

Media Café Brief & Audience Revision & Planning – 2020 Brief

1. You need to self-quiz using this document
2. Read through a section for 5 minutes to remind yourself of everything we have been through over the last month
3. Then put it to one side and complete the section on another piece of paper
4. When you have completed that section, repeat for the next section until all is completed

Nb. You do NOT need to remember every single element on this document – try to remember 2 (Pass) /3 (Merit) /4 (Distinction) AND the justification

Requirements of the Brief

What is the name of the project?	Media Café
What does it want to achieve?	Develop media skills of those interested in media
What opportunities does the project provide?	Use a range of media equipment and technologies Attend skills workshops by media professionals Participate in community media projects

<u>Aim/Purpose of the Brief</u>	<u>How/Why I Will Meet This Aim/Purpose</u>
Be informative and appealing	<ul style="list-style-type: none"> • Ensure the video demonstrates the <u>different areas of media and the skills involved</u>, ensuring it is shown in a positive way to interest audiences
Use language that will engage the target audience	<ul style="list-style-type: none"> • Use of <u>informal language</u> to be able to speak to the younger audience it is targeted at • Use of some <u>formal language</u> to portray understanding and seriousness of the media skills to be covered by the café
Make the target audience aware of what Media Café has to offer	<ul style="list-style-type: none"> • Ensure all areas of Media are covered by including <u>references to Moving Image Products, Audio, Publishing and Interactive</u> (websites/computer games etc.)
Demonstrate wide range of practical skills	<ul style="list-style-type: none"> • Demonstrate the <u>camera and editing techniques</u> developed over the course to entice people to go to the Media Café
Product needs to be 60 to 90 seconds long	<ul style="list-style-type: none"> • Suitable amount of time to <u>keep someone interested</u> and not let their mind wander off
Ensure the product is formatted to appropriate format	<ul style="list-style-type: none"> • Mp4 is a widely used and recognised video format that is <u>playable across many different devices and platforms</u>

Target Audience

<u>Audience</u>	<u>Primary/ Secondary?</u>	<u>How I Will Meet the Needs of this Audience</u>
Age: 12 - 18	Primary	<ul style="list-style-type: none"> • Use of <u>informal</u> language to entice this age group as it will be relatable to them • Include <u>footage of this age group</u> working on different media techniques to demonstrate it is purposefully for them • Use someone <u>from this age group to present</u> to speak directly to the age group they are in
Gender: All	Primary	<ul style="list-style-type: none"> • Not specified in brief, but Media is open to any genders, so <u>will include different genders</u> in the product to make this clear to the audience
Socio-Economic Groups: C1 – E	Primary	<ul style="list-style-type: none"> • People in <u>these groups may not have access to the technology</u> involved in creating media. • By specifically speaking to these people and informing them it does not matter their level of skill or if they have done it before
Lifestyle Profile: Aspirer & Explorer	Primary	<ul style="list-style-type: none"> • The Media Café is <u>for people interested in developing media skills</u>, so I will be targeting those with aspirations of producing new media products by <u>showing them the various media areas</u> and the many different products they can create, which they may not have thought of or done before
Interest in Media	Primary	<ul style="list-style-type: none"> • People watching will already have an interest in Media, so I will ensure that I demonstrate the different areas of Media and how they can take it to the next level by attending the Media Café and working with other people who also have an interest in Media
Age: 30+ (Parents)	Secondary	<ul style="list-style-type: none"> • Many parents understand their children want to move into the Media industry and so want to encourage them to get involved. • By the <u>use of some formal language</u> regarding specific Media orientated language, parents will understand it is a professional project and want to send their children to it
Social groups: A & B	Secondary	<ul style="list-style-type: none"> • Despite the primary audience being those who do not have access to technology, the higher socio-economic groups should not be ignored and so I will also ensure I make it clear that <u>the project is open to anyone</u>, regardless of whether they have the technology or not

Research Similar Products

<u>Research Similar Products</u>		<u>Why Is This Useful</u>
What Types of Products?	<ol style="list-style-type: none"> 1. <u>Promotional videos for creative hubs</u> for people to come together 2. <u>Promotional videos for colleges/Universities</u> to show what they have on offer regarding Media 	<ol style="list-style-type: none"> 1. Gives me an idea of <u>what creative hubs and spaces are like</u> to help me meet the “participate in community media projects” for the Media Café 2. Get an idea of the <u>more technical aspects of what to include</u> regarding the term “media” to ensure I am informative 3. Niche products as they are specific to the Media hub they are representing and are specifically represent one thing
Who's Products I've Researched	Google, Kings College London, Creative Media Companies, Atlantic Academy	Range of <u>well renowned, big companies and educational</u> places that I can <u>take inspiration from</u> as they will be of a high professional standard

<u>Content Identified</u>	<u>Why Will I Use It?</u>
Lots of footage of the <u>media space and equipment used</u>	<ul style="list-style-type: none"> Provides the audience with an <u>idea of the location and how big the space to work in is and the equipment used</u> at the location to demonstrate the latest technology they have
<u>People working in the media hubs</u> with the camera just observing what they are doing	<ul style="list-style-type: none"> Gives audience an idea of <u>what the Media Café involves</u> and seeing <u>people working on different projects</u>
<u>Interviews with people</u> working in a variety of <u>media environments</u>	<ul style="list-style-type: none"> Audience can get to <u>hear thoughts and opinions</u> from people already in different media environments Also interviews with people in that media industry so my <u>audience can hear from people with experience</u>

<u>Technical Codes (Camerawork, Lighting, Audio, Editing)</u>	<u>Why Use It? Why Should I Use It?</u>
Wide range of camerawork framing shots being used	<ul style="list-style-type: none"> <u>Close-ups to show facial expressions</u> of people enjoying the media hub to give off a <u>positive vibe</u> <u>Medium shots to show facial expression</u> plus what the subject is working on (i.e. producing film, website etc.) to show audience what the Media Café offers and that people are enjoying it <u>Long shots to show big groups of people</u> coming together in one place to create, which shows the Media Café to be a popular place to come to
Fast pace editing	<ul style="list-style-type: none"> It gives the audience a feel that <u>the place is dynamic and fast moving</u>, which links to the fast paced media industry Able to <u>fit more shots of all the different activities going on</u> at the Media Café in the 60-90 second time limit of the brief
Upbeat music	<ul style="list-style-type: none"> Make it more appealing to watch by <u>giving off a optimistic, vibrant and ambitious feel</u> – will suit my young target audience
High-key lighting	<ul style="list-style-type: none"> Gives <u>impression of positivity</u> – the video has to inspire people and be positive and bright

<u>Stylistic Codes (Mise-en-Scène)</u>	<u>Why Use It? Why Should I Use It?</u>
Setting/location – usually in place that creative industry takes place	<ul style="list-style-type: none"> Informs the audience of what the surroundings of <u>where the media creativity takes place</u> at the Media Café
Informal tone in language and costume	<ul style="list-style-type: none"> The use of the informal language used in the videos <u>demonstrates the casual and relaxed environment</u> that is used to enable those attending to be creative, which is what the idea of the Media Café is Informal clothing is worn throughout to also <u>give the impression of a relaxed place of work</u> and will appeal to the younger audience to be targeted
Figure expressions combine serious and enjoyment	<ul style="list-style-type: none"> <u>Serious to show people how passionate</u> they are about the creating media Enjoyment to show audience that people working with others on media are <u>enjoying themselves</u>
Props – lots of different media equipment shown throughout	<ul style="list-style-type: none"> Seeing the different equipment allows the audience to <u>understand what the Media Café can offer</u> for the people attending and what they have to use

Generating Ideas

<u>Idea</u>	<u>Strengths</u>	<u>Weaknesses</u>
Overview of Media Café with no presenter	<ul style="list-style-type: none"> • Able to <u>show all skills workshops</u> in Media Café, which shows the target audience what it offers • Able to be <u>succinct in the information</u> given out with no presenter 	<ul style="list-style-type: none"> • Having no presenter <u>may not focus audiences minds</u> and/or direct them to the appropriate information • Will have to use <u>a lot of on-screen written information</u> to get message about Media Café across
Presenter led preview of Media Café	<ul style="list-style-type: none"> • Use of presenter means way of <u>giving information verbally rather than just written</u> on screen, which would suit the 12-18 target audience better • Presenter driven <u>gives the video a more personal touch</u>, with someone talking directly to individual members of the audience 	<ul style="list-style-type: none"> • Presenter may <u>remove focus from the Media Café</u> and everything that goes on in it • <u>Too much screen time</u> for the <u>presenter</u> could mean having to <u>cut out time for important information</u> on the Media Café the target audience needs to know
Interviews with Media Café executive and people who use it	<ul style="list-style-type: none"> • Able to <u>convey the benefits the Media Café</u> has to offer by sharing the <u>thoughts and opinions of people</u> who actually use it • Can present the feeling that the <u>Media Café is a welcoming community</u> that can benefit all different types of people from the 12-18 target audience group 	<ul style="list-style-type: none"> • Could mean <u>less information is given regarding where and what the Media Café</u> is and does as only 60-90 seconds • May <u>not engage audience if showing interviews rather than the actual work</u> that goes on in the Media Café, which would be more visually appealing to the target audience
Focus on Moving Image aspect of Media Café	<ul style="list-style-type: none"> • Have the knowledge to <u>show the Moving Image aspect of Media in great detail</u> having covered it during the BTEC course • Will really <u>inspire the target audience interested most in Moving Image production</u> and encourage them to come along to the Media Café 	<ul style="list-style-type: none"> • Focussing on one Media aspect means <u>leaving out too many other Media areas</u>, which does not meet the aims of the Media Café • By focussing on just one area in media, it <u>could make those interested in other Media areas become bored</u> and lose interest in the video

Research

<u>What?</u>	<u>Why Use It?</u>
<ul style="list-style-type: none"> • <u>Moving image products</u>, e.g. TV programmes, films, music videos, animations, TV advertisements • <u>Audio image products</u>, e.g. Radio advertisements, radio broadcasts, podcasts • <u>Publishing products</u>, e.g. newspapers, magazines, comics, brochures, advertisements • <u>Interactive media products</u>, e.g. websites, mobile apps, e-magazines, mobile games, video games, online games, advertisements 	<ul style="list-style-type: none"> • This is what Media products are <u>covered in the BTEC Media course</u> and <u>informs me of the different media activities</u> that would likely be taking place in the Media Café • By having this information <u>I know what to include</u> and show people creating and producing within the video to ensure I <u>cover all Media areas</u>
<ul style="list-style-type: none"> • I will also research the pre-production, production and post-production elements covered in the media areas mentioned above 	<ul style="list-style-type: none"> • Gives me the information to include in the video to ensure I give accurate and factual descriptions of what will happen in the media activities and workshops taking place

Planning:

When you have worked on the above, you can then begin to plan your advert.

You need to consider the following when planning:

- Video
 - Of what? Consider the 4 different areas (audio, moving image, publishing, interactive)
- Titles
 - Saying what?
- Text information
 - About what?
- Audio
 - What?

Try to storyboard or bullet point the sequence of shots that will take place in your moving image advert for the Media Café.

The links below are the videos we watched in lesson, so you may want to take inspiration from there:

Links to similar products

Welcome to The Sharp Project - Manchester's Leading Creative Hub

- <https://www.youtube.com/watch?v=DKW74CvWPVE&t=98s>

Culture, Media & Creative Industries BA

- <https://www.youtube.com/watch?v=g1QoEMx2RVs&t=31s>

Celebrating Soho - London's creative hub

- <https://www.youtube.com/watch?v=xOF7QaCwdcA&t=68s>

Google for Entrepreneurs: Campus London

- https://www.youtube.com/watch?v=eL_APnJE_PA&t=1s

Accenture Innovation Hub Tokyo

- <https://www.youtube.com/watch?v=6Maeli8piFE>

Robin Creative Media | Video Workshops

- <https://www.youtube.com/watch?v=hZd53lgXyhY>

Creative Media Skills - Our Remit

- <https://www.youtube.com/watch?v=luQWK38-0wM>

DKIT CREATIVE MEDIA & MUSIC SUMMER WORKSHOPS.mov

- <https://www.youtube.com/watch?v=ywvxyhcKog8>