



**Advert Proposal****OUTLINE OF BRIEF:**




For this unit I am required to create a print or video advertisement for a specific product or cause of my choice. I have chosen to create a print make up advert for an exciting brand that promotes diversity using a range of different shades.

**PRODUCTION TREATMENT****SCHEDULE**

Week	Planning/production/post production	Equipment needed
One	Creating my draft using exciting images	Computer, Photoshop
Two	Taking my photos	Camera, tripod, lighting equipment
Three	Select, download and edit my preferred image/images	Camera SD card, computer, Photoshop
Four	Designing my advertisement	Computer, Photoshop
Five	Designing my advertisement	Computer, Photoshop
Six	Making any final improvements to my advertisement	Computer, Photoshop

**EQUIPMENT & FACILITIES**

Equipment needed	Image	Use/purpose
Lighting equipment		<b>Source – The equipment is already provided by the school; therefore no expenses would be made.</b> <b>Use-</b> This is what I will use to take my photos for my advertisement. Using the lighting equipment will increase/improve the quality of the images
Camera		<b>Source-</b> This will be provided by the college meaning no expenses would be made <b>Use-</b> I will need a camera to take images for my advertisement

<p><b>Tripod</b></p>		<p><b>Source- This will be provided by the college meaning no expenses would be made</b>                  I will need a tripod to hold my camera in place when taking my photos.</p>
<p><b>Computer</b></p>		<p><b>Source- There are several apple mac computers in the media room for me to choose from.</b>  <b>Use- This is very important since I will be using the computer to store all my work, primarily the final creations plus Adobe Photoshop will also be used on this.</b></p>
<p><b>Photoshop</b></p>		<p><b>Source – The programme is already installed into the mac computers therefore I don't need to download/purchase this feature.</b>  <b>Use- I will need this to manipulate my images up to a professional standard for my film poster I will also use the program to create an appropriate layout for my advertisement.</b></p>

**JOB ROLES**

Student Name	Role	What do they have to do?
A range of female models representing different ethnic groups	Model	Pose for my photos
Carlos	Cameraman	Take photographs
Vernet	Lighting and backdrop	Prepare set for images to be taken
Tallulah	Editor and layout artist	Edit image(s) and construct advertisement

**HEALTH & SAFETY: Risk Assessment**

Risk	Who is at risk?	Level of Risk	Control measure to be implemented
Tripping over tripod legs	All	ML	To place safety tape on the floor around the circumference of the tripod legs
Tripping over lighting Cable	All	ML	To place tape on the floor over the cables
Eye Strain	All	LL	Take regular breaks
Back pain	Lighting and backdrop artist Cameraman	M	Ensuring to be careful when lifting heavy equipment.
Repetitive strain injury	Cameraman Editor / Layout artist	LL	Take regular breaks

**CODES OF PRACTICE & REGULATION**

Under the Copyright Act 1988, the Rimmel brand is protected. Therefore, I would need to seek permission from Rimmel to use their name, logo and products in my advertisement. All other images used will be original material as they will taken my cameraman.