

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

Candidate Name	Haafsah Khan
Candidate Number	10650760
Pathway	Marketing
Project Title	Advertising
Section 1: Project Concept and Rationale (approx. 150 words)	
<p>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.</p>	
Section 2: A Review of Your Progress and Achievements to Date (approx. 150 words)	
<p>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.</p> <p>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.</p>	
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.

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<https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/amp/> [Accessed 30 Mar. 2023].

Mercedes-Benz (2019). *Mercedes-Benz International: News, Pictures, Videos & Livestreams*. [online] Mercedes-benz.com. Available at: <https://www.mercedes-benz.com/en/>.

KBB EDITORS (2022). *How to Create a Good Classified Car Ad - Kelley Blue Book*. [online] www.kbb.com. Available at: <https://www.kbb.com/car-advice/how-to-create-a-good-classified-car-ad/> [Accessed 27 Apr. 2023].

Roasamond, C. (2022). *How to advertise your car with a great classified car ad*. [online] Auto Express. Available at: <https://www.autoexpress.co.uk/car-news/95387/how-to-advertise-your-car-with-a-great-classified-car-ad> [Accessed 27 Apr. 2023].

Uk, A. (2020). *The Audi A3. What a time to be an Audi*. [online] www.youtube.com. Available at: https://www.youtube.com/watch?v=Evcqg_FNmP0 [Accessed 27 Apr. 2023].

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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	20 th February	Proposal Research	Computer
2	27 th February	Advertisement research Location planning	Google maps Phone Computer

3	6th March	Story boards\Camera shots and angle planning	Camera
4	13th March	Script Location shooting Test editing	Camera Phone Computer
5	20th March	Test editing	Computer Phone
6	27th March	Audio Developing music	Computer
7	17rd April	More shots Filming	Camera Phone
8	24^h April Easter	Improving filming	Camera Phone
9	1st may	editing	Computer Phone
10	8th may	Postproduction	Computer
11	15th may	Show work	Computer
	22nd may	Evaluation	Computer