

UNIT 3

LEARNING OUTCOME 1

**PITCHING YOUR IDEAS
AND CREATING A
PROPOSAL.**

THE CRITERIA

P1:

Produce a proposal for the original media product to meet the client brief

For Unit 3 you will be designing a front cover, contents page and double page spread for a new magazine of a genre of your own choosing.

THE CRITERIA

P1:

Produce a proposal for the original media product to meet the client brief

The first task is to put together a proposal, justifying and outlining your ideas.

THE CRITERIA

P1:

Produce a proposal for the original media product to meet the client brief

Issues to be addressed

- What will you be creating?
- Purpose of the product?
- Chosen genre
- Contents
- Target audience and demographics
- Resource and personnel requirements
- Distribution and marketing techniques



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Purpose

- The first thing you need to include in your proposal document is an outline of what the brief has requested you create and a discussion of the purpose of the production.
- This can include the purpose of;
 - The cover (to illustrate, inform and advertise the magazines most important features)
 - The contents page (provide a more detailed index of the magazines contents)
 - The magazine itself (what is it's primary purpose?)



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Research

- Make a decision on the genre of magazine you want to design.
- Using the Internet, download 3 front pages of existing magazines of a similar type to the one you are designing.
- Analyse the design and content of the front cover and discuss what ideas you have for your own product based on what you have seen.



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Genre

- A discussion and justification of the genre you have chosen is then required.
- Ask yourself;
 - Why have you chosen to focus on this genre?
 - How will it appeal to the target audience?
 - Are their products of this genre that are already popular? (provide examples)
 - Do you feel you can add something to this genre that might be missing?



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Contents

- Outline the content of your cover and contents pages.
- Discuss the following points;
 - Describe the layout, using examples to illustrate your point.
 - What font styles will you include? (Use dafont.com to illustrate your ideas)
 - What type of images and how many images will be included on each page?



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Target audience

- Who are the main target audience(s) for the products you are creating
- Discuss the following points;
 - What specific demographic groups will you be targeting?
 - Is the target audience mainstream or niche?
 - How will the target audience identified be addressed by the genre, content and design?
 - How will the cover lines and contents appeal to the target audience you are addressing?



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Resources and Personnel

- What resources and personnel are essential to the success of your production?
- Outline all of the physical and software requirements to ensure your magazine can be created to a high standard.
- Discuss as many different, key job roles in the pre-production, production and post-production phase.

