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 summarise 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, making reference 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, as both 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 | Alex Richardson |
| Candidate Number | 10655818 |
| Pathway | Creative Media Production and Technology |
| Project Title | Local Business logo redesign and promotional video |
| Section 1: Project Concept and Rationale (approx. 150 words) | |
| My final major project will be a local business logo redesign and promotional video. My aim is to help the business grow and reach the wider community. This will give myself experience working with local businesses to become a graphic designer for branding. It will also give me experience with shooting a video which would help me in future with video editing.  To reach my aim, I will be asking people that have never been inside the local business and people that come into the local business regular so I can get perspectives on both sides and then try to come up with a few designs for logos.  Once I have narrowed the designs down to the two logos, I will put it up to a vote. The logo with the most votes will be the one I will be doing.  For the promotional video I will be capturing the shots of the community warm hub on Thursdays and the bar staff at work this will show that our club is friendly and inviting for the family, which will hopefully bring more people there. | |
| Section 2: A Review of Your Progress and Achievements to Date (approx. 150 words) | |
| Over the last twelve units, I have learned about the different camera angles and techniques on natural lighting, how to use adobe software that I didn’t know how to use before. This has helped me to decide that I want to rebrand a local business to help with my branding skills and graphic design skills such as typography and using adobe software like premiere pro and illustrator. This will help me in the future as I want to design logos and help business grow so by doing this I will have connections from people that come into a local business and this will help me become known for other businesses that may want me to design their logo or shoot a promotional video for them. His aspires to my creative side as I am more creative practically then by typing.  The pathway I am aiming for is graphic design. It has always intrigued me how the different typography matches the layout of the page. | |
| Section 3: How the Project Will be Evaluated and Reviewed. (approx. 150 words) | |
| My project will be evaluated and reviewed weekly which will help me identify and solve any problems I encounter. This will also help me identify any weaknesses I have practically and what my strengths are so I know where improvements can be made before my final evaluation which will be an overall evaluation of the project.  To know if I have fully reached my aim, I will see an improvement in the local business online and in person. This will show I reached my aim to make a more community friendly place for locals and by more people coming in I will be helping the business grow.  To minimize any disruptions, I will film on days when they are doing community-based activity like bingo or the community hub to capture the heart of the people. This will help reduce disruptions by having natural reactions from people instead of actors. | |
| Proposed Research Sources and Bibliography - Harvard Format (approx.50 words) | |
| www.clubhistorians.co.uk. (n.d.). *Club historians - dedicated to the working men’s club movement*. [online] Available at: http://www.clubhistorians.co.uk/ [Accessed 22 Mar. 2023].  Kreafolk. (n.d.). *10 Tips to Create a Good Club Logo Design*. [online] Available at: https://kreafolk.com/blogs/articles/club-logo-design [Accessed 22 Mar. 2023].  Kartoffel Films - Video Production Company London. (n.d.). *How to Make a Promotional Video for Your Company: 7 Steps*. [online] Available at: https://kartoffelfilms.com/blog/how-to-make-promotional-video-for-your-company/#:~:text=All%20you%20really%20need%20is.  Lemonlight – High-Quality, Affordable Video Production. (2019). *How to Create the Perfect Promo Video*. [online] Available at: https://www.lemonlight.com/blog/how-to-create-the-perfect-promo-video/.  ‌  www.youtube.com. (n.d.). *The One Show - BBC 1 - Working Mens Clubs*. [online] Available at: https://www.youtube.com/watch?v=rysigcIOGtQ [Accessed 4 Nov. 2022].  ‌  www.youtube.com. (n.d.). *Working Men’s Clubs Around The Wakefield Area In West Yorkshire*. [online] Available at: https://www.youtube.com/watch?v=a8FgqglVMlk [Accessed 22 Mar. 2023].  ‌  Envato Tuts (2020). *How to Choose the Best Color Scheme for Your Logo*. *YouTube*. Available at: https://www.youtube.com/watch?v=8K8S5mrDwPA [Accessed 20 Feb. 2021].  ‌  Wheeler, A. (2018). *Designing brand identity: an essential guide for the entire branding team*. 5th ed. Hoboken, New Jersey: Wiley.  ‌  Mills, S. (2016). *Promo Video Ideas - Top 5 Best Promo Videos For Businesses*. *YouTube*. Available at: https://www.youtube.com/watch?v=bzJUuamNTNY [Accessed 23 Jan. 2023].  www.youtube.com. (n.d.). *The Steps To Create A Logo + Branding Tips!* [online] Available at: https://www.youtube.com/watch?v=4lDHEbIp\_cc [Accessed 22 Mar. 2023].  ‌  Mowat, J. (2021). *Video Marketing Create Engaging Video Campaigns to Drive Brand Growth and Sales*. London Kogan Page.  ‌  Brown, P. (2022). *Clubland: How the working men’s club shaped Britain*. HarperCollins UK.  ‌  Solly, H. and Working (2022). *Working Men’s Social Clubs and Educational Institutes*. Legare Street Press.  ‌  Airey, D. (2009). *Logo Design Love*. New Riders.  ‌  Bokhua, G. (2022). *Principles of Logo Design*. Rockport Publishers.  ‌ | |

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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 | 13th march | Design a few ideas and a shot list for my project | Pen paper |
| 2 | 20th march | Finish the designs and Ask which two designs they like the best on Thursday  Start designing on software on friday | Pen paper illustrator and photoshop |
| 3 | 27th march | Design the two logos and start filming parts of the club for a promotional shoot | Camera (phone camera) illustrator photoshop |
| 4 | 3rd April | Finish the logos final design and get the community to decide which they like better. Film some more on Saturdays when there is a live band on | Photoshop camera illustrator |
| 5 | 10th April | Edit the promotional shoot using after effects and premiere pro | Premiere pro |
| 6 | 17th April | Polish it off and export it show it to the owner and ask if she would like to post it on face book along with the new logo. | Premiere pro photoshop illustrator |
| 7 | 24th April | Post it and receive feedback from the online community. Start the overall evaluation. | Word, Facebook |
| 8 | 1st may | Evaluating my main project highlighting the problems I encountered and what I accomplished | Word |
| 9 | 8th may | Check over evaluation see if I missed anything double check digital space and see if there is anything | Word |
| 10 | 15th may | Carry on improving my evaluation | word |
| 11 | 22nd may | Final checks on everything | mac |