

Requirements of Pre-production

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OUTLINE OF BRIEF

For this unit I am required to produce a short film. I am going to have to manage the production myself, so I need to carry out some research into the pre-production process to understanding how I will need to manage the production in a professional way. I am going to use this report to find out about how different media productions benefit from organised and thorough planning.

RESEARCH

SOURCES OF FINANCE

There are a number of different way finances could be sourced in order to finance a media venture.

Independent film

There are a number of ways to finance an independent film. One way is that grants may be available from the government, for example the UK government's funding strategy BFI gives filmmakers a certain amount of finance in order to fund their films, which is an example of public financing as the money comes from the government. Another way filmmakers can source finance is through crowdfunding – the way in which this is done is the filmmaker would upload a video explaining their idea on a website such as Crowdfunder, and encourage people to donate money. Uploading the pitch in video form would make it personal for the audience. Private investment is another way to receive finance – this is when people put their money into your film as they believe it will be successful, if the film is a success then the person that invested in the film will receive part of the profit. This strategy is considered competitive as a large number of people want their idea to be invested in. Filmmakers also use joint financing, for instance if you get half government funds and half private investors to also invest in your film.

Podcast- A way in which funding could be raised is to apply for a loan from the bank. In addition sponsorship is available for this type of platform. Many podcasts seek finances from businesses in the hope of receiving funds needed to produce their podcast. A higher risk approach is to personally fund your podcast through savings or borrowed cash and actually create your podcast, in the hope that you will get a financial return through uploading your podcasts on a site such as audio.co.uk and promote your work through sharing the link. Then each time a new member subscribes to your podcast you receive a financial return to pay back your debts. However, this is dependent upon the personal circumstances of the individual(s) creating the podcast. For example, the actor Russell Brand created his own self-financed podcast "Under The Skin." No start-up funding was needed as he had the personal finances to create podcast. He can also use this platform to promote many other of his works for example, live shows or films. However, other podcasts such as The History Chicks started a podcast with low finances and so they gained sponsorship from other brands in order to receive finance giving them the opportunity to earn enough money to keep the podcast going.

Magazine – One way in which magazine publishers' source finance is by setting up a website for their magazine and having a subscription. For example, it might be £5 per month to subscribe. This would create some kind of community meaning that if this publisher decided to expand their platform such as releasing articles more regularly the amount of people subscribed would increase. Another way is crowdfunding – this is when a person would pitch their vision for a magazine, the style and content, and the person would then encourage people to donate to their magazine. Magazines also use advertising as a way to source finance, for example particular adverts are shown in magazines that would fit to the style and content and appeal to the target audience. Magazines commonly use advertorials, which is when a whole article is written to promote a product – this is an effective way to source finance for the magazine publisher as they would be able to charge more to include this in their magazine rather than just an advertisement.

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In general, finance is needed to ensure that the vision that the producer of a product has in their mind is achievable. When considering finances it is important to take into account several factors in order to ensure that you have enough finance to carry out the project in hand successfully.

One factor that will need to be covered in finance is the talent. If I was producing a short film I would need to organize and plan what type of person I would wish to play certain roles, once I found the actors that I felt were suitable I would employ these actors and provide them with a reasonable wage. If I was producing a magazine I would need to employ a model who fits the style and content of my magazine. I would then have to plan a reasonable wage that is both within the region of my budget in agreement with the model's terms and conditions of pay. Podcasts are usually set up and hosted by the same person, however you may have to pay a guest speaker but on many occasions the speakers are free of charge. Podcasts are one of the cheapest platforms to create your own content as they do not put any restrictions on the producer. In all these cases if the producer is unable to provide the finance then they will not be successful.

Another element of the process that you'll need to consider when planning a budget is the organizing equipment. You will first need to work out what equipment you'll need in order to achieve your vision, then you need to work out how much money this would cost. After comparing this amount to your budget you will need to make sure that you have enough money to purchase everything you need. If a producer does not budget well, they may find that they do not have enough finances. A way in which to solve this problem is prioritizing what is the most important in terms of budget. For example, you may decide that paying for actors' transport is not essential, therefore you would use that money on equipment. If you feel that there is a need to pay for all the above, then you can increase your budget by raising more funds. This could be achieved by selling belongings via social media, bake sale, also offering shares to small investors in the film in return for support financially should the film be successful. There are also tax breaks available for British films, whereby British film makers are entitled to up a twenty-five percent rebate regardless of their budget. Employing an accountant to look into tax refunds keeps costs low. For both film and magazine some of the essential equipment a producer may require are a camera, tripod, lightening and sound equipment. However, with podcast equipment cost could be kept low, if any at all, as you can record a podcast from your phone or computer/laptop.

Another factor I would need to take into consideration when allowing for finance is clearances. This process means to get permission according to the law to use the location, people, brands etc. in my production. For example if I was creating a short film I would need to carry out copyright clearances for any existing music or content to be legally used in my film. Similarly with a podcast I would need to carry out clearances if I wished to use an existing piece of music or song as the opening or closing music of my podcast. If I was the producer of a magazine I would need to receive permission in order to legally use the photos taken by a photographer. Across these three media platforms I would need to receive permission from the owners of all the exciting products product that I wish to use in order to gain the rights to use them. If I fail to carry out clearances due to not having the required budget I would not be able to use the materials that I wished in order to achieve my vision, therefore I would not be satisfied with the outcome of the project.

Hiring facilities is another factor I will need to take into account when considering my budget. This is important as it is vital I have an appropriate location for my project and is covered in my budget. For example if I was producing a magazine I may need to hire a studio for photographic shoots. If I was producing a short film I may need to hire an appropriate location to suit the genre of my film, for example a basement if I was creating a horror movie. Similarly if I was to create a podcast I may need to hire a recording studio. However podcasts are commonly recorded in the home of the producer which would cut costs as there would be no need to hire a location. In all these cases before hiring a location I would need to contact the owner of the property and discuss financial arrangements to ensure I am within my budget.

I would also need to organize a crew to help me with the project in hand and ensure that I have enough budget to provide them with a reasonable wage. For example, if I was producing a magazine these would include an editor, writers/journalists, photographers and a designer. If I was producing a short film I would need to hire a camera person, lighting crew and sound crew. The difference between finances in these two platforms is that for a magazine you would need to have ongoing revenue as you would likely need consistently the people that you employ, whereas in terms of a film you would only need to pay them until the project was over. If I was to produce a podcast I would not necessarily need to consider finance for crew as podcasts are generally more of an independent platform. The

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producer of the podcast usually covers all the technical aspects as podcasts are considered to be more of a passion rather than a business. I would need to ensure that I would have enough budget to cover all the crew members I would need in order to successfully achieve my vision. If I failed to budget my project well I would consequently produce media that would be of poor quality. One way I would try to prevent this problem from occurring would be considering priorities and understanding what is essential for the project.

I would also need to ensure that my budget covered transport for cast and crew to ensure that they can get to and from locations without any hassle. I also may have to hire a delivery van to deliver the equipment or props that might be required. If I don't budget well then my actors may feel as though their needs are not being considered and also I will not have all the props I need, meaning that I will be unsatisfied with my outcome. In terms of a magazine I would need to consider different outfits for the models or possibly lighting equipment. For a podcast this is probably not going to be necessary as most of the equipment will already be in the location, either a house or a studio.

Props is another element I need to consider in my budget as I may need certain props for my project in order to add a sense of realism to the project. I would also need to pay for the magazine to be printed/published as it is important that I ensure that I am happy with the physical copy and that it matches the vision in my head. I would need to consider the amount of pages that need to be printed for my magazine and whether or not I wanted it printed in colour. One way I would avoid going over my budget is printing only sections of my magazine in colour to cut the cost.

When producing my own short film I was given a £50 budget. When carrying out this project I did not find managing my finance too difficult as I organized to use locations that were already accessible to me without me having to pay any finances. For example, my house and my neighbour's house. Also all the equipment that I needed was provided by my school that I did not have to pay for it out of my budget. However, there were still some things that I needed to plan in terms of budget, for example I needed to pay for my cast and crew's food to ensure that they felt as though their needs were being taken into consideration. I also had to pay for some of the props, for example the robe for my main character and had to pay for the renting of a movie that I used. If I did not budget for this my cast and crew would be unhappy to be part of my project and without the props I would have not been satisfied with my project.

However, if the equipment was not provided it would have been my job as a producer to raise more funds in order to have enough to purchase or rent all the equipment I needed.

One way in which I would do this is holding bake sales to encourage people to donate to my project. I would have to organize the most convenient time and location to do this. I also would have to advertise it. I would need to bake cakes for the event or ask friends and family to provide cake.

Another way I would do this is by crowdfunding. I would pitch my idea and upload it on to a website, such as Crowdfunder. I could then promote this on my social media. I would ensure that I have a reasonable target, so that when people donate they feel like they're aware of the goal and they're involved in the project. I would also include rewards meaning that I would set targets for the people who donate – for example I might say if you donate £25 you will receive a digital copy of the film and a signed copy of the script. This would be a way of almost giving back to the people that supported your project. I would include pictures and information about my cast and crew. This would make my project feel more professional and so people would be more inclined to donate.

If I was to create a project in the future and I wanted to receive funding I could go on to websites such as Creative Scotland who help fund many different aspects of the project, for example teaser / sizzle reel. This organization encourages diversity as it states that it is open to everyone. The way in which you apply is filling out a form which details what you wish to get help with for funding and the idea of your film, which is a sign of dedication and shows that it's not your intention to waste the money that you're being provided through funding. It's important that organisations like this are set up in order to maintain culture in society.

It is crucial to plan a budget to ensure that the project runs smoothly and is successful. It is important that all the people involved in the project are on the same page and understand what they are required to do as well as feeling as though their needs are being met. After the project is completed to monitor the progress by ensuring that you

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receive a certain amount of budget back from the success rate, as well as ensuring that your vision was achieved and everybody involved was satisfied with the recognition that the product received.

TIME

Time management is a very important factor when producing any type of media. The main reason being that if schedules are not kept to budgets could increase by large amounts. Therefore when producing my short film project it will be extremely important to create a filming schedule comprising of dates and times in order to ensure that I do not exceed the budget given and stick to the deadline.

Another important factor I have to consider when planning my time schedule is availability of equipment, actors and locations. This is effectively overcome by the creation of a filming schedule. In addition, I will need to liaise with actors and crew via email, text and telephone calls to check their availability and confirm filming dates. Permission slips will also be signed by the owners of the properties where I choose to film. These slips also confirm the availability of the filming dates. I also need to carry out equipment booking forms which clearly state what equipment I need and on what dates.

Sometimes productions cannot meet the planned schedule and this may be due to unforeseen circumstances like illness, weather, or some aspect of logistics going wrong. This has to be taken into consideration when planning the schedule. This is called contingency planning and means that you can consider how your budget will cover expenses should anything go wrong. A way to avoid issues is to ensure that the risk assessments and recce are carefully carried out in case on any issues that might hold up production.

The main problem if this paperwork is not detailed or carefully considered is that the budget can run out. In a real production this means that people will not be able to be paid, crew and equipment cannot be hired, bringing the production to a stand still until further finance is sought.

FACILITIES

Some of the facilities needed in the production process are camera, lighting equipment, and sound equipment. Some of the facilities needed in the post-production process would be computers, foley equipment, microphones, editing programs and recording studio. A facility house is a location needed for the post-production of a project, for example an editing studio. In some cases you might need a prop house if you are carrying out a project that would have a large budget – this is a location where a variety of props will be available so you can choose what best fits your project. When carrying out my project I will plan to use props which I already owned meaning that this won't be necessary.

If you didn't plan facilities before carrying out the production it may lead to going over your budget as you may not be aware of how much things cost and what is needed to achieve the best outcome. If you fail to plan ahead it may lead to not being able to produce the product that you wish as you won't have the financial budget to edit it to a professional standard.

If a filmmaker was carrying out a project which required a bigger budget they may need to organise facilities such a facility house or prop house. The way in which I would go about securing these facilities I would talk to the owners of the properties to make sure they are aware of the dates that I would be using these facilities and discuss availability. I also may need to ensure that the owners are aware of what I need for my project. For example I may tell the owner of prop house what types of props I would need for my production in order to ensure that my project could be catered for as well as making the owner of the facility house and tell them what post production equipment would need to be provide in order for my project to be successful. Another highly important factor that I would need consider when organising facilities is cost. I would again need to speak to the owners of the properties to inform them of my budget and find out how much is required to pay in order for me to have access to these facilities. I would then need to compare this to my budget and see if it was financially feasible.

As my film project is going to be of a small scale, I can use a media classroom as my facility house where I can access to Apple Mac computers with the appropriate editing software installed on them. To facilitate this I have to check the free room timetable to ensure it is available, allowing me to put this into my schedule and work effectively and

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efficiently. Also to make sure I meet the deadline set. A prop house will not be required as I provide all of my own props. However I can go to the drama department to see if there's anything I can borrow before having to spend my budget on any additional props.

LOCATIONS

If I was producing a film I would plan locations that would be accessible for me and tailor my script to be set in those locations. In some cases you could write your script and then find locations that are suitable for the script. You would then carry out a location recce of all the locations that you needed, which identifies whether the location is suitable for your film. For example, you may consider whether the atmosphere that the location creates is effective as well as whether it is accessible for the team. Another thing you may consider is whether the location is available on the dates that you wish to film. Also it gives the producer the opportunity to find out whether the location is suitable in terms of electricity, sunlight, parking and noise. If I was filming a bigger budget film I would have to employ a location scout to carry out this job.

In terms of ensuring that my location is safe a risk assessment would be carried out, which highlights the potential risks that could occur when filming and states whether they are low, medium or high level risk. For example if you were filming near water a possible risk might be drowning. Other potential risks in different locations are intimidation, hot environment, firearms. When creating my short film some of the potential risks I can think of might be burning with the kettle, tripping over wires, and burning on lighting equipment. Most of my risks may be of a low or medium risk, as I plan to carry out filming in a domestic location. However, if I was filming a bigger budget project there may be higher risks. Ways in which I ensure the risks were unlikely to happen will be by taping down the wires, tidying up the cable of the kettle to avoid movement which could lead to burning, and making sure that the lighting equipment is of safe distance to avoid burning.

If you unsuccessfully plan your location for a project you may face several consequences. For example you may plan to film in a location on a certain day, at a certain time and the location may not be available. This would in turn effect your schedule as you could no longer film on the dates that you planned to, meaning you would have to change part of your schedule or add the appropriate amount of extra days to allow you to film in the location that you wish. As a result of this your personnel may also be effected as you may need certain actors or actresses present on certain days of filming and their availability may not match with the dates/times that the location is available. Budget is also a factor that would be effected if you failed to plan your location successfully, if you planned to film in location that was not within your budget you may run out of money meaning, you would not be not be able to complete the project or your project would accumulate debts as you would need to borrow money to fund the project. The final main factor that you would need to consider is noise as if you did not plan your location you may find that it too noisy, which would make the filming process extremely difficult and may result in you not achieving the atmosphere that you wish to create. In order to avoid all of the above from occurring you would need to ensure that you contact the appropriate people for example, property owners or actors/actresses to confirm availability, you would also need to plan a schedule prior to filming so the actors and property owners are aware of dates and know if they are available for the dates provided by the producer. It is also important that you carry out risk assessments and location recce to ensure that the locations are safe and appropriate for use.

Another factor I need to consider when scouting the locations for my film is access, as I use a wheelchair and need to ensure that it is fully accessible. Based on my initial ideas I think I want to film in my house and my neighbors' house as I know that these houses are both suitable for the atmosphere I want to create and are easily accessible for me and my actors and crew. I also need to ensure that it is fair for my actors and crew to travel to my house and the distance isn't unreasonable as I may need to consider paying for travel. In terms of artistic choice, I choose my house as I felt that the layout makes it easier for me to achieve the atmosphere I want to create and make my film conventional to the horror genre. This is because my house is of an open plan layout which made it easier to achieve following shots.

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LEGAL (Copyright and Health & Safety)

Copyright is the law that protects individual's creations, whether it be a film, piece of music, written work, photograph or art work. All work is protected by the Copyright and Patents Act 1988, classified into seven categories: Literary, Dramatic, Musical, Artistic, Typographical Arrangement of published editions, sound recording and film. At the point the work is created it is instantly protected by copyright law and the creator become the official owner. However, in today's world where social media plays a huge role in society and many people use it there is a written clause in the terms and conditions and the creator relinquishes their copyright ownership to the social media site.

Due to copyright law some creations may need permission to be used, failure to do so may lead to complications such as being sued or your work being removed from its media platform for example a video being removed from YouTube.

When creating my short film I have to consider various copyright laws, for example when choosing and sourcing the sound that I would use for my short film. However, due to the fact that my film is being created for educational purposes in a school I do not have to seek permission. If this was not the case and I wanted to screen my short film at a public event or at the cinema I would need to seek permission. This might potentially cost me a lot of money, as the footage of opening scene I plan to use to support the narrative of my film is taken from the original film *Scream*. I would have had to pay Miramax, the creators of *Scream* a large sum of money, therefore it would be extremely more cost effective to create my own material. Another piece of material that I might face copyright issues with is any music or sounds that I used from the internet. If I was going to show my film in a public place I would need to ensure that either the music was copyright free or in the Creative Commons category which means you don't need permission to use that material -- or get permission from the owners of the material. Other circumstances that you may not need to get copyright permission would be if you were using existing content for a reaction video or critique as this content is considered to be "fair use".

Health and safety is ensuring the well-being and safety of staff whilst working, to reduce the chances of an accident or injury occurring. Under legislation the health and safety act 1974, employers are liable for the health and safety of all their employees and must regulate and enforce health and safety policy within the workplace.

In order to ensure the safety of all the crew and those involved in the production of my short film it is my responsibility to carry a risk assessment for each location that filming takes place and then to produce a risk assessment document.

Failure to produce a risk assessment could result in injury to all those involved in the production and possibly result in the production company being sued for negligence. Therefore all companies usually request that all those involved sign a form or waiver or incorporate details of liability and risk into individual contracts. In addition should an accident occur this would affect filming schedules and budget as filming would be delayed. For example Harrison Ford injured himself on set whilst filming *Stars Wars*, filming was delayed by six weeks and as a result cost millions of pounds.

Due to the fact that Health and safety also takes into consideration well-being of individuals the working environment must be suitable and safe for working, providing safe equipment and ensuring individuals take regular breaks. For example when editing my short film I will consider the working environment by ensuring that the computer screen has a filter, a raised memory foam mouse mat to support my wrist and make using the mouse easier. I also need to take regular breaks from the computer screen to avoid straining my vision.

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CODES OF PRACTICE & REGULATION

The regulation body that filmmaker have to work with in the UK is the BBFC (British Board of Film Classification). The role of the BBFC is to watch films and judge what age restrictions they should have on them. The different age restrictions are: U, PG, 12, 12A, 15, 18 and R18. The aspects of the film that they look out for when judging the age limits would be: drug use, strong language, sexual themes, sensitive issues and violence.

When creating my original short film I won't need to go through the BBFC to exhibit my film as it will not being shown to people in public and I can get permission to show it in my school. If I wanted to show it in a cinema, I would need to go through the BBFC and submit the film in a format that I wish for it to be released – for example if it was 3D, submit it in 3D. Then the BBFC would watch my film and decide what age range they think it should be, considering all of the above aspects. If I met all the requirements for submission for the BBFC they offer a discount for student short films to be looked over. For example, one of the requirements is that the material that you submit cannot be over 40 minutes long.

Other areas of media also have different regulators. If I were to make a TV show I would need to abide by the rules set by Ofcom. This includes guidance on the content that is appropriate for TV including prejudice and offensive stereotyping.

PERSONNEL

It is essential to find the right production team as it gives the producer the opportunity to share the responsibility. Also, it is important to ensure that each aspect of the process is carried out by someone who is considered a professional in that field. For example, if you failed to hire a camera person it could have an effect on the quality of the footage because you would have to film it yourself – or not film at all.

There are many roles that need to be fulfilled when carrying out a media project. For example, technical crew ensure that everything runs smoothly behind the scenes. For example, sound technicians, lighting technicians are important roles when producing a film or a magazine. Another role which is essential is actors – these are people that take on the roles of the characters in the film. It is also essential to have extras who set the scene by being in the background, making it appear natural. If I was producing a magazine I would need contributors as their role is to write articles for my magazine.

If I failed to find the right production team I would face consequences such as not producing my media project to a professional standard or not being able to produce it at all. When I am producing my own film project I will need to plan and carry out a personnel list which includes the name of all my actors and their roles as well as personal information such as phone numbers and email addresses so they can be easily contacted. If I was to carry out a bigger budget project in the future I may need to hold auditions in order to choose the people I wish to work with, as well as contacting companies rather than individuals to ensure that everyone is contacted in an efficient and professional manner.

MATERIALS

Materials is another element that needs to be considered when planning the production of a media product, different types of material require different permissions. For example in some cases a song that a producer may want to use may have more than one owner. Which means permission from all the owners would be required.

Independent Film

If I was producing a film I would be required to create some original materials in order to achieve a unique and creative outcome. For example if I was to develop an original idea for my film I would need to produce a script outlining my idea to ensure that my team is aware of my vision and has an idea of the result that I wish to achieve. In some cases when creating and producing a short film project all of the footage needed is filmed by the creator. This is again an example of original materials commonly used as you would not need to employ a camera person, which will cut the cost of the project as a whole. However archive footage could also be used, for example if I was

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making a documentary I may need to use existing footage about a topic. I would then need to receive permission or pay to use this footage in order not to breach copyright.

Foley sounds are another example of an original material that is commonly used in the film industry, these sounds are created by the creator or somebody else on the team – original materials often keep the cost low as they can be created by someone who doesn't require payment. In some cases music could be an original material as you could produce or create your own music. However, if you were to use an existing piece of music you would need to pay the owner of the material or get written permission to use the song. If you fail to pay or get permission you as the producer could be sued as you would have broken the copyright law.

In terms of sound library you may use existing sound from different software such as Final Cut – in this case you may not have the pay for the sound directly but you would have to purchase the software before you could have access to the library. Another material that would need to be considered is costume as you would need to pay for all the actors' or actresses' costumes in order to achieve your vision – in order to save money I could use existing outfits that I own or the actors own. Similarly in terms of make-up I could use make-up that I own and do the make-up myself.

When carrying out a film project you would also need to consider properties for locations. You would need to discuss with the owner of the property the cost and availability, as well as ensuring that the location is suitable for the vision that you wish to achieve. One way you could save money would be using locations that are already available, for example your house or a family member's house.

Graphics may need to be used in film depending on the genre – for example if you were creating an action film you may need to employ a Special Effects Designer to help to create the atmosphere. I could save money by reducing the amount of special effects I need, for example I may figure out a way to film a scene without using special effects. Animatics are an edited version of the storyboard, almost a step-by-step guide of the animation. If I was to create a large-scale film project I may need to employ someone to work on storyboarding and create the final animatic, however when creating an independent film I may consider carrying out the storyboarding myself in order to save money. Internet access would also be needed as you would need to be able to successfully upload your film to an appropriate platform such as a website or YouTube.

Podcast

Podcasts mainly use original materials, for example a person may talk about their personal experiences meaning that no existing footage would need to be used. However in some cases podcasts follow a documentary format meaning they may use archive footage to address existing issues or stories going on in society. In order for this footage to be used I would need to get permission or pay the person who owns the copyright of the footage.

Podcasts commonly use intro and outro music – if I wished to use existing intro and outro music I would need to permission from all the owners of the material. One way I could save money producing my own music or using music from YouTube or iTunes library which are marked as free of cost.

Scripts may need to be created when producing a podcast as if a certain issue is being addressed you may need to ensure that you cover all the correct points. This would need be of any cost as it would be considered original material.

When producing a podcast you may need to consider properties, as in some cases a studio may need to be hired to carry out the podcast. To save money podcasts are commonly carried out in a home.

Podcasts usually follow the style of an interview as commonly a guest may be on a podcast, for example a famous person or a person who has a certain experience. This would mean that depending on the person I may need to pay them for participating in the podcast and consider travel costs.

Internet access would also be needed as you would need to be able to successfully upload your podcast to an appropriate platform such as a website or iTunes. This would mean that you would have to pay to get access to the Internet.

Magazine

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A photo library would be essential when producing a magazine. If I wish to use existing copyrighted material I would need to get permission or pay the owner of the material. However, there are websites such as iStock which allow you to use images and states whether they are copyrighted or not. When producing the magazine you could take your own photos, for example if you are interviewing a musician you may carry out a photoshoot. In terms of budget you may need to pay for a location or costume, for example if it is in a studio you may need to pay to use the location.

If you were to carry out a fashion photoshoot you would need to pay a model as they will not necessarily be named meaning that they become an employee rather than you helping to boost their profile. When carrying out a fashion photoshoot you may also need to consider employing a stylist and make-up artist.

The interview format is commonly used in a magazine as famous people are being asked questions by the magazine in order to attract fans because it is quite a personal format. Articles are also a common format in magazine. Then you would need to employ a journalist to put together an article, who may discuss with the editor what the article is going to be based on.

Advertising could be considered a material as as a producer you would need to receive the adverts and decide where you want them to be placed.

Internet access is vital when producing a magazine as you may need to upload your magazine to a website in order to allow people to subscribe as digital magazines are commonly read nowadays more than paper copies.

In terms of properties you may also need to consider owning or renting an office space where you can edit your magazine ne and discuss as a team the end result.

My Film

In terms of assets I will need to carefully plan the footage that I film, as well as any found footage I may wish to use.

Some footage that I would need clearances for will be *Scream*, even though in my case it is not appropriate to get permission due to the size of my project. If I wanted to screen my film and make money then I would need to ensure that I sought all the correct permissions. The fact that I would not be able to receive this permission would have an impact on where I would be permitted to show my film for example, I would not be able to show my film in public place such as the cinema or entre any film making competitions. Therefore, I will only use my film for educational purposes. This would allow me to use small parts of footage and sound from *scream* without copyright consent. An alternative would be not to use any footage or sound effects from *scream* and create my own material, however this effect my schedule as I would of need to allocate extra time to complete my project, as I would also need to ensure that the actors and locations are available at additional dates and times.

Sound material that I source may include sounds from the Final Cut library – in my case I already have access to Final Cut as a program. I also plan to use a voice-over, which in my case will not cost anything however if I did not record it at my school I may have to pay for a studio. I will also source some sounds such as the horror opening/closing music from YouTube and convert them into Final Cut files. If I was creating a bigger film project I would need to get permission to say that I had the right to use these sounds.

Costumes are another material that need to considered. In my case most of the costumes will be free as my acctos will be able to provide themselves. If I was creating a bigger project or a more established project I may have considered buying costumes for actors.

Internet access is essential as I need to upload my film on to YouTube and my school Weebly page. If I was creating another film project I may need to upload on a website such as Crowdfunder in order for it to grow in popularity – this is depending on the size of the project.

When creating the title I will use existing material from programmes such as Photoshop and websites such as Da font. Photoshop is already provided by my school meaning that I had the licence but I would need to check if the font that I used was copyrighted – if it was I would need to receive permission from the owner.

Unit 4: Pre-production