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| Doncaster College – UAL Level 3 Applied General Diploma in Art & Design –  Photography | **Extended Diploma in Creative Media Production and Technology Project proposal template** |
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| **Candidate Name** | Lily Pomerance |
| **Candidate Number** |  |
| **College** | Oaklands College, Welwyn Garden City |
| **Pathway** | Film & TV |
| **Project Working Title** | Nothing burns like the cold |
| **Section 1: Rationale (approx. 150 words)** | |
| Since starting this course, I have learned a lot about different sectors of film. I will apply all my knowledge when creating my music video. In September, I learned how to navigate a camera and experimented using one for the first time. I also learned about how to write a script, what needs to be completed before production begins (pre-production), what foley is – including how and when to use it effectively and how to edit a video using premier pro.  I have a passion for music so wanted to make a music video as I feel this will help me engage and be fully submerged in creating this film to the highest standard of my capability. | |
| **Section 2: Project Concept (approx. 200 words)** | |
| For this project I decided to make a music video. I wanted to do this so I can showcase my skills and do something I enjoy. I thought that making a music video could challenge me as the lyrics are unable to be changed. With set lyrics, I have to make my visuals match the words being sang, the beat and rhythm of the music and the vibe and genre of the song as a whole.  I want the genre of this project to be indie and retro. I aim for this film to look like a small group of teems filing their day on a digital camera in the 2000s. The album the song is from is called ‘Dance, no one’s watching’ and I wanted to show in our film that life is not so serious and love between friends is so important. I want my video to be positive, leaving an impact on the audience. I want the viewers to finish watching this film with a feeling of excitement and the taste of youth left on their tongue. I want this film to be relatable and like a realistic memory for those watching it. | |
| **Section 3: Evaluation (approx. 150 words)** | |
| I will reflect on this project by frequently getting feedback on my work. Holding focus groups and handing out questionnaires will help me to understand from an outside perspective what needs changing. I will ask my peers to help me reflect where needed. Talking reasonable breaks will also allow me to see my work in different perspective and work with a fresh mind.  Keeping a production diary will also help me to keep track of me and my groups progression.  We also record all meetings we have as a group so that we can reflect on our decisions and track our advancements. | |
| **Section 4: Proposed Research Sources and Bibliography (Harvard Format)** | |
| For this project I will constantly be looking for feedback from my peers, group members and tutor. I will give out questionnaires, hold focus groups and hold meetings regularly with my group to ensure we are all on the same page.  I will look at websites, books, other music videos, blogs and social media. I will make sure to Harvard reference all my work. | |

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| **Week** | **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 | 24/2/25 | | Share ideas and begin planning fmp. Find songs id potentially like to use. | YouTube to look for songs. |
| 2 | 3/3/25 | | Look into locations, props, costumes and roles for pre-production. Visit any plausible locations and carry out risk assessment. | Transport. |
| 3 | 10/3/25 | | Research things we may not know that we will need. |  |
| 4 | 17/3/25 | | Pre-production and planning. |  |
| 5 | 24/3/25 | | Prepare to film; figure out props needed, collect camera, set date. | Camera. |
| 6 | 31/3/25 | | Film. | Camera, all props, transport. |
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| **Week** | **Week Beginning** | | **Activity: what you are intending to do - including independent study** | **Resources: what you will need to do it - including access to workshops** |
| 7 | 23/4/25 | | Begin editing | Premiere pro |
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