Unit 21

Be able to generate ideas for an original media product based on a client brief.

P1 Explain different ideas for an original media product based on a client brief

M1 Discuss the strengths and weaknesses of the different ideas.

Creating a report for the above.

**Title: P1 Explain different ideas for an original media product based on a client brief.**

You now need to write a report on how you have come up with ideas for a magazine based on a client brief. You should answer the following questions in the report. The questions should not be explicit but use them to guide the writing. You should insert images where you can to illustrate your report ideas. You should use the notes you have already created in the writing of this report.

**Section 1 How did you approach responding to the brief?**

*Please inset the brief here*

You should talk about:

* How you analysed the brief to help you understand what the client required
* How you understood the idea of demographics and what the demographics of this brief were.
* How you had looked at Magazines conventions, what they were and how these helped you form ideas.
* How you looked at existing magazines to help inform your ideas.

**Section 2 Now talk about how you used a range of techniques for generating ideas you should include:**

* How did you come up with the direction and ideas for your magazine, how did the brief and the elements you researched in Section 1 help shape this direction?
* How you used mind maps to map out the possibilities for your new magazine, how did these help you? (*you should include images of the mind maps here)*
* How you talked about ideas as a group and how this contributed to your chosen direction, how did the group help when you presented them?
* How you could have used things such as surveys, focus groups and visits to industry practitioners.

**Section 3 You are now going to talk about some of the considerations you will have to bear in mind when creating new ideas. These should include:**

* An understanding of the practicalities and considerations when creating a magazine (see resource 1)
* The financial make up of a magazine and how you will consider this (see resource 1)
* The legal requirements when creating a magazine and how you will have to consider them (see resource 2)

**Section 4 You are now going to talk about how you started conceptualising your magazine ideas. You should talk about:**

* The mood boards you produced to help consolidate ideas. What did you include and why?
* The two routes you have come up with (you need to explain both routes in detail) you should use visual information to support both of your chosen directions. For each one you should explain:
Who the magazine is for
What is the theme and idea
How does it meet the brief
What is the magazines USP
What is the magazine going to look like visually (stylistic values)

Does the frequency have an impact
What kinds of articles are going to be included
Advertisers?

**M1 Discuss the strengths and weaknesses of the different ideas.**