

Research, Planning and Development

Research Techniques and Methodologies – Exercise

The Scenario

A broadcaster is looking to produce a series of 15 minute television programmes for a daily weekday slot at 6pm on BBC2, to span a ten week period.

They require a programme with interactive and merchandising possibilities.

The programme may fall within any genre of your choice and be of a style you feel is appropriate for the audience at that time. The programme should maintain or improve upon the audience ratings for the programme currently showing in the chosen timeslot.

The estimated budget to produce all of these elements to pilot stage is £50,000.
Total estimated budget for 50 x 15min programmes and related material is £500,000.
Timescale for pilot programme and templates is 3 months.
Series to begin broadcasting in 3 months.

The Exercise – Research your Idea

Research the content and format of the programme you have put forward and write up your findings in the form of a research report.

Areas to consider for television programmes:

- Use a video recorder, stills camera or notebook to document your research and findings
- Use the Internet as a starting point for subject research or as a starting point to find specialists in particular areas
- Use books for subject/area research
- Keep up to date with the press and relevant publicity material
- Always keep the audience in mind when thinking about content
- Go to related events to meet people who work in a particular area or research the type of people who attend
- Talk to people

Areas to consider for interactive materials:

- Think about how the content will be produced and maintained
- Consider the different media involved in your final project and think about practical implications
- Use books for subject/area research
- Keep up to date with the press and relevant publicity material
- Always keep user in mind when thinking about content
- Research hardware and software requirements and capabilities
- Go to related events and meet people from particular areas/fields or research the type of people who attend
- Talk to people

Areas to consider for publicity material/merchandising possibilities:

Keep scrap books of cuttings, pictures, articles and colours which will give you ideas for a design suited to your target audience

Research past production methods and techniques to produce innovative designs

Use books for subject/area research

Keep up to date with the press and relevant publicity material

Talk to people

Ensure records are kept and implement your findings into the proposal. This will ensure that you are thoroughly prepared for questions when pitching.

On completion of research the proposals will be put forward for group discussion. See Design Methods exercise if undertaking exercises in sequential order.