

Year 11 Revision List

Component 3 Exam Response Template

Brief

Outline what it was you were being asked to do.

Target Audience

*What do we know about 13 -19 yr olds and what they think of diversity and inclusion in society. What do we know about this age range and their viewing habits/styles? How are teenagers often stereotyped? State who your primary and secondary audiences will be and **why**. Who might you be using in your advert and **why**? (ethnicity/gender/age)*

Primary Research

Say what you did eg Questionnaire.

Then be selective with the results you pick and write up what you found and how that will be useful to you when thinking about creating the response. Eg I foundthis suggests that.....

Influences/Secondary Research

What research did you do about the topic? How was it helpful? What did you learn about the target audience's understanding of Inclusion and Diversity? What did you research in terms of other similar products? What did you find from these? This is where you should be discussing the structure of them (narrative) the content (what was actually in them) and the use of micro elements. What did you find out about the benefits of inclusion and diversity?

Initial Ideas

You should outline at least two ideas here -a small paragraph on each. What the idea is and any issues with the idea itself in relation to the brief or filming issues.

Final Idea

*Which idea have you chosen to do and why? **JUSTIFY** the decision. This could be a combination of your ideas from the above section or one single idea.*

Content/Narrative/Running Order/Micro Elements

Explain what will be in your advert and the order that your advert will take - my advert will begin with a young girl talking directly to the camera using a **close up** shot whilst relaxing **non -diegetic** music plays in the background. This will instantly allow the audience to **align** with this person as they will see her as the main **protagonist**.

Link it back to the required content in the exam paper.

Then carry on outlining your idea in detail.

What theory can you include: Uses and Gratifications/Barthes Enigma Codes/ Binary Oppositions

Narrative structure of your advert - Linear/Non-Linear, single v multi strand

Stereotypes and Representations

Will you be including stereotypes in your advert or challenging them and **why?** How will you represent people/places/topics and **why?**

Risk Assessment/Health and Safety

What potential issues might there be during filming and what can you do to ensure the safety of those that are involved?

Funding

How will the project be funded? Private funding/No Funding? How does the funding affect what you are able to do? If you had funding what would you have wanted to do? Different shots/better kit?

Kit Required

What kit will you need to complete your advert? Why will you need this kit? Eg I will be using a handheld rig to add a shaky feel to the filming at one point to reflect how my character might feel when they have just been in an argument.