1. Identify audience, message and treatment.

**Purpose, Audience etc. form**

Resources:

[Finding your Audience](http://www.indietips.com/finding-your-audience/http://www.indietips.com/finding-your-audience/)

[Creating your video plan](http://www.howto.gov/social-media/video/create-your-video-plan)

2. Generate ideas and research for different types of video productions

Brainstorm at least 3 ideas

Record work on **Purpose, Audience etc. Form** (worksheet)

Resources:

[**Film production infographic**](http://www.themoviescrutineer.com/wp-content/uploads/2014/02/7108dd989c102f9e.jpg)

3. Write the sentence, Determine length of video

Students write a short sentence (15 words or less) of the fundamental concept, which drives the plot. Then determine the shortest possible time they can create the video

Record work on **Purpose, Audience etc. Form** (worksheet)

Resources:

[**Seven steps to the perfect story info graphic**](http://www.the-cma.com/images/openmagazine/201210/seven-steps.png)

4. **Calendar assignment** - create timeline with projected due dates. Students look at work and create a calendar to get things done by. (see calendar attached)

[How to create a production schedule](http://www.ehow.com/how_6811739_create-production-schedule.html)

Each student will know the process of creating a successful video production in a group context and will be able to successfully guide a collaborative project through the development, the pre-production, production and post-production phases to successful completion.

5. Identify the role of each member in production process and production company name.

Resources:

**Video roles explanation – attached to MBC**

6 . Examine critically your video concept/idea make improvements/changes,

Justify changes or lack of in **2 paragraph journal assignment**

**Critiquing your story idea**