

Media Design Plan Chapter One:

Title of Chapter: **Investigation**

This chapter should contain **4-10 pages**

Heading: Introduction: explain the medium you are working in: e.g. Magazine or Photography or Video, Animation: web design: You may like to explain why you chose this medium- e.g. I have experience and enjoy the creative process of this medium / I have no experience – but this medium has great appeal to me and I wish to learn the creative processes of this medium etc. ...

What do you intend to produce? Or what are your ranges of ideas

Sub Heading: Investigation

(This is where you explore your idea- and try to develop it so it is clear to you and the reader of your plan)

You may use

Brainstorm Maps list of main idea and all related ideas that stem from this

Lists of content for magazine pages: or photocompositions or proposed storyline for magazine or proposed home page for web site

Research Method

Influences Inspiration and References to similar works or techniques that interest you and relate to your idea – **images must be referenced**- where did they come from?

Influences-Inspiration they may be a magazine/s that influence you because you like the style – or content – There may be photographers that inspire you because of the work they specialise in and how it may be similar to what you want to do: There may be film directors whose work you really like and how it may relate to your approach or idea- They may be websites that you like etc.

Evidence of you exploring your idea— don't simply place images on a page- explain why they are there- and how they relate to your idea- this could be because of style or technique that you wish to use

More lists: e.g. Proposed pages for magazine: or types of photo compositions: or storyline for video or animation- or template for web pages

Sub Heading Audience – Try to describe the Audience that you think would appreciate / enjoy and consume your production- This is not simply everyone- but could be a specific audience- age group- or type of person whose interests, attitudes, behaviour, style would make them more likely to appreciate your work

Heading: Summary – Here is where you provide a summary of your idea that has developed during chapter one – after you have investigated- researched and thought carefully about your idea- so try to briefly describe what you have decided to do

By the end of this chapter it should be clear to the reader –

The medium you are working in
what topic you have chosen:

Your idea and or themes that your production will focus on

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2. List
3. Examining idea and options
4. My influences
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6. References
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8. Consolidating idea /options / summary

Media Design Plan

Introduction

Sample only- create your own plan: All plans are different so each student plan should be unique

For my Media Production I have decided to use the medium of _____.

In order to develop an idea it is necessary for me to engage in preliminary investigation where I will list various topics that I will consider

For example as I have decided to use Photography as my medium I will commence by listing all topics, content areas or themes I am interested in:

These will reflect my own interests or artistic and creative areas I am interested in

1. The environment e.g. “The Day the earth burned” - photos of the aftermath of the Victorian bushfires
2. Human emotion “The faces of Melbourne”- Portrait Photography- A series of photos of different cultures living in Melbourne
3. Subcultures e.g. Graffiti Crimes- A series of photos of provocative graffiti in Melbourne by graffiti artists
4. Sports: e.g. winners and gridders – a series of photos of a variety of sportspeople –illustrating their emotions through successes and

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Research Influences and Inspirations (2 -7 pages)

Read Research Method 2014 Document

This part of your investigation includes 1 page for your research method

4-6 pages for your influences and Inspirations: This comprises works that you have researched –where you note and briefly discuss the style , technique and effect of your artist, photographer, director’s work and some explanation of how you may adopt similar practices or aim for a similar effect in your production

NB: You must annotate any images – (pictures) you place in your design plan – if you leave them blank –they are generally dismissed as fodder(in there to simply increase page volume

Outcome

At the end of Chapter One provide a summary that outlines the Medium you will use the idea that has been developed- any reference to style genre and briefly outline the intended audience your production would appeal to

Due Date : May 5