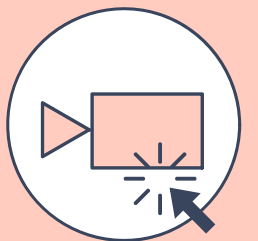
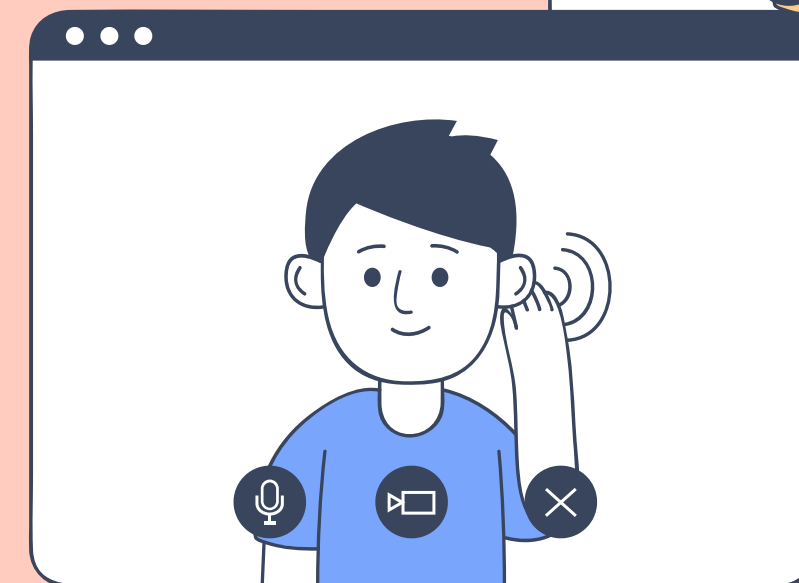
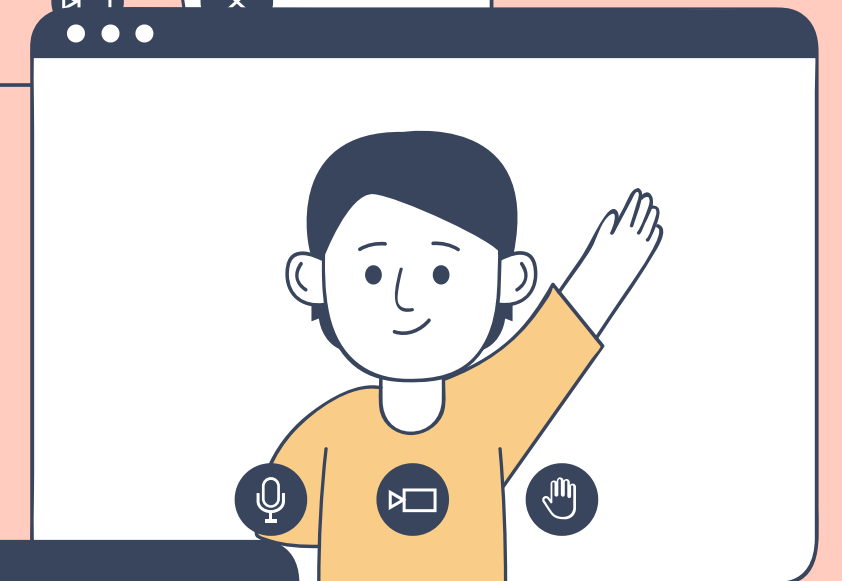
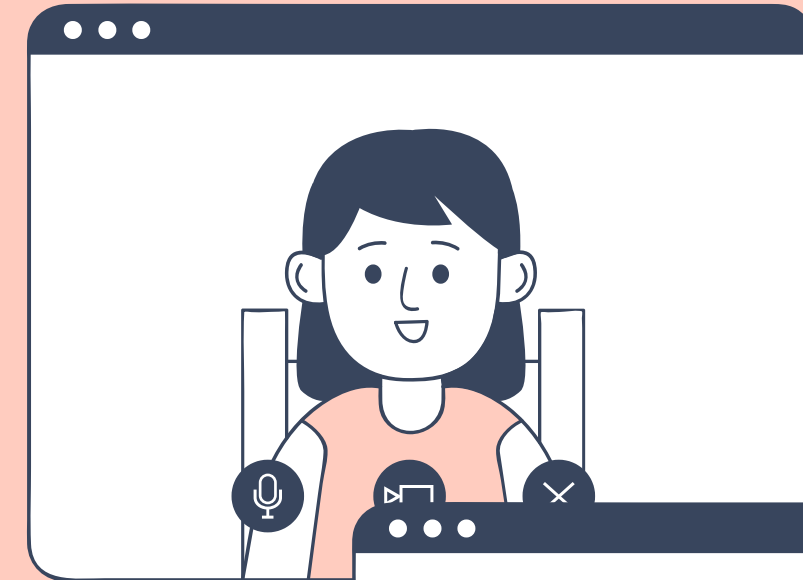


# Level 3 Media

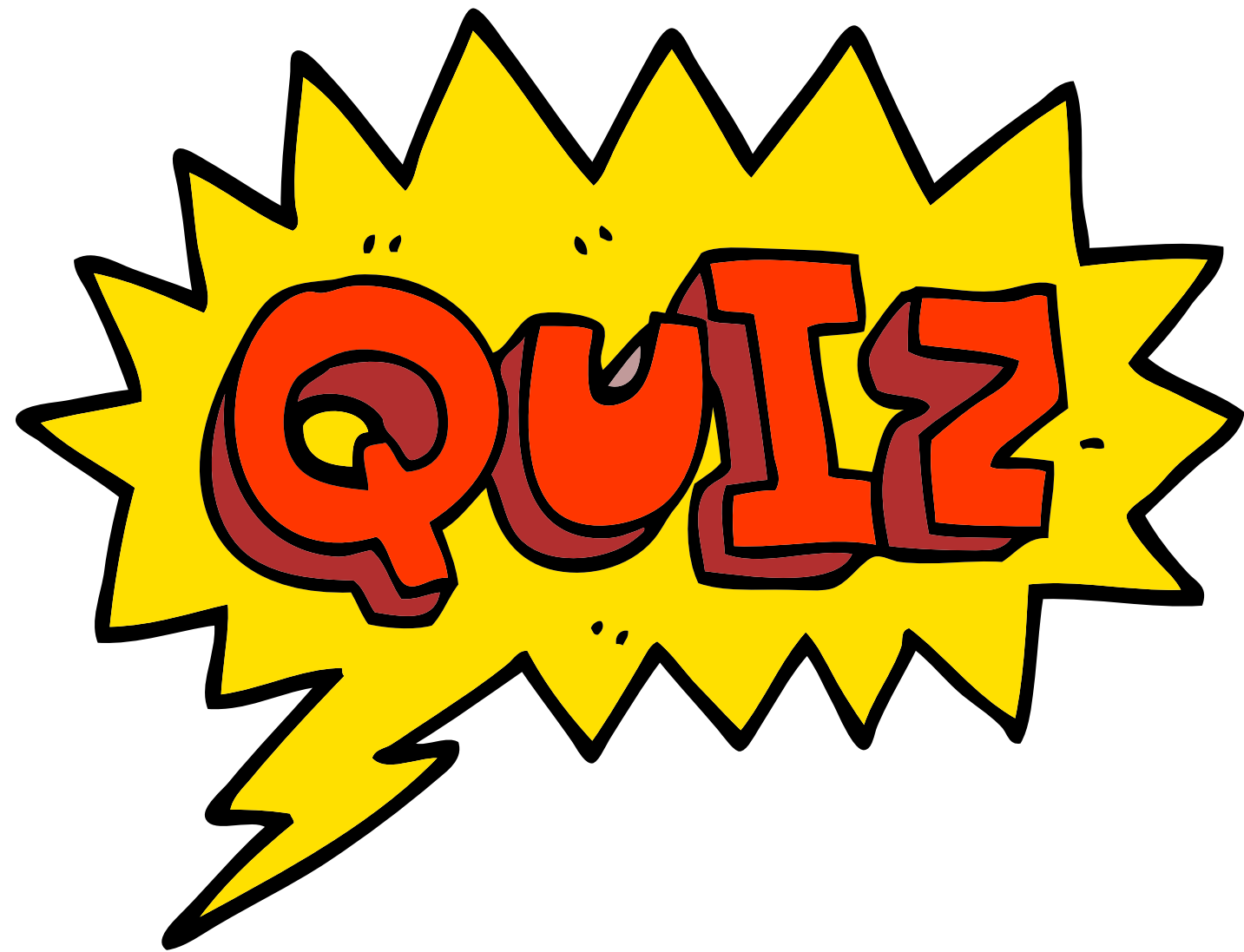
Tuesday 29th March



# Aims and Objectives

- To develop 2 of our initial ideas in order to decide on which is the best idea to move forward with
- To justify why we have selected our specific **theme** for the upcoming assignment.





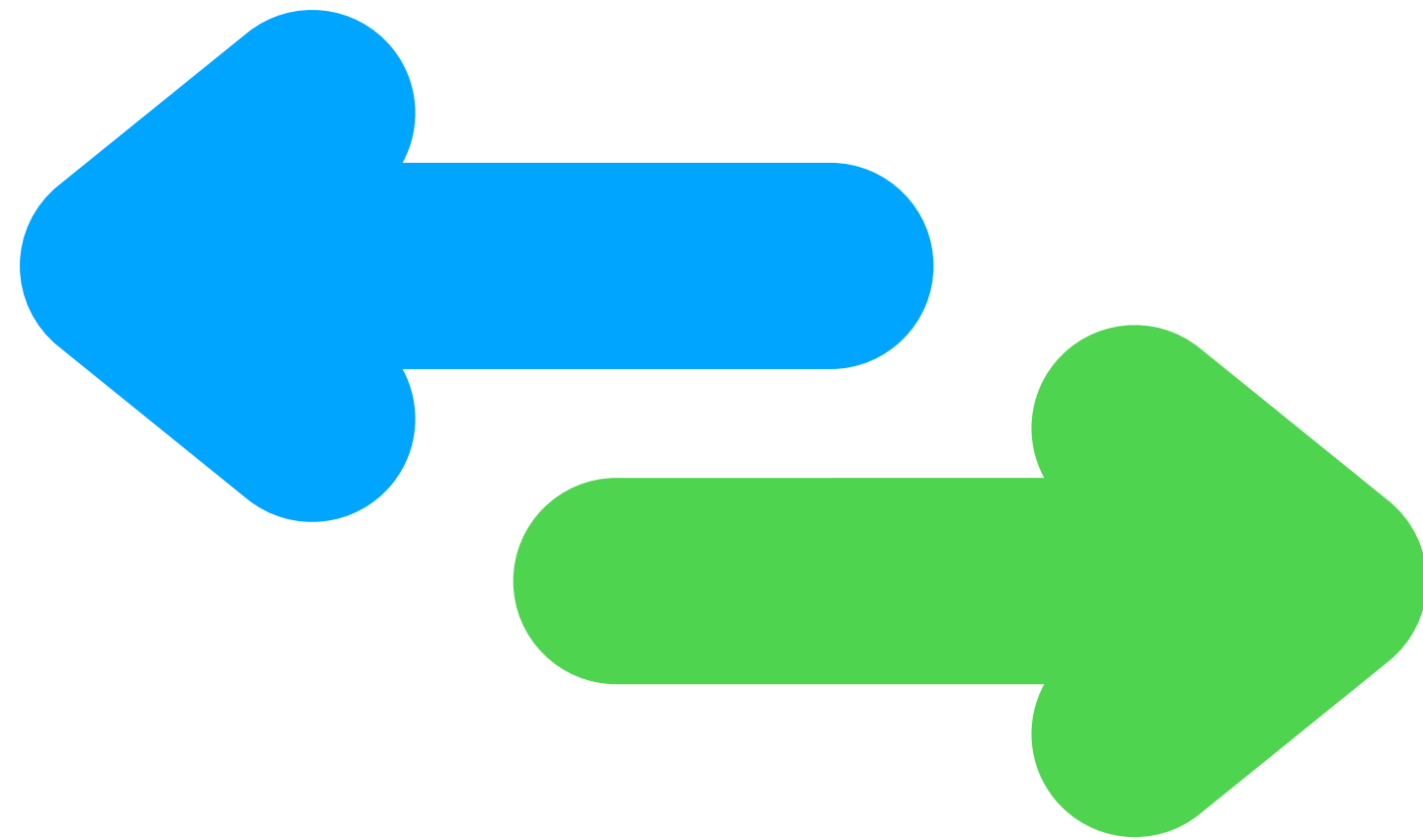
**Guess who's  
back...  
back again**





**I Meant to  
do that**





# Recap Time

Can you recap to me:

- What you did yesterday?
- What is your interpretation of the brief?
- Any ideas you may have at this moment?



# Strength

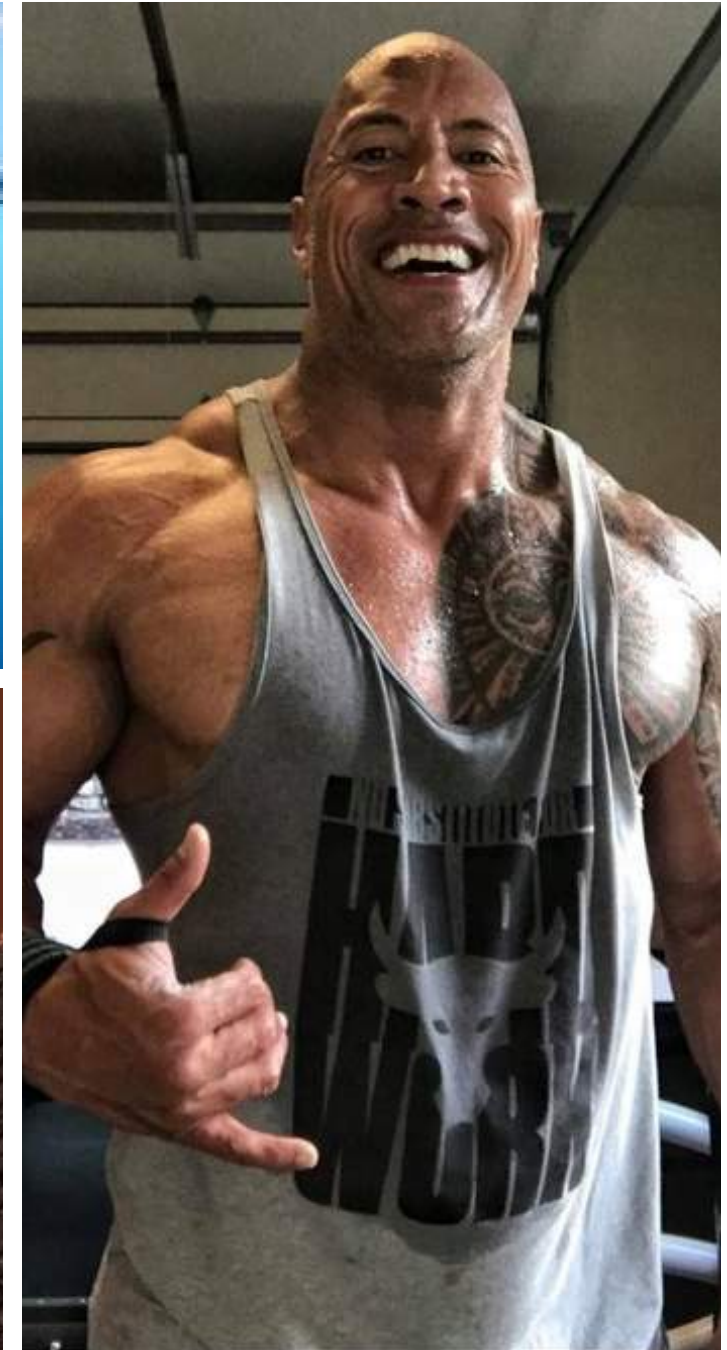
## Things to consider

What do we think of when we hear strength?

What visuals could we implement?

Why pick strength?

How does strength relate to Hidden In Plain Sight?

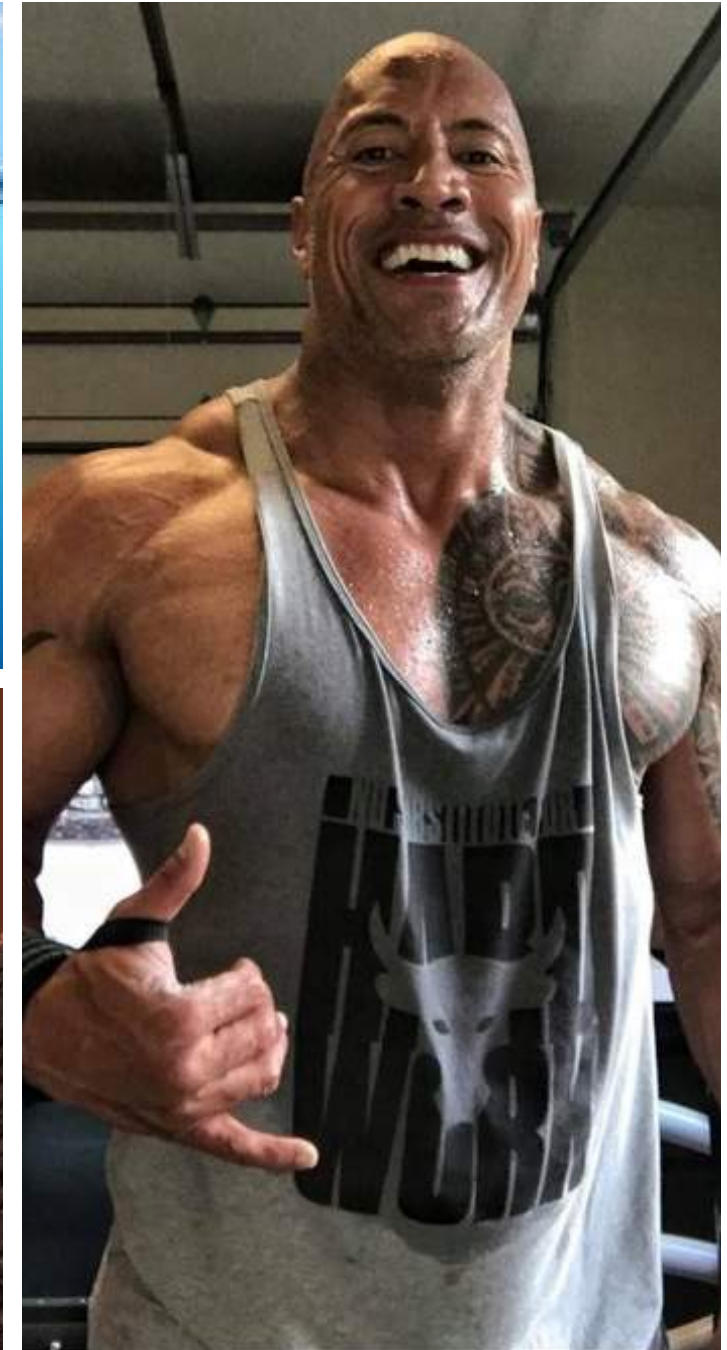




# Strength

## Some starting ideas

- Documentary following a subject/individual that is being strong, but not in the typical sense of the word (mental health, disability, being hindered in some way)
- Series of photography shots following similar subject
- Daily struggles that we may overlook



# Identity

## Things to consider

What do we think of when we hear identity?

What visuals could we implement?

Why pick identity?

How does identity relate to Hidden In Plain Sight?





# Identity

## Starting ideas

What makes YOU - YOU

Fashion

Music

Culture

Sub cultures

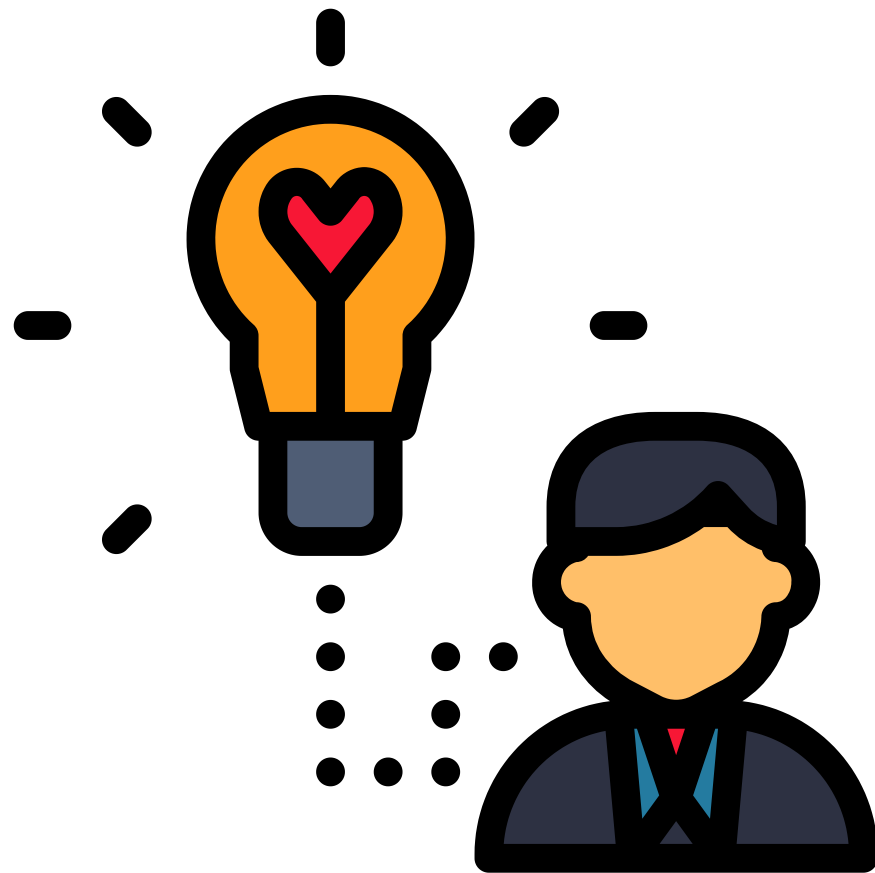
Pop Culture

Hobbies

Documenting an interesting  
person with a unique identity



# Idea Generating



## MEGA MIND

With **HIPS** (Hidden In Plain Sight) and your chosen theme in mind (Strength or Identity) begin to generate some ideas that could fit into both categories (**Hidden and Strong** for example)

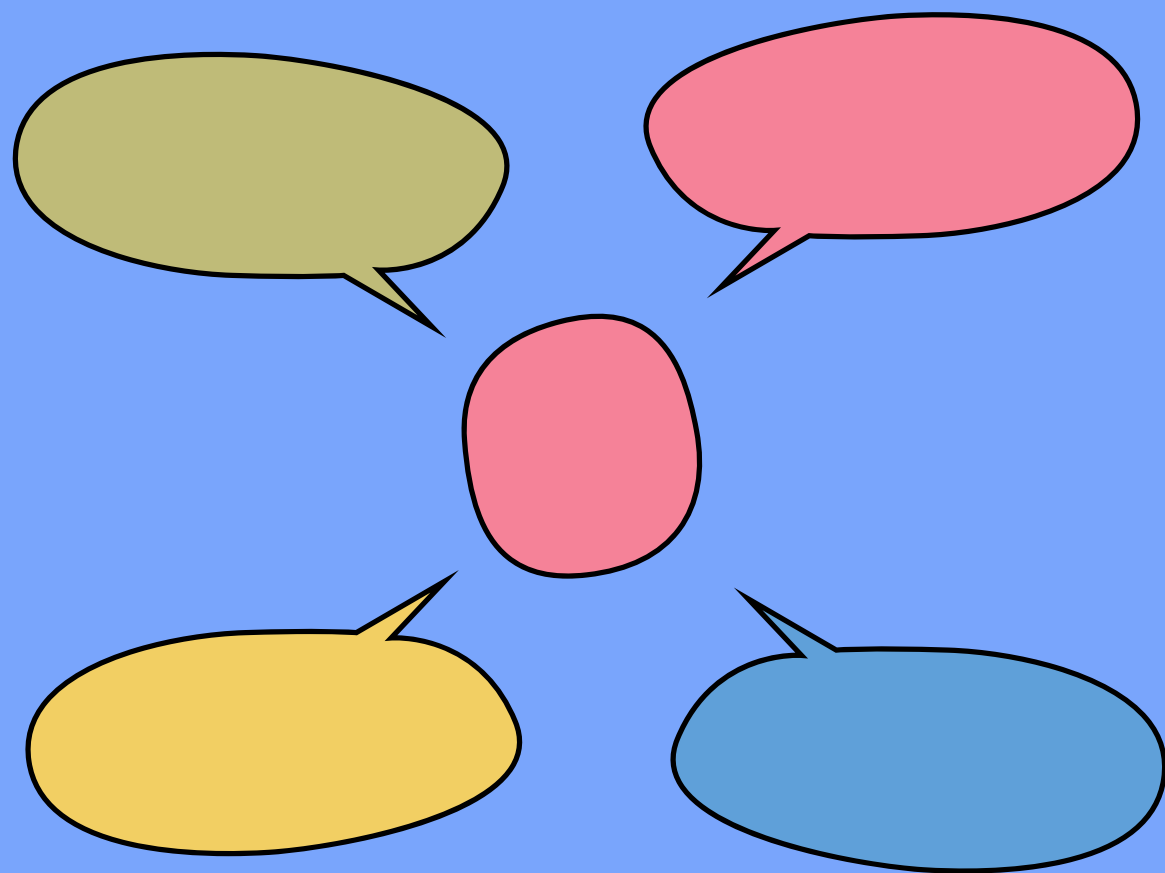
## BUT, TOM, I'M A MORON

If you don't have any ideas, there are a few ways to generate some:

- Google strength/identity and see top results
- Google **HIPS** and see top results
- Ask friends/classmates/family for ideas or advice on their choices



# Task #1



- **MIND YOUR BUSINESS**

Create a mind map with several different potential ideas spread across it. Use different colours for each idea/topic

- **A BEAUTIFUL MIND**

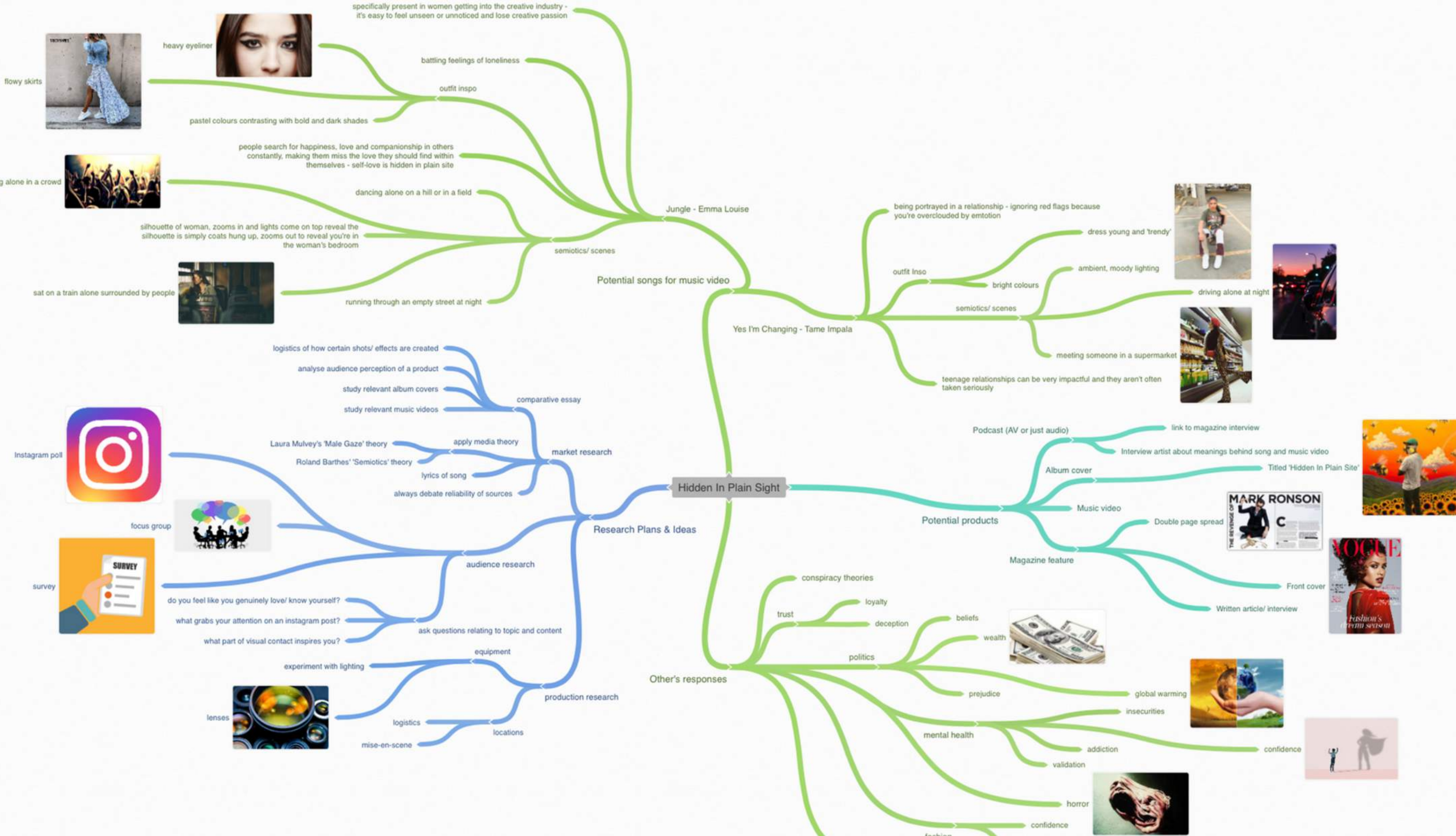
Things to discuss in each idea: Theme explored, location, meaning, potential cast, potential props, social media usage, USP, type of form

- **ELECTRIC BOOGALOO**

By the end of the mind mapping process you need to pick 2 of the best (or most convenient) ideas to move forward with









# MY MIND MAP:

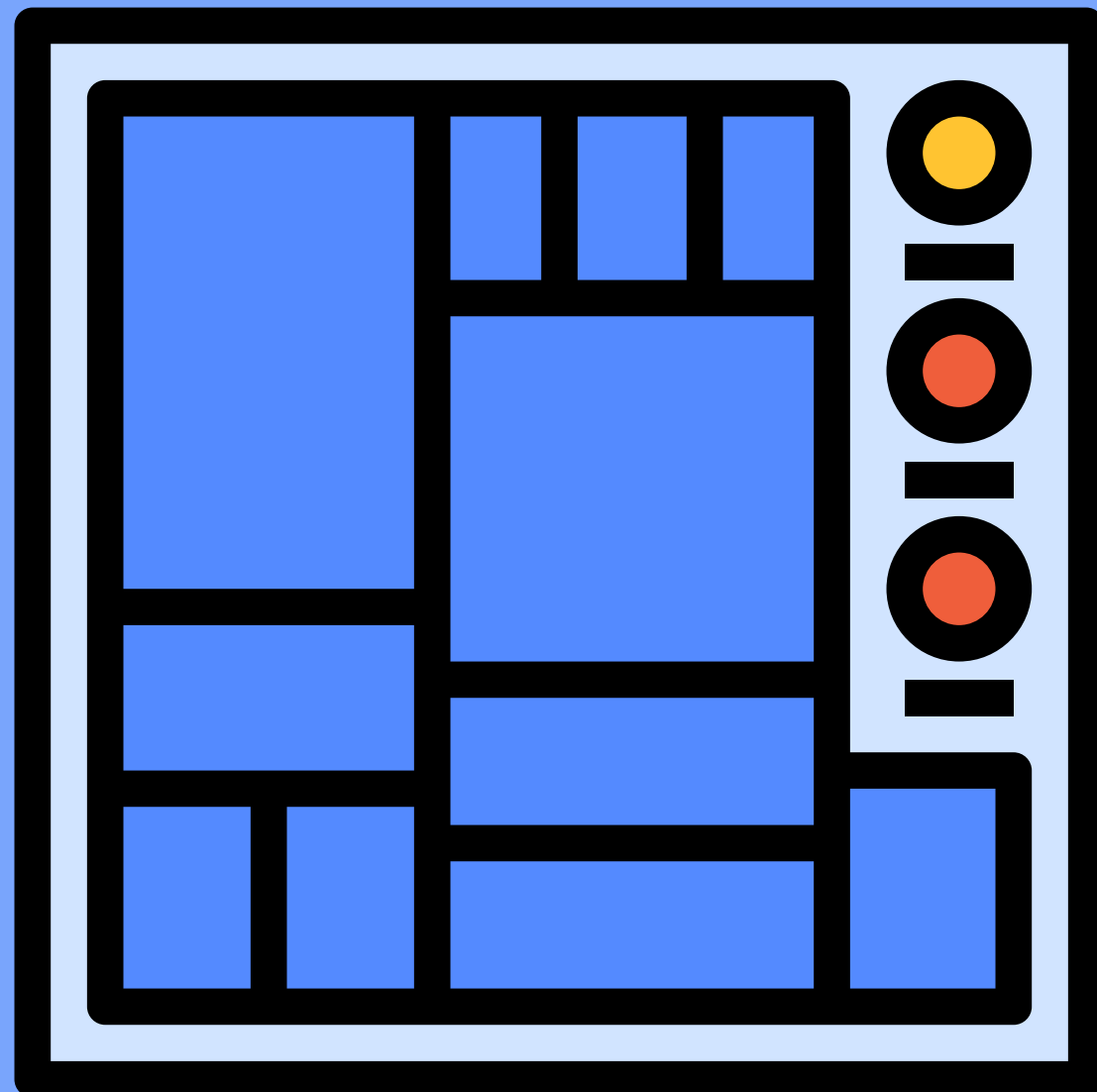
This is my initial ideas mind map i have created exploring various specific areas that i'm using to help create my media product.

Jordan Hammond





# Task #2



- **WHY ARE YOU SO MOODY?**

Create a mood board for the 2 ideas you may move forward with.

- **IT'S JUST MY AESTHETIC**

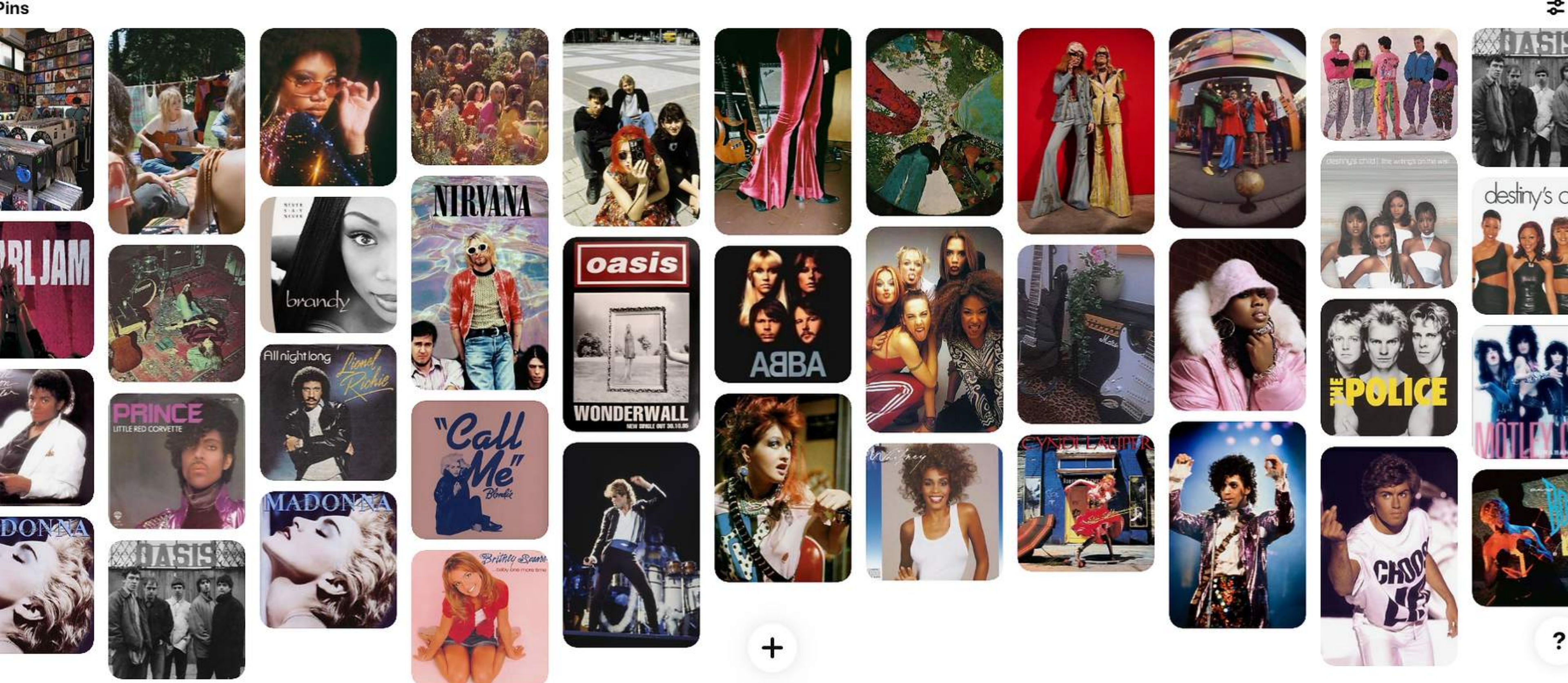
The mood board needs to visually capture the visual aesthetic of your project. I should be able to get a good sense of what to expect by just looking at it!

- **WHAT TO INCLUDE**

Visually similar products, Inspiration, Colours, Locations, Costumes, Text/fonts you may use, music, films, tv, photography style



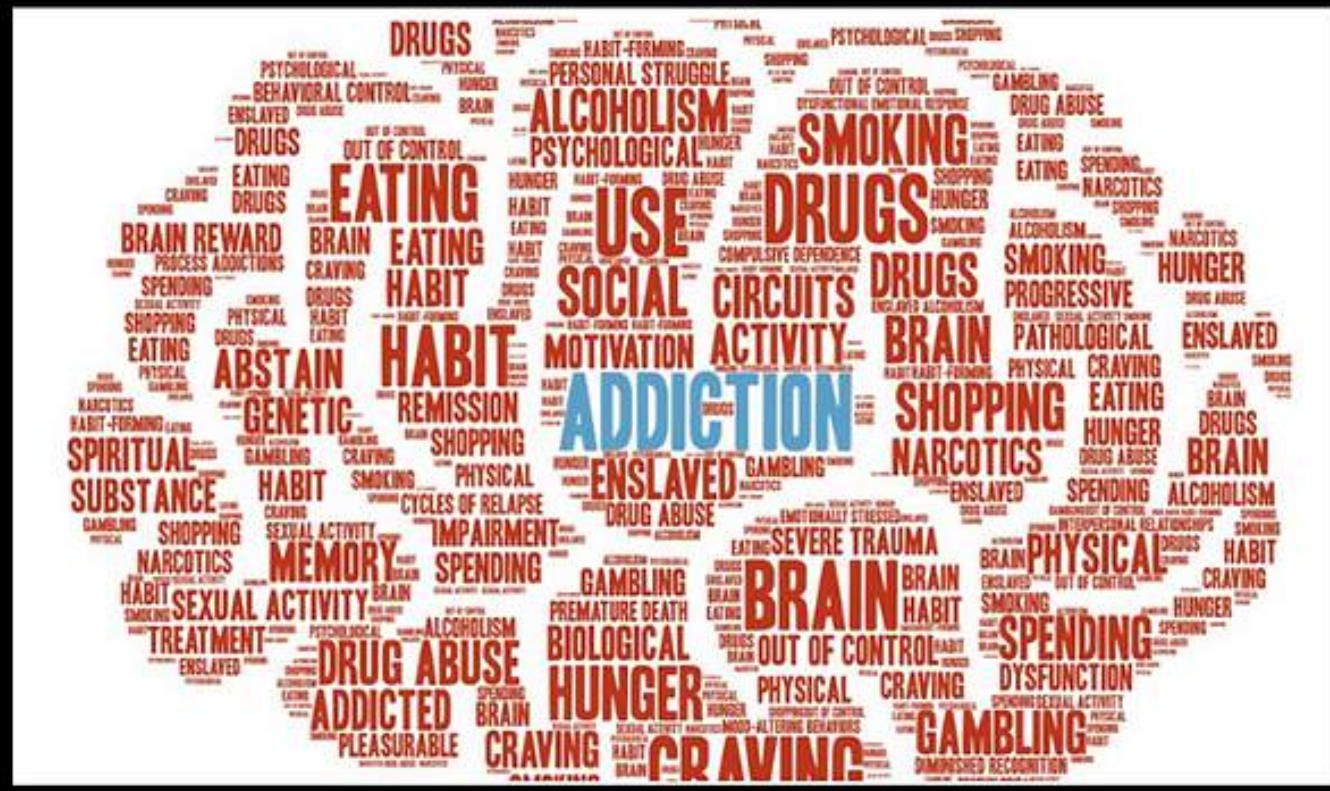
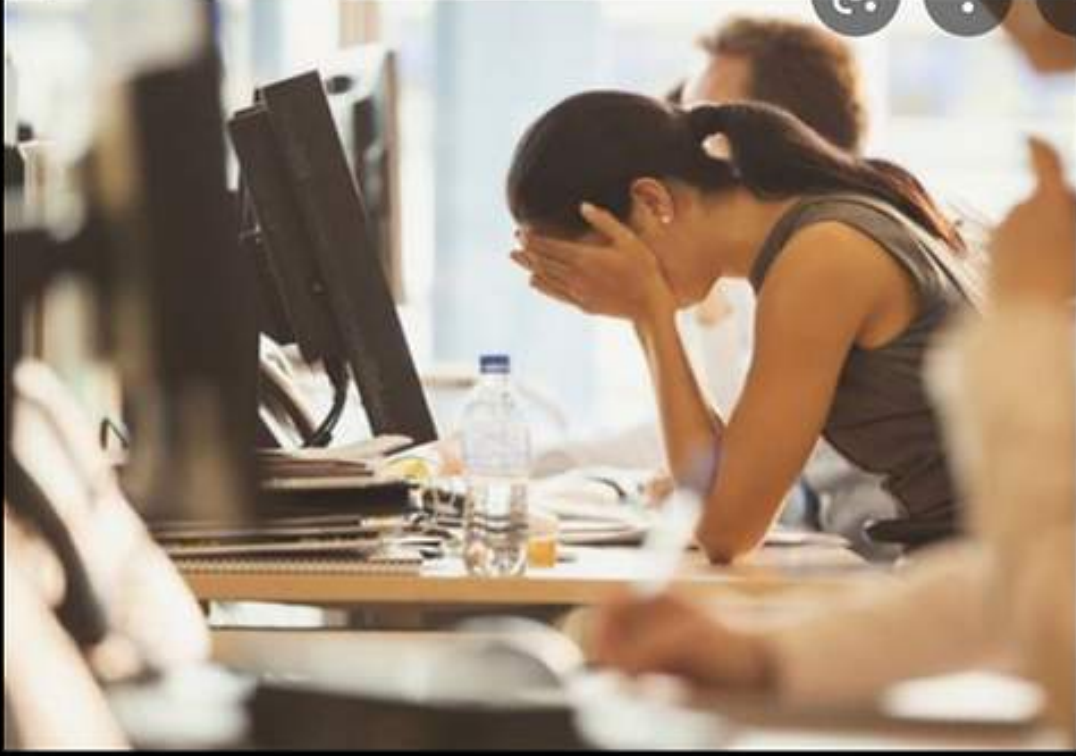




ve the performance based vintage music videos that are just a bit out there and werid but its because of those questionable fits and locations that make it good and fun and its own form of artistic style some of them have a message within the song that include one scene that shows the singer and an extra interacting over something as simple as picking up a letter on the side le just as an example.



# My own Hidden In Plain Sight: idea mood-board





# Task #3

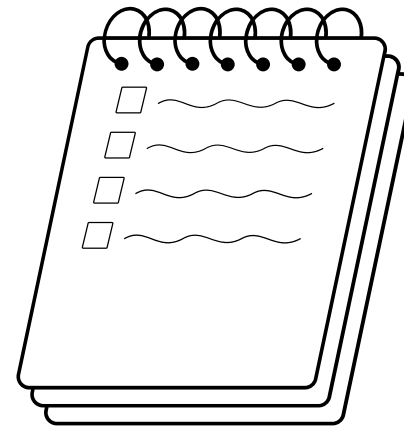
1



## REASON WITH ME

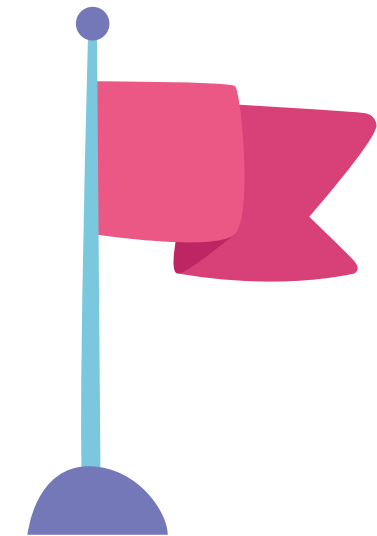
Now that you have outlined 2 ideas visually, now comes the boring part...

2



**I CAN SEE YOUR OUTLINE**  
In writing, outline both ideas as a treatment, what can we expect to see from them both?

3



## COMPLETED IT, MATE!

Check Weebly or the teams chat for the form to complete. One for each idea, please!



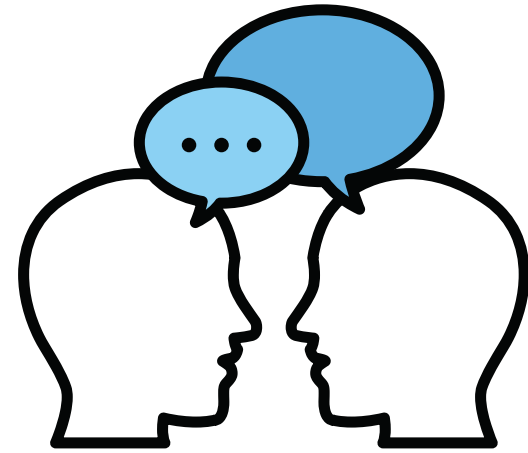
# Task #4

Red or blue pill?



Now that you have decided on your ideas and theme...

Explain yourself!!!



Discuss why you have selected the theme of strength **OR** identity

Speed run



Use these as a starting off point:

- Why have you selected this theme?
- How do you plan on using it in your form (video or photo)
- What are the pros of selecting your theme, justify your choice in picking it





# Recommendations For Identity.

*A Fantastic Woman*  
*It's a Sin*

**BEATS**

*Synecdoche, New York*

*Velvet Goldmine*

*Tom Boy*

*Minding The Gap*



**SIN BEATS**



# Recommendations For Strength

- *Intouchables*
- *The Revenant*
- *Jeen Yuhs*
- *Whiplash*
- *The Novice*
- *Stacey Dooley Investigates*

