**Examples of Negotiated Brief section of Assignment**

**Example 1 – Music Video**

The brief we were given made it possible to explore many ideas and wasn’t very limiting. I want to create a music video for one of my own songs as it is a good way to further express the meaning of the song and also, as a singer/songwriter, it is a great way to further promote my music. My purpose is to entertain the audience as this is what music videos are usually used for. However I also want to inform my audience about the lgbtq community, but in a way that I am showing them that the people in the lgbtq community were the same as everyone else. I want to do this through telling a story. Although I want to entertain my audience, the tone I want to go for is a light-hearted yet slightly sad one, as this relates to the actual lyrics of the song. The song I’m choosing is called ‘Emily’ and is basically about someone constantly being there for you, even when you are tearing yourself down and treating them in an awful manner most of the time, yet they still choose to stand by you.

The style I would like to use is a music video, but also stop-motion animation using people. Stop-motion is a technique I have seen a few times within music videos; videos such as ‘Moving On’ by James, and ‘In Your Arms’ by Kina Grannis. I feel it is a really effective way to create a story while also keeping it interesting for the audience, and I believe that by using people it will help make it more appealing to watch, because you can do more unusual things by using the stop-motion, and as it’s not a very usual technique within music videos and therefore is more memorable for an audience. The video will be fiction as the lyrics of the song aren’t based on a real life event; therefore I don’t need to make the music video fully realistic.

The average music video is around three to four minutes long; as this would be familiar to my target audience it is the length I’d like to aim for. ‘Emily’ is also around three and a half minutes long so this would fit well.

My target audience will reach a wide range of ages, more specifically teenagers and young adults as it involves themes such love, but as it is homosexual love some people may feel that this is unsuitable, inappropriate or too mature for younger audiences. It will probably be more aimed towards girls due to the “love” theme, which is something that is stereotypically seen as girly. It will also be aimed at people who are fans of music, especially the singer/songwriter or acoustic genre. People who like stop-motion animation will also be included in my target audience.

I plan to film outside of school and in my own time. Using my own equipment because I have editing apps such as iMovie and Garageband which I can use on my own iPad, this will be easier as I know how to work my way around them easily. I may also use the Mac in school for some editing though.

The level of finish that I expect is a three to four minute music video that is well edited and focuses on telling a story, which will entertain and inform my audience, using stop motion animation.

**Example 2 – spoof action movie**

To entertain is one of three possible purposes for my media text available from the brief and is the one I have chosen. Because of this my genre will be action/comedy as these genres are often used in order to entertain and will attract a large audience. Audiences can appreciate humour and be entertained by action. Furthermore I have helped to produce a number of comedic film before which gives me some level of experience. I would like to make it last approximately 2-3 minutes as this will be enough time to have a satisfactory, action based plot. I will be able to include enough action moments, whilst leaving enough room for a final punch line. The film will follow a nameless and voiceless protagonist as he walks through a corridor efficiently dealing with all hostiles he comes across. Eventually he will make his way to the office of the main antagonist. Before he can shoot his enemy the antagonist will slam his fist down on a button releasing a door that reveals his right hand man, named Gertrude as seen on the button. This new villain will wear boxing gloves and be an extremely physical threat with the protagonist firing at him and missing. A fight scene will ensue with Gertrude clearly outmatching the protagonist until the hero eventually manages to defeat him. A final stand-off will take place with the villain resulting in the antagonist’s death. The next scene will show the whole cast sitting on a bench nursing injuries and it will be heavily implied it was a game the whole time.

To capture the action genre, I will try to create a thrilling tone. For comedy an absurd tone will hopefully be made. The thrilling tone will be present throughout the majority of the film and be the most obtrusive whilst it has an undercurrent of absurdity with one major absurd moment. The action will thrill my audience and the absurd humour will make it stand out and be memorable in their minds. The thrilling tone will be created using mise-en-scene. The protagonist and the two major villains will each have a toy gun (that will be implied to be real) which has implications of violence. I also plan to have fast-paced, suspenseful music to create a thrilling tone; this sort of music is a staple of the action genre which will make my audience associate it with other action films. I would like the film to have a satirical style which mocks the traditional action hero role.

I am planning for my target audience to be students between the ages of 13-16. Older audiences would prefer a plot with more depth to it than the one I am planning to make. They should be old enough to appreciate the humour and young enough to watch a film despite it not making them think. It will target all genders. Despite action stereotypically appealing to males more the parody element to it is universal. As for the level of finish I am expecting it to be a complete short film. I will be targeting casual film viewers as they would watch a film purely for entertainment and not expect complex ideas to be brought across. My film is purely action/comedy based and does not try anything new or innovative which is why a casual movie watching audience is preferable to, for example, an art house audience as they would want a movie that delivers something out of the ordinary such as complex cinematography.

**Example 3 – ‘youtuber’ style PSA on diabetes**

The brief given made all purposes available. I wanted to do a film telling people about Type 1 Diabetes, because of this it was priority that its purpose was to educate. I feel that this sort of film is needed as there are a lot of misconceptions about Type 1 as often in the media no distinctions are made between Type 1 which is an autoimmune disease and Type 2 which is brought on by a life of bad diet and lifestyle. As Type 2 is more common it gets more coverage so often people misunderstand the differences. However I wanted to make sure that the tone was light-hearted, therefore it should overlap into entertainment. I wanted to make it light hearted so that it does not come across as a rant. As I am Diabetic I know the different levels of knowledge people have about the topic and so can tailor it to show what needs to be told. I feel that this sort of film is needed both from my own experiences and experiences of other Type 1 Teens that I have met and spoken to. I hope that my film can show people what they can do to help someone with Diabetes, especially friends.

The style I would like to use is a ‘YouTuber’ style. Frequently it is used in vlogging and the narrative is shown with one main person talking with other being brought in by various clips. The film will be non-fiction and the form should be like a PSA (Public Service Announcement) but in an informal way so that viewers aren’t put off by it being too serious. My genre will be comedy due to the humorous tone and this should make the audience take in what the message is as it will not be confrontational.

It has been proven that the longer something goes on for the more likely it is that the audience will stop paying attention, for a PSA on the television it is the same length as an advert- usually 30 seconds long. However I would like to have more information and would prefer to show it from an internet platform such as a Diabetes YouTube channel or a website like the charity Diabetes UK’s. This time will allow me to keep all of the information in and deliver it in a quick way that will stick in the viewer’s mind. I am planning to keep it to 4 minutes, this will also make sure that the information I have in will be relevant as I won’t have time to ramble.

My target audience will be teenagers of both genders but will concentrate on those in their late teens due to the medical language used. People of that age do not want to watch boring videos and so I want a humorous tone to allow the film to engage with them. It should specifically target those who have friends with Type 1 Diabetes as these people do not get other information; often hospitals will give help to parents, siblings, other family members and the patient’s school/teachers but their friends get missed out with no support or help to understand what’s going on and how to react to the change.

I plan to film in school as there are plenty of neutral places that would work well. However I will be using my own equipment to film as I feel more comfortable about working those and I have an editing app (iMovie) that I have used previously.

The level of finish that I would expect is a four minute film that is smoothly edited and highlights key information for teenagers by delivering it in a comical way.

**Example 4 – Short Fantasy film**

The brief that we were given was as follows,

To Create a short moving-image media text that will entertain and/or inform and/or educate a target audience of your choice. The purpose, description of the media product, target audience and level of finish expected could all be negotiated.

The purpose of the short film I intend to create is to entertain its audience. The film itself will be a dark comedy about characters from a We Will Rock You script magically being read to life. Originally I thought the film could be in the form of a comedy but as I began to think in more depth, I decided that I would like this film to go down a more (light-hearted) dark comedy route as I intend to create a mysterious tone to my film in certain scenes. The scenes in which I intend to create this feel is when the noise is coming from the drawer in the beginning of the short film and when the drawer is opened, also in the final scene when the killer queen is seen lingering in the shadows. I intend to create humour by the use of dialogue between the protagonist and the characters from the WWRY script.

The genre I have chosen for my film is fantasy with elements of dark comedy. I would like to make my film seem as if it is set in a parallel world. I seek to portray this world as being very much like our own and hope to achieve this by my use of setting. The starting scene will be set in a classroom creating a normal, everyday scene. This everyday setting will then be interrupted when characters from the script magically begin to appear, this will be when the audience realise that this is a world parallel to our own. I want my audience to react to the gradual intrusion of magical events surprisingly so that this raises more enigmas.

The protagonist is going to be a senior pupil in high school; therefore the audience I intend to target with this short film are those around that age as they can relate to the protagonist. I also intend for this film to target those who know ‘We Will Rock You’ well and therefore will recognise the characters and some of their lines from the musical. I will make my film appeal to this type of audience by adding songs from the musical into the film, by the use of character outfits and by how the characters are portrayed. I intend to base my character outfits around the costumes seen in the live production of the musical. This is so the audience are clear that my film is about the characters from the actual production of We Will Rock You coming to life. The costumes in the musical are bold, bright and quirky, Therefore I think that my portrayal of the characters will please my target audience as they will recognise the characters.

In the original brief we were told that the film could be anything between 45 seconds long and 4 minutes long. I would like my film to be 2-4 minutes long. The level of finish I expect is to have created a complete short film that loosely follows the Todorovian structure. My film will have a state of equilibrium at the outset; there will then be clear a disruption of the equilibrium with an attempt to repair the disruption with a reinstatement of the equilibrium at the end of the film. I chose for my film to follow the Todorovian structure as it is a simple structure that is easy to follow and allows the audience to focus on one character so will therefore appeal to my target audience.