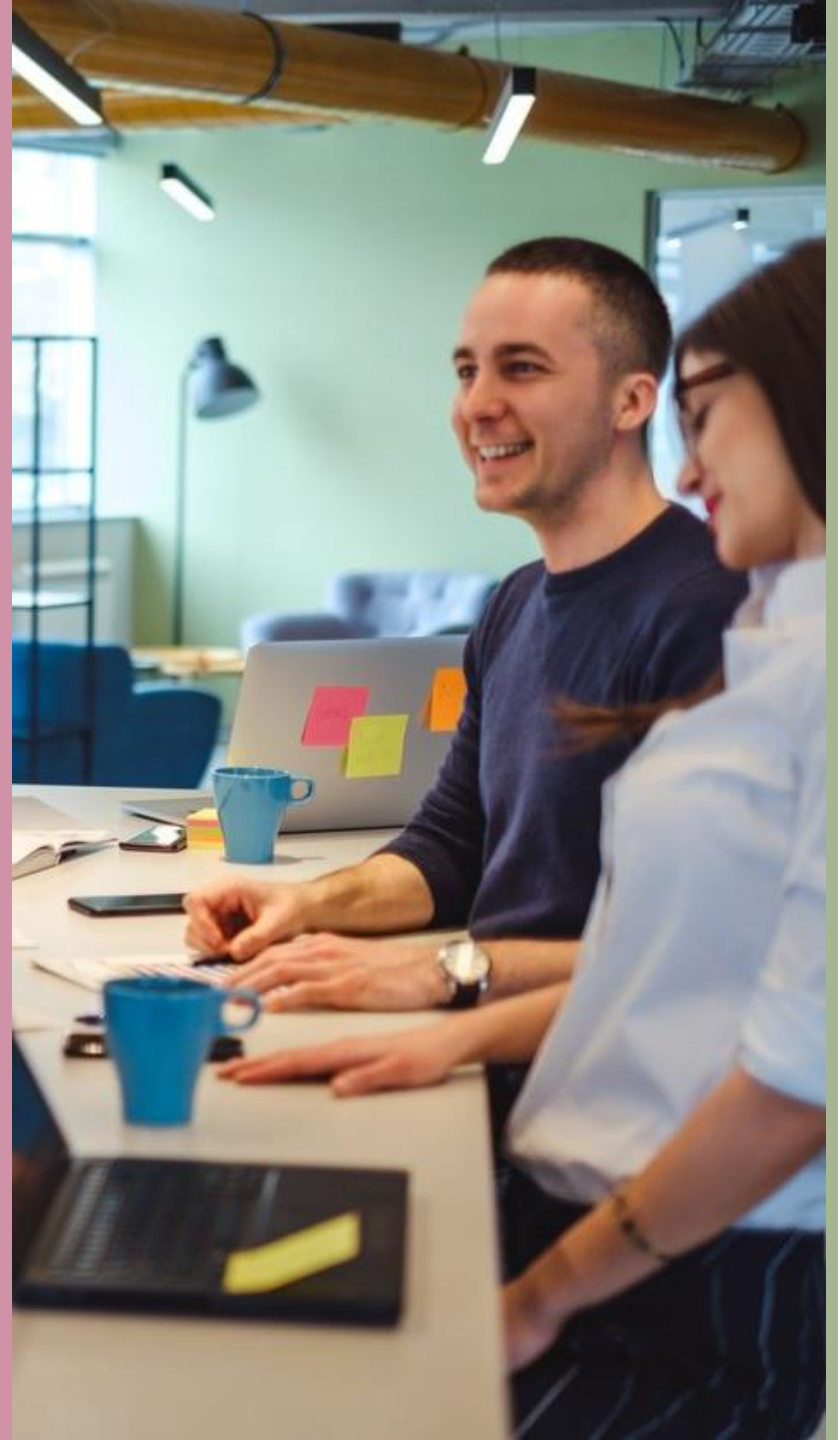
Client feeds back on progress



RATIONALE

UNIT 8 – RESPONDING TO A COMMISSION

RATIONALE

1 HOUR

A rationale is an explanation of what you intend to produce, with justifications for how it meets the requirements of the commission.

1. **What might help you to provide justifications?**
2. **What might you need to explained?**

There are different ways you can seek to use research and background material to help you prepare a rationale.

You need to consider sources of information, information about the target audience, data analysis from charts and tables of information, appropriateness of response for target audience, consideration of product and platform to audience.

RATIONALE

RESEARCH METHODS

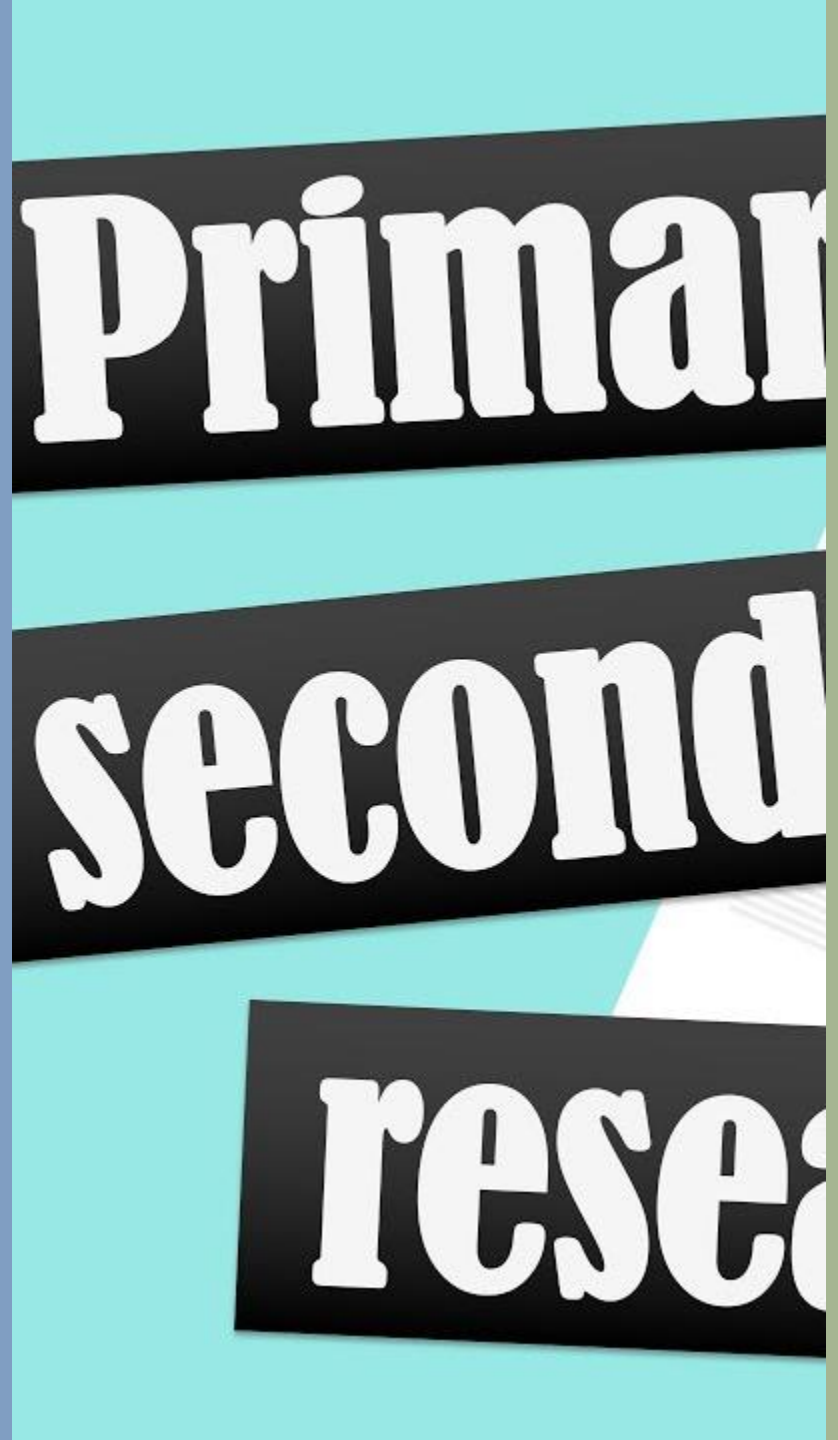
There are two ways/methods/types of sourcing research, primary and secondary sources of information.

- **Primary:** Interviews + Focus groups + Observation + Surveys
- **Secondary**: Internet + Newspapers + Books + Magazines/Journals

Clear detailed notes will help you to stay on top of what you have already discovered. **What should your research notes include?**

- Bullet-pointed lists
- The source of the information
- Mind maps to record information on a topic
- Colour-coding to indicate content referring to different areas

There are many different purposes in to why you will need to source information. Once you have been given your commission, you will have a better idea of how to respond to the given information.



RATIONALE

DATA ANALYSIS

- Once you have carried out your research (primary or secondary) you need to be able to analyse the data you have produced.
- Different ways of presenting your analysis of your primary research are useful for showing you different things.
- A rationale is an explanation of what you plan to produce, with justifications of how it meets the requirements of the brief.

Element of brief	How will I meet this?
Target audience	
Preferred format	
Themes	
Message	
Aim of the product	
Deadline	

PITCH

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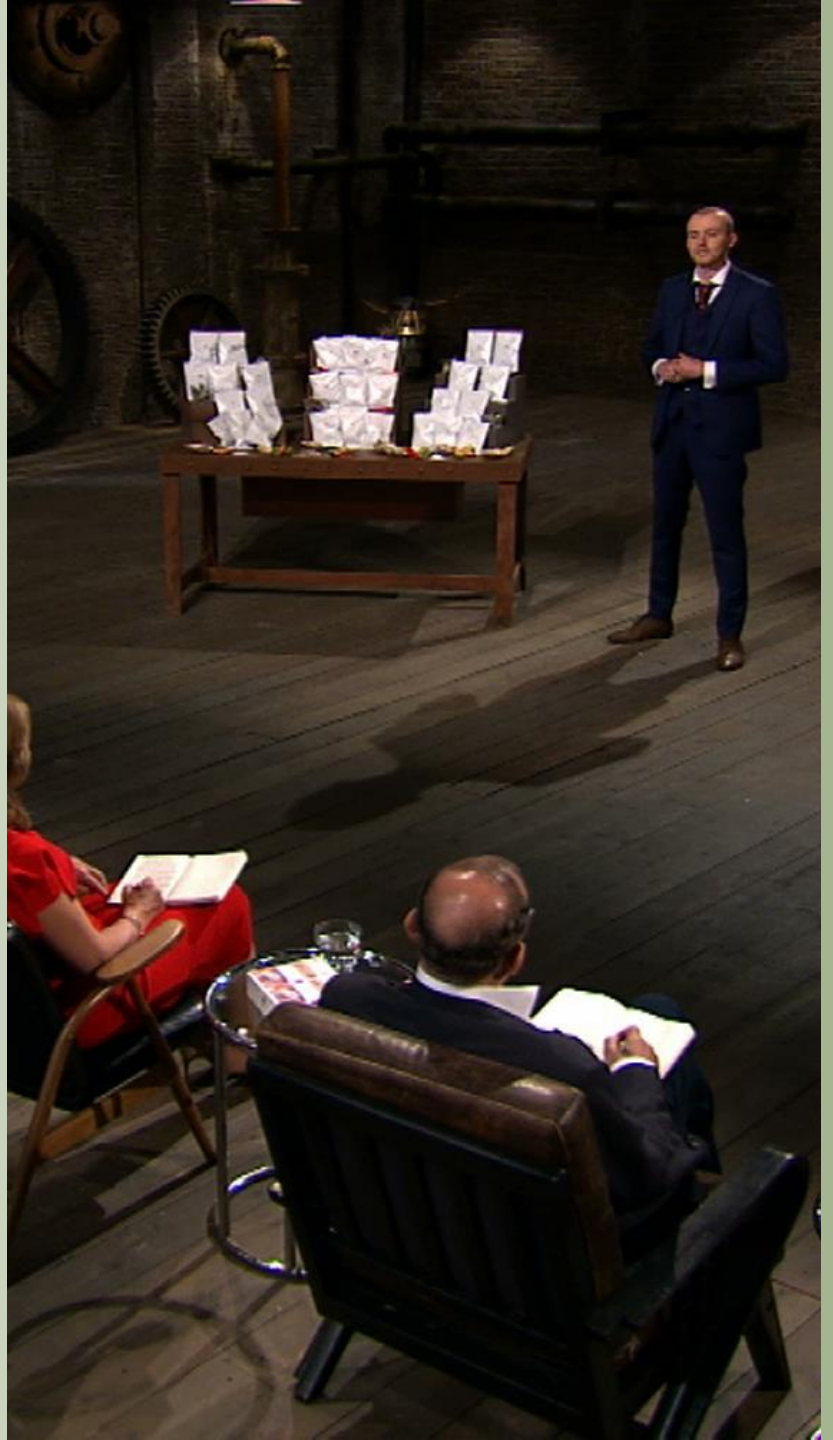
PITCH

1 HOUR

- In order to give yourself a suitable amount of time to work on the other documents that need to be produced, you should aim to spend approximately an hour on your pitch.
- Your pitch should be succinct (to the point) and persuasive – think Dragon's Den.
- You need to use the pitch to sell your ideas to the client.
- When writing your pitch remember that you have been given a limit of 350 words.
- **Feel free to watch some example pitches from Dragon's Den for some good and bad examples.** *However, remember that yours will be a bit different as it will depend on what your medium is (e.g. a video will be different from a game etc.)*



PITCH
STRUCTURE

There is a five step process to help structure a pitch:

1. A **short introductory statement** to outline the commission.
2. A **positive comment** on how you have been inspired by the commission and what has excited you.
3. An **overview of the product** you're proposing + justification of your chosen ideas. (target audience appeal etc.)
4. **Selected elements** of your proposed product that you think will really help to sell it.
5. A **concluding statement**, emphasising the strengths of your proposal.

You don't need to use all five points if you can't fit all of them within the word count, but consider which ones may make the biggest impact.

PITCH

ADVICE

- Try not to waffle or add unnecessary detail
- Think what would make it exciting? Remember that although your pitch is written, imagine it as the transcript of a spoken/verbal pitch
- Practice reading through the pitch, check how it sounds once it has been read back
- If you refer to any supporting information in your pitch, give enough time for the client to digest this
- Show how your ideas will help benefit the client

The way in which you choose to use language can have a huge impact on how the client responds to your proposed ideas. Ensure you make a good impression and sell your idea well with the use of positive language.

Adjectives you may want to use include:

- Creative + Engaging + Appealing + Unique

Verbs you may want to use include:

- Driving + Motivating + Pushing + Inspiring

PROPOSAL

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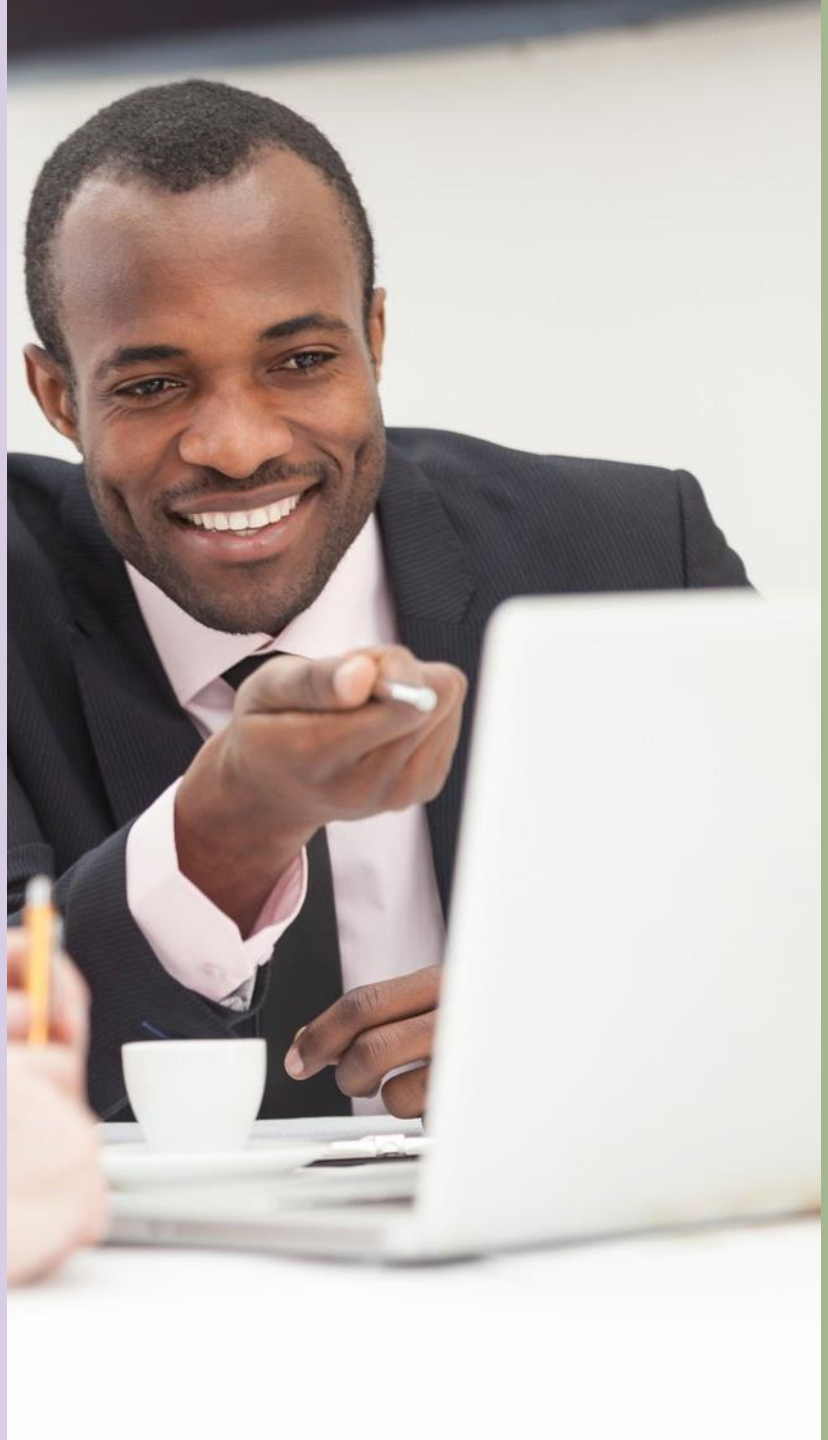
PROPOSAL

2 HOURS

- **A proposal discusses all of your proposed ideas such as those that were mentioned in your pitch.**

- **How is a proposal different from a pitch?**
- *Your proposal should discuss the ways in which you will go about producing the product. Whereas your pitch is a way to sell and convince the client about your idea.*

- **How is a proposal different from a treatment?**
- *Your proposal doesn't provide your client with examples of what you intend to produce but your treatment should. As mentioned above, your proposal should cover the practical processes of production.*

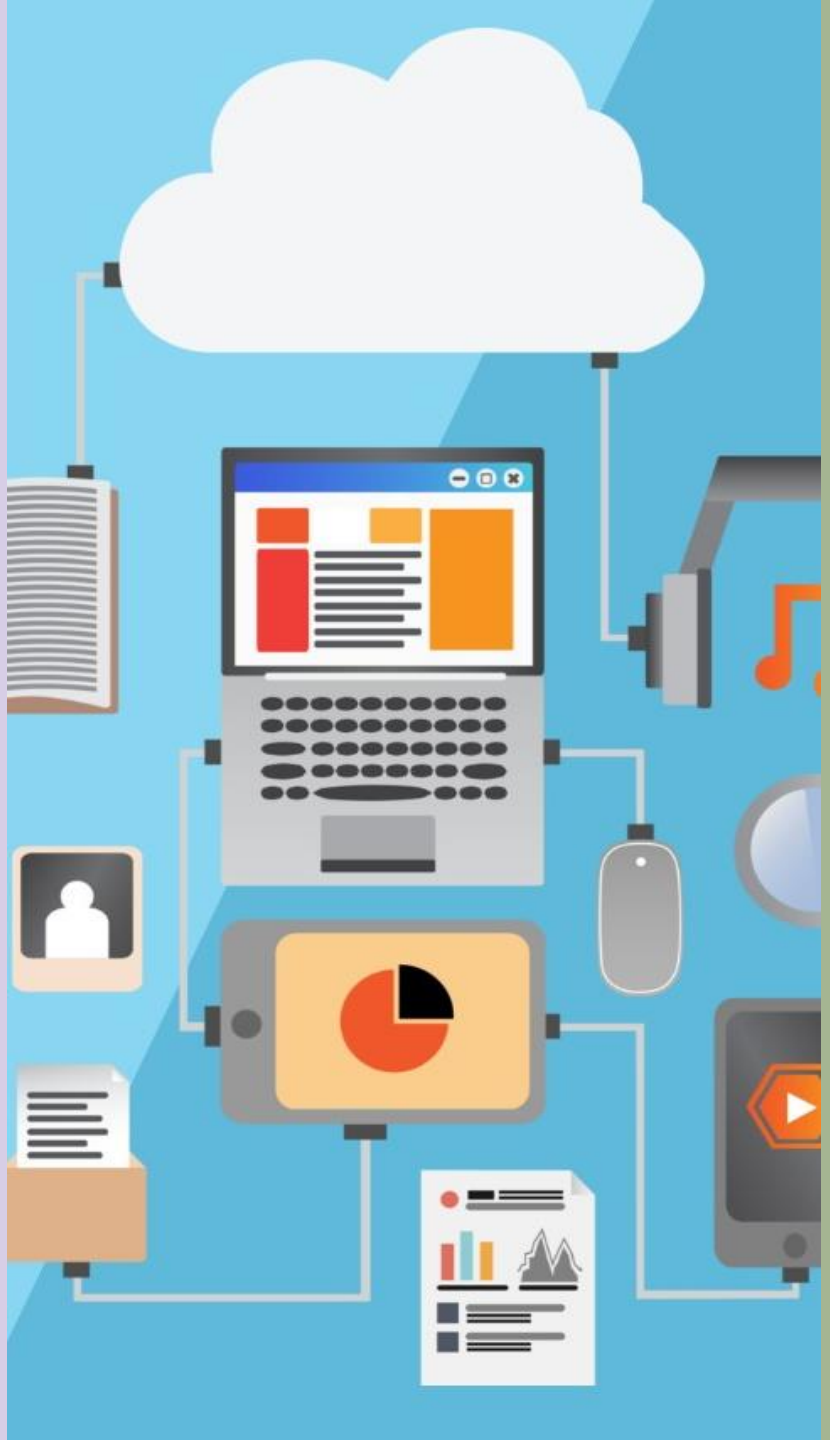


PROPOSAL

CONTENT OVERVIEW

Depending on what your chosen commission (medium) is, the details that make up your commission will vary. *See below for different areas you will need to consider based upon your chosen area.*

1. **Moving Image (video):** The content that you should plan for if you've chosen a video includes required audio resources, overview of different scenes, editing techniques, choice of shots, required music
2. **Print Media:** The content that needs to be considered for print media proposals includes text (copy) images and where these will be sourced from, design choices including use of typography and colour schemes.
3. **Digital Game:** The content that you need to consider for a digital game is video content, audio resources, animation elements, navigation links, design of the game.
4. **Audio Media:** The plan for audio media content should include dialogue, sound effects and any use of music.
5. **Web-Based:** Content required for the planning of a web-based product should include navigation links, any audio content, design theme, required copy, embedded content and choices of fonts.



PROPOSAL

TECHNICAL CONSIDERATIONS

In your proposal, you should cover different technical considerations but this should be in a larger amount of detail than that of your pitch.

When discussing the technical considerations, you need to think about how you can make the entire process as practical as possible.

- **Are there any areas in which you can save money?**
- **Has the client given you budget that you need to work within?**
- **How can this be managed well?**

If you had been given a budget, what are the different things you would need to take into consideration that would cost you money?

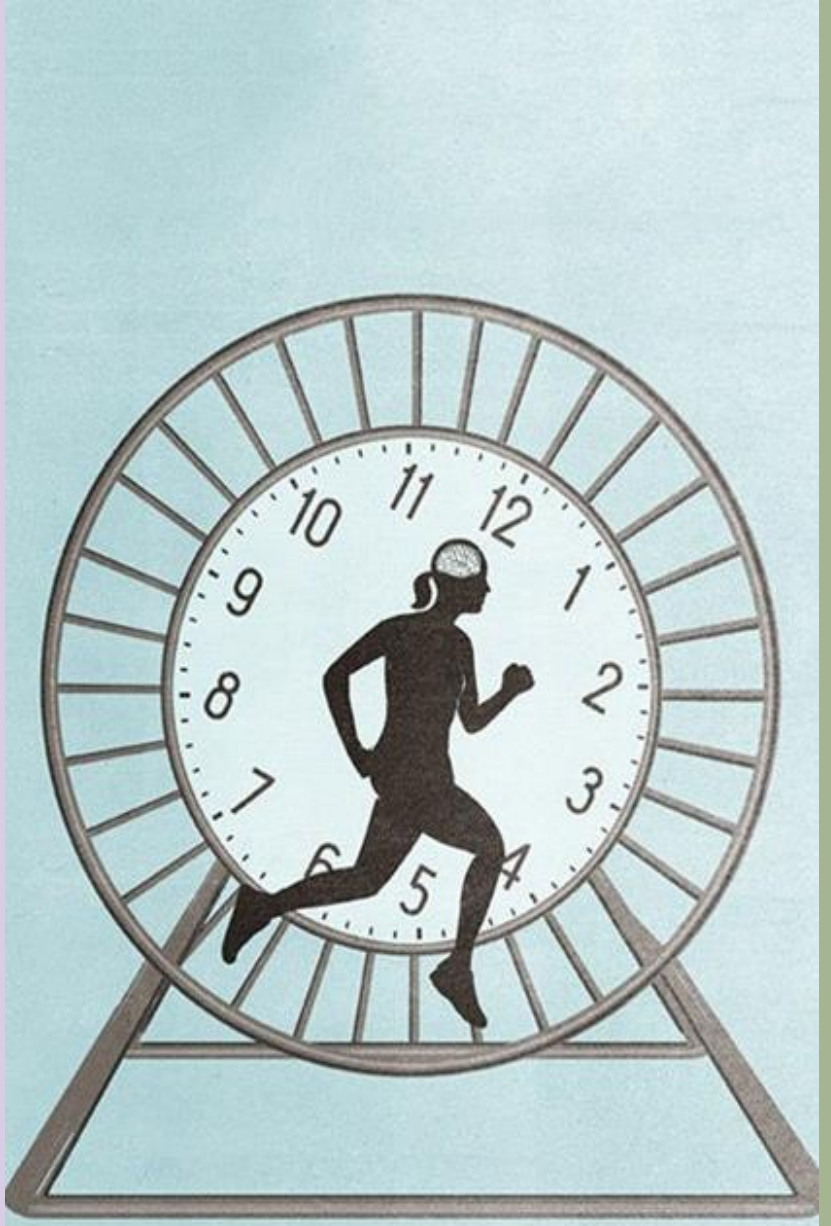
- **Crew + Talent + Researchers + Admin staff + Equipment + Costume + Props**

PROPOSAL

SCHEDULING AND PLANNING

- **Once you have visited and decided on possible locations for your chosen product, you will be able to clearly assess the risks associated with these.**
- **Any contributions (whether audio or visual) also need to be considered. Will you be able to create all products by yourself or will you require external contributors?**
- **What risks are posed by your chosen locations and ideas? Any risks you do identify should be discussed to show you have considered the health and safety of all members involved.**
- **How will you plan your time effectively?**
- **You need to demonstrate a clear strategy that will help the client trust in your proposal and chosen idea.**
- **How much time would you give yourself complete all major tasks to a good standard?**

Remember that the deadline will often link to the given brief – consider when the target audience are most likely to be effected. For example, for a product aimed at students, when would be the best time to appeal to them?



PROPOSAL

LEGAL/ETHICAL CONSIDERATIONS

Legal Considerations:

- You must show an awareness of any legal considerations in order to prevent breaking the law and abiding with all legal practices.
- Aim to be fair in your treatment of your staff.
- Plan to use content that you have permissions to access and use. If you and unable to access content that is copyright free then create your own.
- Ensure you complete all relevant risk assessments.
- Consider which media regulator is in charge of your chosen area (e.g. BBFC and films, ASA and print adverts).

Ethical Considerations:

- Is all of your planned material ethically sound?
- What are the ethical and moral concerns of the client (this will often be highlighted in the brief)?
- How can you ethical conduct be in line with that of the client?

TREATMENT

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TREATMENT

2 HOURS

- **A treatment is a sample of what you intend to produce. Your treatment will depend upon your chosen medium and should act as a way of visually communicating your ideas to the client. It should include one or two forms of production documentation that represent a part of the finished product.**

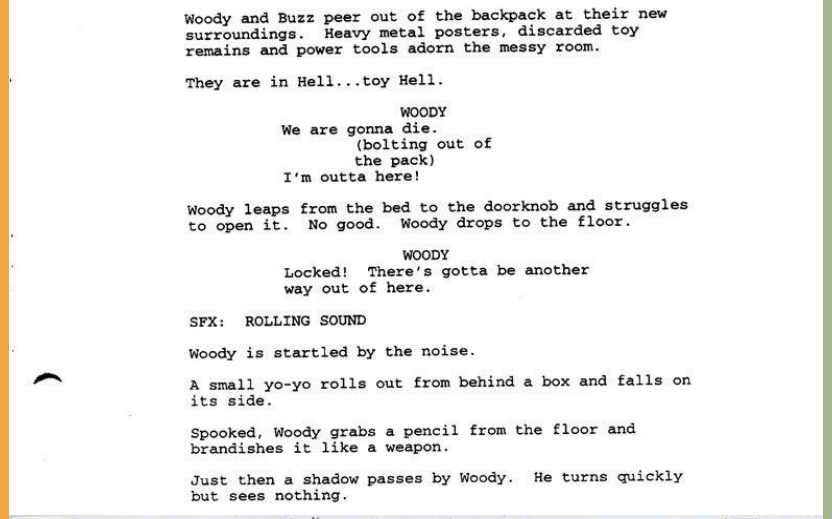
- **Make sure you show your chosen idea in the best possible light.**
- Create a sample product from the exciting part of your intended product.
- **Justify why you have chosen your sample and what you think it says about your ideas.**
- Ensure you are clearly highlighting the ways in which your product links to the brief.
- **Whatever sample products you choose to create, make sure it links to what you have uncovered from your research findings – as mentioned in your rationale.**
- Use annotation where necessary to make your products easy to understand.

TREATMENT

WHAT COUNTS AS A TREATMENT?

Your treatment will vary depending on what your chosen product is. See below for guidance on what is expected for each media form.

- Moving Image (Video): A storyboard would be an ideal treatment as this allows you to clearly illustrate and justify your ideas. A script is also useful to outline relationships between characters and explaining your overall narrative.
- Digital Games: For a digital game you may want to choose from concept art, plot diagrams or even screen layout designs.
- Audio Productions: A treatment for an audio production may be formed through various sound samples and an audio script to demonstrate content that would be featured.
- Print Media Products: Mock-ups such as page layout plans or sample copy (text) would be good options for a print media product as these clearly help the client to visualise your end result.
- Web Content: Site maps and layout plans showing how website navigation would work are goo options for web content.



Woody and Buzz peer out of the backpack at their new surroundings. Heavy metal posters, discarded toy remains and power tools adorn the messy room.

They are in Hell...toy Hell.

WOODY
We are gonna die.
(bolting out of the pack)
I'm outta here!

Woody leaps from the bed to the doorknob and struggles to open it. No good. Woody drops to the floor.

WOODY
Locked! There's gotta be another way out of here.

SFX: ROLLING SOUND

Woody is startled by the noise.

A small yo-yo rolls out from behind a box and falls on its side.

Spooked, Woody grabs a pencil from the floor and brandishes it like a weapon.

Just then a shadow passes by Woody. He turns quickly but sees nothing.