

Extended Diploma in Creative Media Production and Technology
Unit 13 Project Proposal

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Pathway	Social Media Marketing
Project Title	Social Media Car Reel
Section 1: Project Concept and Rationale (approx. 150 words)	
<p>My project aims are that I am aiming to be able to gather experience with this project in going into my dream profession which is marketing. Marketing is a huge field and has many different categories that a person can work under, but I really want to work under the social media marketing aspect, as it will be exciting and engaging. I feel like it will never be boring always something new and something to learn about. I hoping to be able to expand the demographics for the Jeep industry in rebranding them in a female limelight rather than the normal masculine perspective. The objective is to share my passion about Jeeps, cruising in one 4x4 car with massive tires. Jeeps have a great design with an outstanding interior and exterior. Moreover, I am going to try to make sure my project is relevant to the media industry as once again I am going to rebrand big cars to be shown in a light dedicated to both genders and not only to one gender.</p>	
Section 2: A Review of Your Progress and Achievements to Date (approx. 150 words)	
<p>I have learnt a lot from this course, I have always been a creative person, always loved editing pictures and short videos on my phone, this course has made me extra confident about the work I produce and made me more comfortable in taking risks to try something new. I have started exploring more and thinking outside the box knowing that in the media world there is no right answer it's all to do with how one thinks, and the other person interprets the context, for every individual the same context can have different meanings.</p> <p>This course has made me comfortable editing on laptops or computers and using programs such as Adobe Premiere Pro and Aftereffects.</p> <p>For my marketing project, I am going to focus on my camera work and editing skills. I want to take the editing skills I have learnt in the past 2 years to a whole different level. Focusing on all the small details and making it engaging to the audience so it can stand out to the audience.</p>	

Section 3: How the Project Will be Evaluated and Reviewed. (approx. 150 words)

I am going to reflect on my work by evaluating my work with many weekly updates alongside a journal that will be edited daily or when there is a change in the project. This journal will include any obstacles I would face, problems I overcame and reasoning for changes. Moreover, if I am busy in getting editing done or other plans which take priority due to deadlines, I will be recording them as an audio message about my thought, feelings, challenges and the positives of my project at the minute, then when uploading the audio on digital space I will be copying the transcribe and posting that underneath just in case it doesn't work due to connection problems.

When writing up my reflection I will be explaining in detail the key points that are what went well, what could have gone better, what I can do next time to prevent it. Another way I was thinking of reflecting on my work is each time with a different individual I will give the task to look at my work and give me feedback on what they can see is going great and one thing that needs improvement or adjusting.

Proposed Research Sources and Bibliography - Harvard Format (approx. 50 words)

The **primary** research will be a focus group of 3 females and 3 males, questioning them about the desired dream car and whether they ever come across a female young driver in a Jeep or any big car. I'm going to take on my **secondary** research by researching through online research and videos on YouTube. As well as this I am going to do some research by looking through some marketing books. Which helps me understand how to project my idea and I can help this field.

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Project Action Plan and Timetable

We ek	Date Week Beginning	Activity	Resources
1	06/03/2023	Planning Wednesday: Morning/Afternoon - I have scheduled myself to finish off doing my Reece report on planning the location. This will help me to know my location and which assessments will need to take place in highlighting all the risks.	Wednesday: I will need nothing except a laptop, to know what I need to acknowledge and put into practice. For example, to do research on the location and to write up the document.

		<p>Thursday: Afternoon – For my project I will need a team to get the arrange a team with a model, assistant and me for the completion of my project. The reason to why I will need a model is because my project is about presenting cars in a female light, so they have a fair trade of cars in a positive female limelight. The reason for an assistant is to get the shots of the exterior of the car whilst I cover the interior.</p> <p>Friday: Morning – To be able to advertise and rebrand the car I will need to back it up with lots of research to be able to refer to. Afternoon – I will need to get location Chase up to make sure they are available for next week before appearing whilst they not expecting.</p>	<p>Thursday: Access to teams and Outlook to arrange a group and students</p> <p>Friday: Access to google.</p>
2	13/03/2023	<p>Planning Wednesday: Morning – This day I will check off shot list preparation of the list as this is the main documentation that will need for when going out for film shooting. As we cannot just start recording without a plan in place. Afternoon – Will need to prepare a storyboard maybe of the shots to make it visually clearly so when on shoot I can visualize what I'm expecting and what kind of view I am reaching for.</p> <p>Thursday: Afternoon – I will complete a risk assessment to make sure I am aware of all the risks I will face and how I will overcome them.</p> <p>Friday:</p>	<p>Wednesday: Need access to some YouTube videos and car reels, a laptop to type up the documentation.</p> <p>Thursday: Access to old documents for references. Google for some research.</p>

		Morning/Afternoon – Marketing strategies, to proceed with my project I will need to educate myself with all the marketing projects and strategies and statics to check off to make my marketing reel get out there.	
3	20/03/20233	<p>Production</p> <p>Wednesday:</p> <p>Morning – I will need to do some practical Research and experimenting (lighting practice, camera work) to get comfortable with the camera equipment to know how to control the camera and get the shots I'm visualizing.</p> <p>Afternoon - Practical Research and experimenting (focus to detail and panning movements)</p> <p>Thursday:</p> <p>Afternoon – Time to get myself comfortable with the camera equipment practice and know to get different shots and panning for range of panning movements.</p> <p>Friday:</p> <p>Morning – Go to the location shoot and begin film shooting after all practice</p> <p>Afternoon – Start Producing work</p>	<p>Wednesday/Thursday/Friday</p> <p>Need to book a video camera to be able to shoot some professional footage.</p>
4	27/03/2023	<p>Production</p> <p>Wednesday:</p> <p>Morning – Further shooting</p> <p>Afternoon – Finish up shooting</p> <p>Thursday:</p> <p>Afternoon – Check footage</p> <p>Friday:</p> <p>Morning – Finishing up with trying new cuts and angels</p> <p>Afternoon – Lighting development</p>	<p>Wednesday/Thursday/Friday</p> <p>Need to book a video camera to be able to shoot some professional footage.</p> <p>Thursday I will need a laptop to put all the footage on and check the videos and quality.</p>

5	03/04/2023	Start final design Wednesday: Morning – Take feedback from classmates Afternoon – Evaluate the feedbacks Thursday: Afternoon – Make a final reel Friday: Morning – With similar cuts Afternoon – Lighting correction	Online survey forms Laptop or pc to finish edits
6	10/04/2023	Finish Final Design – improving the edit and post-production editing Wednesday: Morning – Audio Improvement Afternoon – Experiment new cuts Thursday: Afternoon – Watch the new edit Friday: Morning – Polish it up Afternoon – Submit	Laptop or pc for documenting and finishing edits and exporting.
7	17/04/2023	Evaluation (Task 4) - postproduction	Laptop and access to OneDrive and digital space