

Research, Planning and Development

Design Methods and Practical Development – 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 – Visualise your Idea

Visualise your idea in the form of a storyboard, mood board, wire frame diagram, site map, sketch, content template or other design method of your choice.

Assessment will be based on your understanding of the brief, your interpretation of the brief and your ability to communicate your idea visually without the need for oral explanation.

Areas to consider:

Storyboards should generally be drawn in black and white unless colours and textures have been decided, but they don't necessary have to be drawn by hand

Storyboards can be used to test out colours so they can be visualised in context

Keep the drawings simple – you don't have to be an artist to produce an effective storyboard

If the visuals match the content then the results will be more likely to succeed

Visuals may take any form you wish and every producer and designer will work differently

If working through exercises sequentially, move on to the Presenting & Gathering Feedback