**Extended Diploma in Music Performance**   
**& Production**  
**Project proposal template**

In producing the project proposal, and in preparing for the project realization, you should familiarize yourself with Unit 13 of the qualification. You should understand the assessment and grading criteria, which will be used to determine standards of achievement.   
  
Unit 13 requires you to produce a project proposal of 500 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed, nor should they be excessively long and unfocused.

**Your project proposal should include:**

* *Centre name and number*
* *Candidate name and number*
* *Project proposal title and date*
* *Main area of activity/ pathway.*

The project proposal must be word processed and presented under the headings listed here:

**Section 1 – Project concept and rationale***(Approximately 150 words)*This should outline what your projects main aim and objectives will be. Explain how you will achieve the aim through the selected objectives. You should look to provide a detailed rational on why the project will help you in your progression or future work.

**Section 2 - A Review of Your Progress and Achievements to Date**   
*(Approximately 150 words)*

This section provides you with an opportunity to reflect on, review and summaries your progress and achievements through the first 12 units, and the knowledge, skills and understanding you have acquired. What you know now, and what it means to you, compared with what you knew and could do before you started the course, and how this has influenced your choice of pathway and your project proposal.

It also provides an opportunity for you to explain your reasons for choosing a particular pathway and to outline both your immediate and longer-term aspirations. You should use this section to clearly explain the concept and aims of your personal project, and what you anticipate producing, referring to the critical and contextual perspectives within which your own work is situated.

**Section 3 – Evaluation and reflection***(Approximately 150 words)*

This section provides an opportunity for you to explain how you will reflect on and evaluate your work, both as an ongoing activity and at the conclusion of the project.

You should describe how you intend to record your decision making, and how you will document changes to your ideas as work progresses.

The evaluation should be referenced to your stated aims and be reflective and analytical rather than a description of actions completed. When working in collaboration with others you should comment on how this may impact either positively or adversely and steps you can take to minimize disruption to your own progress.

**Section 4 – Bibliography**  
*(Approximately 50 words)*

This section provides you with an opportunity to record the initial research sources that you intend to use, both primary and secondary, and the ideas that will support and inform the development of your project. Your sources of research should be as wide as possible, including libraries, museums and galleries; books and magazines; theatre and live events; film, TV and radio, and websites and digital sources.

You should include references to print or digital media in the form of a bibliography presented using the Harvard system of referencing, within the template provided.

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

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| --- | --- |
| Candidate  Name | Haafsah Khan |
| Candidate Number | 10650760 |
| Pathway | Marketing |
| **Project Title** | **Advertising** |
| **Section 1: Project Concept and Rationale** **(approx. 150 words)** | |
| **My main objectives and aims are to make an advertisement, I want to advertise the brand name of a car. I have chosen this for my final major project because I wanted to do something different this time, I’ve already done short films and documentaries in the past. This makes it easier for me because I have used cameras and a computer before. Marketing is an exciting topic to me, I have a huge interest in advertising, I mainly like to focus on details. For my final project I want to make an advertisement for cars. I chose cars because they are a big topic and are liked by a lot of people whether they drive or don’t drive. I want to also encourage females to buy expensive, fast cars as you don’t always see women in them cars. My main goal will be to encourage people to buy cars from the company I’m going to be working with. I really want to study marketing for university so I can gain more experience by doing this project. This can even help me with future jobs.** | |
| **Section 2:**  **A Review of Your Progress and Achievements to Date (approx. 150 words)** | |
| **By studying this course, it has made me look at everything with a different vision and has introduced me to a passion for creativity. I’ve watched movies on Netflix to short videos on YouTube, to reels on Instagram, this had had a huge and positive impact. I always like to look at behind the scenes and find out which shots and angles have been used and how I can use them as an influence to make development in my working skills. I was never interested in the editing part of this industry, I was always interested in the camera work, but in the past 2 years I have found comfort and enjoyment in editing as each edit brings out something new, it has become a hobby. I like to download and try different apps on my phone, I always learn something new, it gets me more experience.** **For this marketing project, I am going to spend more time expanding my camera work by focusing on small details, for example the interior of the car so it stands out to my audience and the company.** | |
| **Section 3:**  **How the Project Will be Evaluated and Reviewed**. **(approx. 150 words)** | |
| I will always be checking my work and looking over every time to find any mistakes, even when I’m filming, I will always make sure to look over the footage I record to make sure they are clear and of the standard I want. Evaluating my work will help me a lot, I will always find ways to make it better. I will always do more research and gather more information and ideas together. I will be making checklists and goals for my project, so I know what I need to do to achieve my goal. I will also get feedback from classmates, family and friends, this will help me I know what needs to be done and what I can work on. I will always write about what I do every time, so I can keep up with what I’ve done and if anything changes, I will write them all down, so I know about the changes I’ve made. If any changes do occur, I do have a backup plan. At the end of the project, I will write an evaluation, I will include what went right, what went wrong and how the project went. | |
| **Proposed Research Sources and Bibliography - Harvard Format (approx.50 words)** | |
| The research I will use is secondary, this includes tv, google, social media and websites. My project is about advertising cars, so I need to collect information and ideas about cars, I have used car websites, this gives me more information about the cars and their designs. Social media is known for advertising, I have used Tik Tok and Instagram and YouTube.  <https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/amp/>  <https://www.mercedes-benz.com/en/>  <https://www.audi.co.uk/uk/web/en.html> | |

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| --- | --- | --- | --- |
| **Project Action Plan and Timetable** | | | |
| **Week** | **Date Week**  **Beginning** | **Activity / What you are intending to do - including independent study** | **Resources / What you will need to do it - including access to workshops** |
| 1 | **20th February** | **Proposal**  **Research** |  |
| 2 | **27th February** | **Advertisement research**  **Location planning** |  |
| 3 | **6th March** | **Story boards\Camera shots and angle planning** |  |
| 4 | **13th March** | **Script**  **Location shooting**  **Test editing** |  |
| 5 | **20th March** | Test editing |  |
| 6 | **27th March** | Audio Developing music |  |
| 7 | **3rd April**  **Easter** | More shots Filming |  |
| 8 | **10th April**  **Easter** | Improving filming |  |
| 9 | **17th April** | editing |  |
| 10 | **24th April** | Postproduction  Evaluation |  |
| 11 | **1st May** | Show work |  |