



The contrast between the Privileged and Deprived areas of Bradford

By Kieran Swords



What is my project

This project will be a short documentary where I explore the contrast in deprived and privileged areas of Bradford. In this documentary it will include footage of the areas that i have gone to, some of the areas that I am planning on going to include:

Ilkley (Privileged)

Satire and Bingley(Privileged)

Little Horton* (Deprived)

Girlington* (Deprived)

*according to Telegraph and Argus (2022)

<https://www.thetelegraphandargus.co.uk/news/23101883.5-deprived-areas-bradford-revealed/>



Why am I doing this project?

I chose to do this project as I believe that the potential for this documentary could be very interesting as the broad use for this could be limitless. I also believe that the audience could be very interested throughout the documentary as I am going to try and make it as powerful as possible. I am also very passionate about the city that I live in so throughout this project I am going to try and get my passion across.



Aims and objectives for my project

- To make the audience come away and question why the areas are so different even though they fall under Bradford council
 - To be a very powerful documentary
 - To show the contrast between areas



My target audience

For my project my target audience is people ages 14 and over, I have chosen this age range as I believe that for my documentary to be successful if I target this age range it will be the most appropriate. In this documentary the topics I am going to explore may be quite sensitive for example showing the homeless thought Bradford.



Inspiration and influences

For my project i am inspired by the BBC program Bradford On Duty. This program explored what Bradford is really like through the eyes of first responders. For the audience this program brought what the residents of Bradford already knew and it was being brought to life. This is similar to the outcome that i want to have for my documentary.



Research and planning

For my primary research I am going to conduct various questionnaires and put them into Facebook groups of residents of these areas. This will help me create an idea from what the residents feel of why the place that they live is deprived or privileged. This data will be used throughout my documentary to give the audience a variety of facts.



Practical skills I will use throughout the project

Thought this project I am planning on using a vast amount of software that includes

- Adobe premiere pro
- Adobe after effects
- Adobe Photoshop or Photopia

I have chosen this software as Premiere pro and after effects will be used to edit and create my finished documentary and photoshop and photopia will be used to create film posters and other marketing assets

PrAePs

Budget and health and safety

The budget for the project will be quite small with the main costs being travel to the areas that I am going to film in. Also the health and safety aspect of my project would include making sure the equipment I use is kept safe and won't be damaged or stolen. I would also have to make sure that I am keeping myself safe and people that I am interviewing safe.



Promotion and Presenting

If I was to take this project for commercial use I would create movie posters for my documentary and create a trailer for this project to be shown on a variety of social media for example Tik Tok and YouTube. I would also want to show my project to the council to be shown through the city. However this is only if I was to take my project commercial and if I have time I will create movie posters.



THANK YOU FOR LISTENING DO YOU HAVE ANY QUESTIONS?

