



# Helping the Homeless

A Homelessness Documentary by  
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# Grading Criteria

## Informing Ideas

This refers to how developing my ideas and outcomes for my Documentary as my ideas progress, whilst simultaneously referring to the brief to ensure that I meet the needs and requirements of my client.

The best example of Informing Ideas within my “Helping the Homeless” Portfolio for the B2 Community Film Festival is my Research: This includes Primary, Secondary and Archive Research with Qualitative and Quantitative spread throughout the Primary, Secondary and Archive Research.

### Audience Profile

**Audience Profile Demographics**

**Age Range:**

For my survey, I asked people between the ages of 15 to 25 because of the target audience for my assignment brief being set at 15 to 25 years of age. This course of action denotes that I am using my age range to appeal to and attract my required age of target audience and shows professional practice because I am following the requirements set by the brief.

Two people above 36 years answered my survey. I chose for a few people in this age category to fill in my questionnaire for professional practice. This proved a successful decision because they were able to give me detailed, specific feedback as professionals – increasing the quality of my qualitative subject.

I avoided using people under 15 but messaged the survey to one of these people because they have been able to successfully provide me with helpful, concise, detailed, thorough and constructive feedback on my ideas in past questionnaires for my previous media productions.

**Gender:**

For my Primary Research on people's thoughts towards my ideas and the topics relevant to the ideas, I wanted to gain an equal mix of male-to-female and a few non-binary. I wanted to achieve the equality between male and female genders because I wanted to make my Primary Research fairer, convincing, accurate and credible. This helps to make my homelessness / poverty documentary more successful because the credibility created by the research behind it makes it more likely to have approval from my client.

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### Researching Homelessness

Homelessness refers to people who do not have a home / shelter. This mainly consist of those below the Poverty Line: “the official level of income that is needed to achieve a basic living standard with enough money for things such as food, clothing, and a place to live.”

Homelessness leads to a lack of water and food, leading to health problems and emotional/mental-health issues.

**Homelessness Facts and Stats:**

- The average age for people experiencing homelessness is 46 for men and 42 for women
- People in the streets are almost 17 times more likely to have been victims of violence
- Over one in three people have been kicked, hit or experienced some form of violence deliberately whilst being homeless.
- The homeless are nine times more likely to take their own life than the general population (those who are not homeless).

**Homelessness is devastating, dangerous and isolating**

The average age of death for people experiencing homelessness is 46 for men and 42 for women. People sleeping on the streets are almost 17 times more likely to have been victims of violence. More than one in three people sleeping rough have been deliberately hit or kicked or experienced some other form of violence whilst homeless. Homeless people are nine times more likely to take their own life than the general population.

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### Poverty in Rushmoor

**Reference Source**

[rushmoor-district-report.pdf \(hants.gov.uk\)](https://hants.gov.uk/rushmoor-district-report.pdf)

**Credibility of the Statistics**

The statistics/data in the report in the link above have been provided from trusted sources such as:

- Rushmoor Borough Council
- The Food Standard Agency
- ONS (Office for National Statistics)
- BEIS (Business, Education, and Industrial Strategy)
- IMD 2019
- University of Southampton Food Insecurity Index

**The Most Deprived Areas**

The most “Deprived” (sourced from the report's subheading of “Figure 1: Deprivation”) are Cherrywood (in the northeast of Farnborough, Aldershot Town Centre and just above **Badshot Lea** – characterized by the area's dark blue which indicate high Deprivation. The west of Aldershot also has a slightly dark blue indicating slightly less deprivation but enough to make this significant still.

Figure 1: Deprivation (1 – most deprived)

Source: IMD 2019

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The primary reason for highlighting my Research is an excellent example of Informing Ideas is because “Helping the Homeless” was successfully informed by what I discovered from my research. In other words, much of “Helping the Homeless” I based on what I discovered during my research what informed my project by giving me inspiration to create various ideas to include within my Homelessness Documentary.

Another example of Informing Ideas includes whenever I received feedback from peers relating to my “Helping the Homeless” Documentary. This informed my documentary because it informed me on what my Target Audience would expect from “Helping the Homeless”, what my Audience do and do not like about my documentary, and how to improve my documentary's Rough Drafts to make it more appealing for my viewers.

### Taking on Feedback

**Main Issue: Audio (continued)**

I also decided to produce Automated Dialogue Response for the Presenter's Dialogue because of it sounding too far left and as though it were squeaking. I decided to produce ADR because of it being easier and cost effective. Another reason is because of **Ezji's** talent as an actor.

This was initially set to be completed on Friday 10<sup>th</sup> March 2023 but was cancelled because my Presenter (called **Ezji**) had to film a Promotional Video as part of a group. This is because **Ezji** is also a Media Student at Farnborough College of Technology – much like me.

Hence, I asked said personnel to do it in their own time on a DAR to ensure high-quality, professional audio. As I did not receive any recording from them on the same night or the night after (which they had promised to do), I followed this up face-to-face and received an ADR Recording from **Ezji** (the Presenter) on Microsoft Teams. To ensure that this was high quality and professional audio, I rigorously listened back to it in Adobe Audition to simultaneously check that the Audio was not Single-Channel.

With the ADR being successful, I then edited the Presenter's ADR into my Premiere timeline of “Helping the Homeless”, helping to improve the Presenter's audio quality to make my Homelessness Documentary more successful.

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# Grading Criteria

## Problem-Solving

Problem Solving refers to the ability to both acknowledge a problem, then find a way of resolving this very same issue with as positive an effect as possible. Because of the nature found within any Media Production – regardless of genre, logistics, kit, complexity and so, I consider Problem Solving to be one of the most fundamental and crucial skills within my Grading Criteria and in life on a more generic basis. As a filmmaker, you have to prepare for the worst and hope for the best both simultaneously. For instance, you have to prepare for anything to backfire whilst hoping for the best outcome possible to counteract all possible issues and reduce being overwhelmed by negativity that would otherwise discourage you from working to the best of your abilities.

A large emphasis of Problem Solving in “Helping the Homeless” came when considering Legal and Ethical Issues. This is because (as informed by my thorough and extensive research) the homeless have far greater vulnerability to

substance abuse, crime, and violence. This would dramatically create a possibly unsafe environment to film in if I were to film anyone who is homeless as it could affect the safety of anyone on-set (even if they are not involved with “Helping the Homeless” and the kit because of a heightened risk of damage.

Furthermore, privacy proved to be a major contender for Legal and Ethical Issues. The increased vulnerability to a much harsher lifestyle would immediately any homeless person appearing on screen so they would hide themselves or refuse to be filmed. Alongside this, there is that certainty that anyone who is homeless could theoretically be shamed being homeless because of several reasons – their appearance or lifestyle, not being who they used to be, and how other people any stereotype them are all three of many reasons.

This is why I decided to denote Scene Recreations to show Homelessness instead. Although, this promoted another issue. How would the public know when a Scene Recreation was playing? Could it be deemed bad taste? To counteract all these ethical issues, everything (particularly showing a Scene Recreation of Homelessness) was structured on thorough and extensive research, and I made it clear through editing that any scenes showing homelessness would be Scene Recreations (acted) and not real.

Legal and Ethical Considerations		
Legal and Ethical Issues	Description	Solution
Privacy	This refers to keeping the person's identity anonymous.	<p>To avoid infringement of privacy, there will NOT be any filming/recordings of real homeless people in my documentary and an actor will be used instead.</p> <p>During interviews, names and job roles will be used for people's identity (preferably only their first name). Any Personal Information MUST NOT be used in my Final Cut and will be kept strictly confidential.</p> <p><b>*Note</b> – I am open to requests from the interviewees regarding privacy. If my interviewees effectively inform me of any request during filming or prior, then their requests can be incorporated into my Final Cut of “Helping the Homeless”.</p>
Defamation / Libel / Slander	This is when an untrue statement is said without evidence, usually to ruin the person reputation.	A voiceover or text will denote that any cinematography showing the homeless is a scene recreation. This is to avoid confusion and to prevent my homelessness documentary from misleading my viewers.
Discrimination	This refers to unfair treatment of a particular group of people.	<p>The Presenter and Visual Language of my documentary will be impartial / neutral when discussing homelessness to prevent any offence caused by any biased/untrue dialogue and monologue.</p> <p>It will be made clear that footage showing a homeless person are Scene Recreations and not of real people.</p>

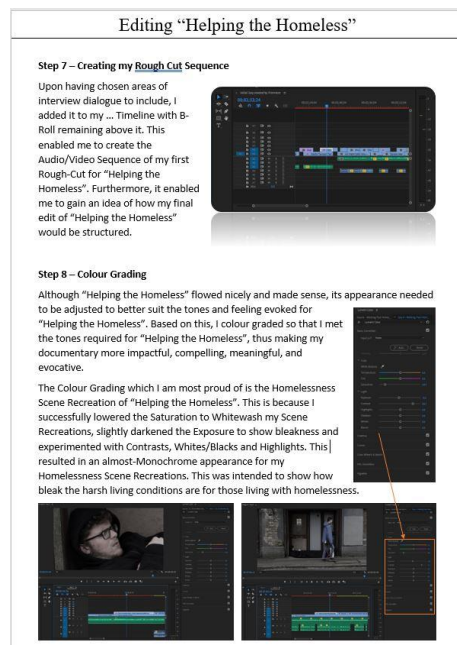
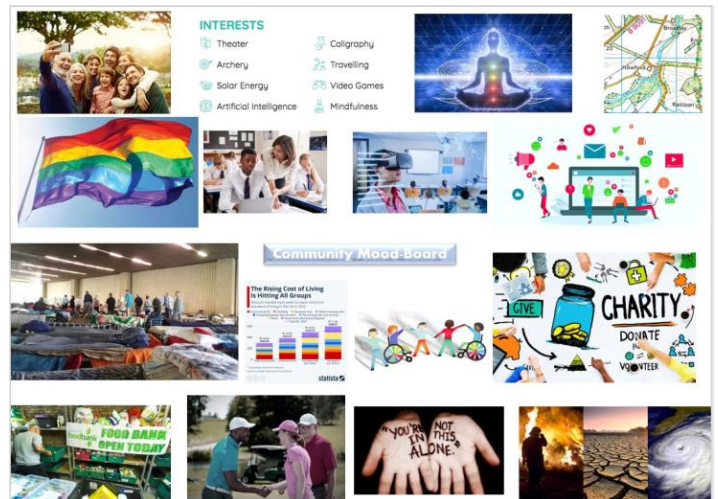
# Grading Criteria

## Technical Skill

Just as much as Problem-Solving, Technical is another major role within the Media Industry as practical, hand-on equipment is used to produce most Media Content. The same goes for editing, and how documentation is laid out and so on.

Technical Skills refers to...

The most obvious evidenced Technical Skills are of documentations which shows how I am editing my "Helping the Homeless" Documentary. This involves a variety Technical Skills in Adobe Premiere Pro, an editing app which is both professional practise and industry-standard. I have shown the Technical Skills by referring to areas such as specialist terminology, settings and so on.



The "Production" stage of "Helping the Homeless" is also an example of Technical Skill as the Technical Skills explained include the kit used for production, how I used it, why I used it and its benefits, and any relevant settings. This helps to give an in-depth behind-the-scenes analyses of how I produced "Helping the Homeless".

This is further demonstrated in my Behind-the-Scenes Videography within my Director's Cut of "Helping the Homeless". This is because you can see me producing my Homelessness Documentary with my peers with a Director's Commentary underneath to explain kit used for production, how I used it, why I used it and its benefits, and any relevant settings. In my Director's Cut, the explanations are briefer so that I do not bore my Target Audience by turning my Director's Cut into a Dialogue-heavy edit.

My penultimate of Technical Skills includes Storyboarding This categorises as a Technical Skills because I am using Technology to transfer paper-drawn sketches onto digital Word documents via Scanning them on a scanner. This makes my storyboarding feel homemade, authentic, precise, and more artistic.

Technical Skills have been used to make my Coursework look visually appealing though adding colour in in the subheadings (and sometimes the headings) of my spreadsheets. This makes them feel nicer to look at so that my coursework does not feel too bland, monochromatic, and dull. If my coursework were to feel bland, monochromatic, and dull then I probably would not be as motivated to do the coursework that I produce, preventing me from working to the bet of my abilities.



# Grading Criteria

## Professional Practice

Professional Practice can be seen through all my documentation because said paperwork shows that I have fully acknowledge the Production Requirement's and created a Documentary which maintains a community-feel b celebrating how a charity (a community of volunteers) are helping homelessness.

Another example of keeping to the brief is included upbeat music and the dialogue on student accommodation as part of the Union Yard regeneration in Aldershot to cater for my Target Audience of 15- to 25-year-olds. Further to this, I have chosen to choose a documentary as it states that the client will only accept documentaries or short films for the Community Film Festival.

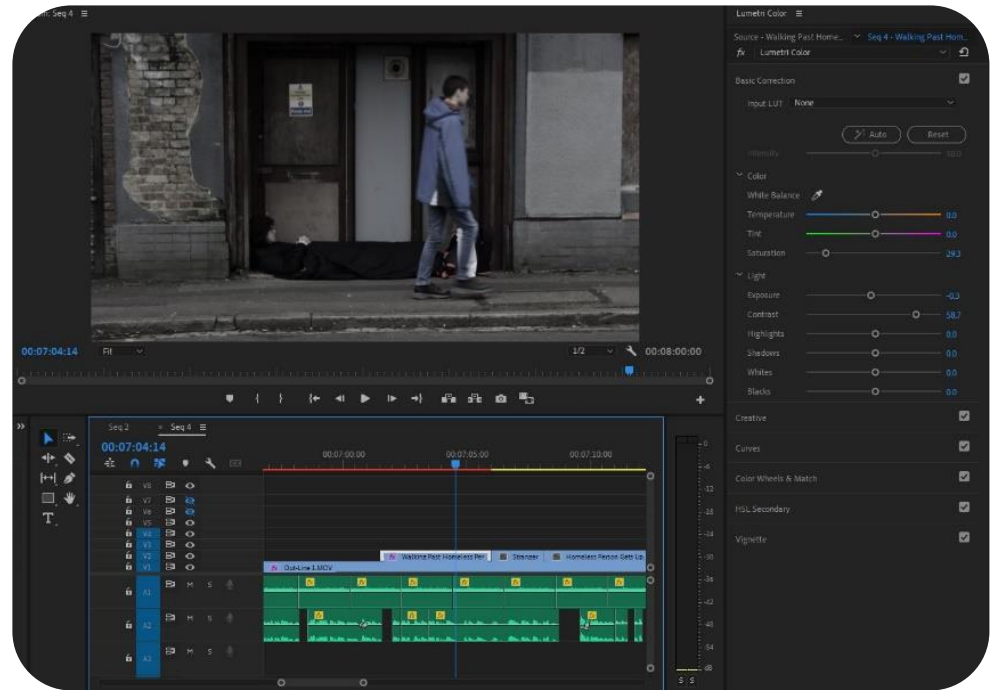
A good example of my Professional Practice is health and safety. This is because I refused to film anywhere unless I had at least a very initial Risk Assessment to keep me safe. This shows Professionalism because I am considering how kit and personnel per shoot could be affected differently the danger/s of each hazard per filming location. This enables me to implement measures whilst maintain safety per shoot to ensure that all filming/recording for "Helping the Homeless" is done in a manner that is safe, sensible, calm, and professional.

Budgeting is also a very helpful and important demonstration of my project's Professional Practice. Budgeting shows Professional Practice because I am predicting the final expenditure so that I can consider how I will fund "Helping the Homeless". This prevents any delays and dramatically decreases the likelihood of financial loss. Any financial looses would result in the termination of "Helping the Homeless" which would stop me from meeting my Clients Brief.

The final example of Professional Practice is my Primary Research: This is because I am collating my own study via an online form to gain insight into how successful "Helping the Homeless" will be in appealing to my target audience. This shows Professional Practice because I am listening to the needs and requirements of my viewers to prevent my documentary from being unsuccessful.

Hazard	Hazard Description and Affected Personnel	Risk Level (Low/Med/High)	Measures
Permissions & Planning	<p>Filming any Media Production requires rigorous, carefully considered, and well-planned Pre-Production that can be used to inform how the content should look and sound. Just as importantly, Pre-Production is the keystone to your right and authority to film your chosen cast at your chosen setting through the denotation of written permissions.</p> <p>Failure for me to print this documentation will dramatically reduce the quality of "Helping the Homeless" because I and my crew will be unaware of each shot's look and audio. Furthermore, if anyone does question whether I should be filming in Upper Union Street, a failure to have written permissions will prevent me from justifying me right to film there with the cast chosen which could give authorities the right to stop me from filming. This will cause delays and could make "Helping the Homeless" rushed, reducing its Production Values and the quality of my Final Cut.</p>	High	<p>For filming, I (as the Director of "Helping the Homeless") will ensure that I have printed the correct documentations to take with me for filming at Aldershot's Upper Union Street on 04/02/2023. This will include:</p> <ul style="list-style-type: none"> <li>• <b>Storyboarding and a Shot List</b> – Informs me (Head of Photography and Cameraman) on the framing and shot type to use.</li> <li>• <b>Written Permissions</b> – Proof that I have the authority and right to film my cast at Upper Union Street on the 04/02/2023.</li> </ul> <p>If I do not have enough print credit to print out hard copies of this documentation, then I will notify my "Helping the Homeless" Production of this and ask them to organising printing out some documentation between them. This approach will ensure that I have the documentation required for the 04/02/2023 and will be cost effective for my "Helping the Homeless" personnel.</p>

# Grading Criteria



## Communication

Within Level 3 Creative Media Practice, there are two mediums of communication. The first is the more obvious form: communicating with other people. The second is the less obvious: what you communicate to your audience through your Media Content. This is achieved through the artistry of Visual Language – whereby visual elements (such as shapes or colours) are used to communicate certain messages, feeling and emotions to the viewer.

Meeting Notes	
Points of Discussion	Meeting Outcomes
Martin Tennant's Circumstances	Martin Tennant often gets very busy because of his council work, family and owning a business. This helps to explain why I have not heard back from him till very recently and this business was stressed by Martin during our phone conversation.
Availability	Martin Tennant has agreed to do an interview on 06/02/2023 at 10:00 AM.  For backup dates, Martin Tennant is available from 09:00 to 10:00 AM from Mondays to Fridays.
Setting	Martin Tennant has agreed to have an interview at Union Street in Aldershot. This would be a suitable location because you can see the construction site behind it fitting with the topic of redevelopment/regeneration.
Preferences from Martin Tennant	Martin Tennant has asked for me to send him through some interview questions by the end of today (referring to Thursday 5 <sup>th</sup> of January 2023).  It is better to contact Martin Tennant on phone as he is more active on mobile than emails. However, he is happy for me to send the interview questions via email as this is easier and less tedious than behind them on a phone.
Summary of The Meeting Outcomes	
Martin Tennant has agreed to have an interview on Monday 6 <sup>th</sup> February 2023 for 10:00 AM, at Union Street in Aldershot, Ham-shire, UK. He will do this interview on the basis that I send him his Interview Questions by the end of the day and has explained that he is busy very often and is more active on mobile than on his email. However, he is happy for me to use his email to send the Interview Questions to.	
Should the 06/02/2023 backfire, Martin Tennant has stated that his availability is from Mondays to Fridays, from 09:00 AM to 20:00 AM.	

The personnel to personnel aspect of communication is seen primarily through how I messaged my crew and cast to organise the logistics of my shoot. This often involved resorting to Microsoft Teams because it enabled me to create a group chat per shoot. This is an example of successful communication and problem solving because I am thus able to provide the necessary information to a group of people rather than over-relying on individual, direct messages. Over-relying on individual, direct messages on Teams increases the risk of confusion, making “Helping the Homeless” less coherent.

The second example of personnel to personnel communication is through the attached evidence of Meeting Notes, whereby I have sought to process information given to me either face to face or by phone or video, separate into appropriate topics of discussion, and then summarise what was discussed to interpret and remember what I and the affected individual/s communicated on together more easily.

# Grading Criteria

## Communication (continued)

Visual Language is also seen throughout the Rough Cuts, Final Cuts and Poster for “Helping the Homeless”. For instance, the Homelessness Scene Recreations show a Sleeping Bag and Money Mug to stereotype its owner as being homelessness. This is further highlighted by his sad facial expressions and the setting in which he is placed.

The same Visual Communication is also seen in my “Helping the Homeless” Poster. Unlike the Documentary though, we see a different sitter. He has raggedy, messy hair which connotes poor hygiene and stereotypes homelessness with unsanitary living conditions. The fact that he is hiding his face shows that he does not want to be identified. Furthermore, the Monochrome hues with Sharp Contrasts communicate that my “Helping the Homeless Documentary will be edgy, gritty, and hard-hitting.

## Sample of Secondary Research on Visual Language:

Researching Visual Language	Researching Visual Language																		
<p><b>What is Visual Language?</b></p> <p>This refers to communicating through visual elements (such as colours, and mise-en-scene etc.)</p> <ul style="list-style-type: none"><li>Creating a narrative through pictures</li></ul> <p><b>Why is visual language importance?</b></p> <ul style="list-style-type: none"><li><b>Consistency</b> – Visual Language makes your Marketing Campaigns more consistent, enabling your target audience to associate with and identify each piece of content to your company or branding style. This will ensure that your audience better understands the message you are trying to convey to them.</li><li><b>Stronger Brand Identity</b> – The denotation of consistency within your visual language will help to make it easier to make your content more identifiable, iconic, recognisable, and memorable for your target audience, thus strengthening your branding identity. This will allow the same styles and values to be associated with your brand.</li><li><b>Connecting Effectively with your Target Audience</b> – Through developing your Visual Language, your target audience's profile, preferences, and perceptions are more carefully considered meaning that your content will be more effective at establishing a connection with your target audience. This improves your brand image and relationship with your target audience by increasing transparency and getting useful information to enhance your products and services.</li></ul>	<p><b>Examples of Visual Language:</b></p> <table><tr><th>Technique</th><th>Explanation</th></tr><tr><td>Mise-en-Scene</td><td>Mise-en-Scene refers to what is on-screen. What you see on-screen can add context to a story to make the story more relatable and can also help to establish character and setting through the filmmaker's choice of cinematography. Each shot can create meaning which helps to enhance the story's narrative (such as a EU of a tear running down someone's eye to show sadness).</td></tr><tr><td>Colour Psychology</td><td>Certain colours can create certain connotations or evoke certain emotions.</td></tr><tr><td>Semiotics</td><td>This refers to the science behind signs, patterns, and shapes. For instance, we often associate red signs with a pedestrian with a warning that a Pedestrian Crossing is nearby.</td></tr><tr><td>Movement</td><td>Something that moves quickly may tell us that said thing/person/animal/object etc is either strong, violent, dangerous, prey, determined, mad or in perfect health.</td></tr><tr><td>Facial Expressions</td><td>People's expressions can indicate how they are feeling. For instance, we associate frowning with sadness and smiling with happiness.</td></tr><tr><td>Cinematography</td><td>Often, Establishing Shots introduce the viewer to somewhere or something. Meanwhile, Close-Ups make us focus on a particular subject to signify their importance or emotions.</td></tr><tr><td>Shot Duration</td><td>Some shots may last longer to show certain movements or to signify the importance of a particular subject. Equally, shot may also last longer to tell stories by showing change and progression.</td></tr><tr><td>Sequences</td><td>How the sequence is editing will create a pace. Fast pacing creates a more thrilling, action-packed or could show youthfulness, happiness, and joyfulness. Meanwhile, slower pace may create a sadder, serious, tense, or relaxed mode of address.</td></tr></table>	Technique	Explanation	Mise-en-Scene	Mise-en-Scene refers to what is on-screen. What you see on-screen can add context to a story to make the story more relatable and can also help to establish character and setting through the filmmaker's choice of cinematography. 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To further illustrate an in-depth and knowledgeable understanding of communication, I have included Screen Captures of this Secondary Research Document on Visual Language – where Visual Elements are employed to communicate certain messages, ideologies, and ideas to the Target Audience. This example of Research helped to inform how I would communicate Homelessness in my Scene Recreations for “Helping the Homeless”. Legal and Ethical Issues also played a strong role in how I would show Homelessness.



# Assignment Brief

## Background Information



Slide 3 of the Assignment Brief



Slide 6 of the Assignment Brief



Slide 7 of the Assignment Brief



Slide 8 of the Assignment Brief

# Assignment Brief

## Background Information (continued)

B2: Community Film Festival

### Community Film Festival


**Requirements:**

Choosing your B2 Product

Your chosen product can be anything you wish but must include the following:

- A positive message about community
- Advice/Insight into how to celebrate your local community

*This can be direct or indirect*



Slide 9 of the Assignment Brief

B2: Community Film Festival


### Community Film Festival

**Requirements:**

Choosing your B2 Product

If you choose to produce a Documentary:

- 6 – 8 pages of appropriately and professionally formatted script
- At least two filmed interviews with professional contributors
- Appropriate and contextual B – Roll
- Dynamic and considered cinematography
- Sound/Music (Dialogue, music, ADR/Sound Design)



Slide 11 of the Assignment Brief



# Production Requirements

## Celebrating Community

The most critical demand of the B23 Community Film Festival was to show a Final Cut which celebrating Community. To ensure that my own project celebrated community, I began by generating thought on what “Community” means, types of communities and how I can represent them positively in Creative Media.

To link “Helping the Homeless” with community, I chose “Local organisations helping those living with homelessness.”. This connects to the theme of “Community” because it focuses on charities (which could – in essence – be viewed one community) help homeless people (which could also be viewed as a separate community). After all, my own belief is that a community is a group of people with at least one characteristic in common – even if that characteristic may be even smaller than an atom.

Furthermore, this also relates to my local community because “Helping the Homeless” focuses on Homelessness and poverty in Rushmoor and Surrey Heath, both of which are near to where I live.

## Choosing between Short Film and Documentary

With there being a theme, I now had to choose two of the following genres of Media Production that I could produce: a Short Film or Documentary. I at first considered producing a Short Film to tell my viewers a compelling and emotive story about an actor living with homelessness. However, creating an irrelevant storyline would have been harder as representation of Homelessness and stereotyping will have been major issues to content with.

Henceforth, I decided to create a Documentary as its format better suited the synopsis of interviewing how charities and organisation help the homeless. This helped to bypass legal and ethical issues of filming the homeless by recruiting Homelessness Scene Recreations into “Helping the Homeless” instead.

B2: Community Film Festival

**Requirements:**

Choosing your B2 Product

Your chosen product can be anything you wish but must include the following:

- A positive message about community
- Advice/Insight into how to celebrate your local community

*This can be direct or indirect*



B2: Community Film Festival

**Requirements:**

Choosing your B2 Product

If you choose to produce a Documentary:

- 6 – 8 pages of appropriately and professionally formatted script
- At least two filmed interviews with professional contributors
- Appropriate and contextual B – Roll
- Dynamic and considered cinematography
- Sound/Music (Dialogue, music, ADR/Sound Design)



# Production Requirements

Martin Tennant mentions Student Accommodation, relating to younger viewers (primarily students) because they would be the most likely to live in that accommodation and be in education.



## Appealing to my Target Audiences

The Target Audience set by the B2 Community Film Festival is ideally between 15 to 25 years of age, which heavily influenced “Helping the Homeless”. My best example of appealing this age range is seen in my Regeneration Interview, which focuses on how Rushmoor’s regeneration of Farnborough and Aldershot will improve the local economy. Martin unexpectedly mentioned that it was driven by the need for student accommodation for those attending the nearby University of Creative Arts, and how Rushmoor’s new project was meeting environmental projects. As unexpected as this was, this enabled me dialogue to relate to young viewers as many of them may be at university of Higher Education and will most likely be aware or concerned about environmental issues, as reinforced by activists such as Greta Thunberg.

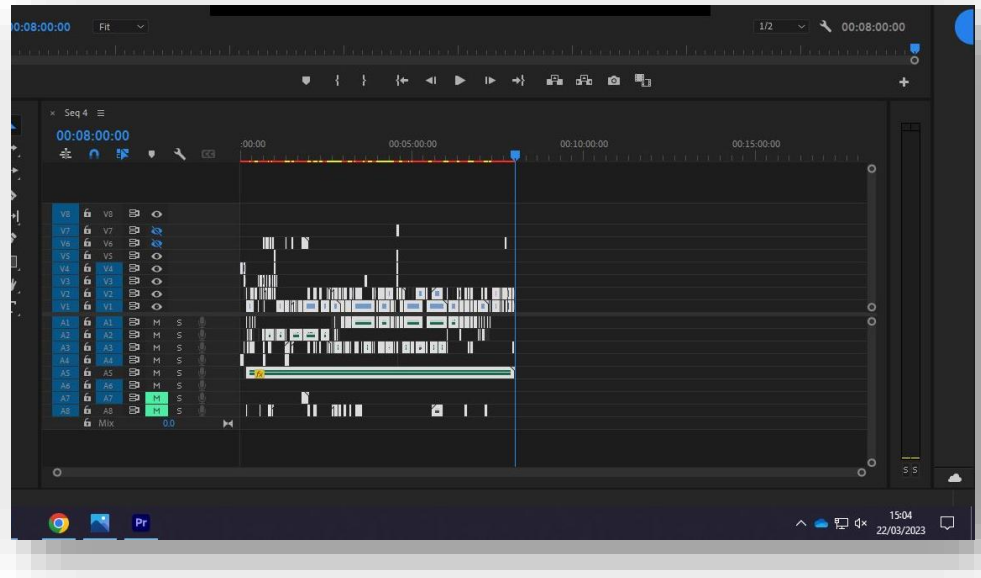
This scene also had upbeat, modern music to appeal to young people between 15 and 25 may be into Pop Music such as Flo Rida and Taylor Swift.

Another example of appealing to young viewers was when Carole Anne Cole (the Founder and Director of the All-Night Café) mentioned that she had been homeless during part of her youth during her interview on how the All-Night Café helps the homeless: This helps to make Homelessness feel more intimate, personal, relatable, accessible, and slightly threatening to young people because even the youth can become suffer from homelessness.



The mention of environment relates to young people to make “Helping the Homeless” feel modern, contemporary, current, relevant, and up to date. This is because of young people being aware of environmental issues.

# Production Requirements

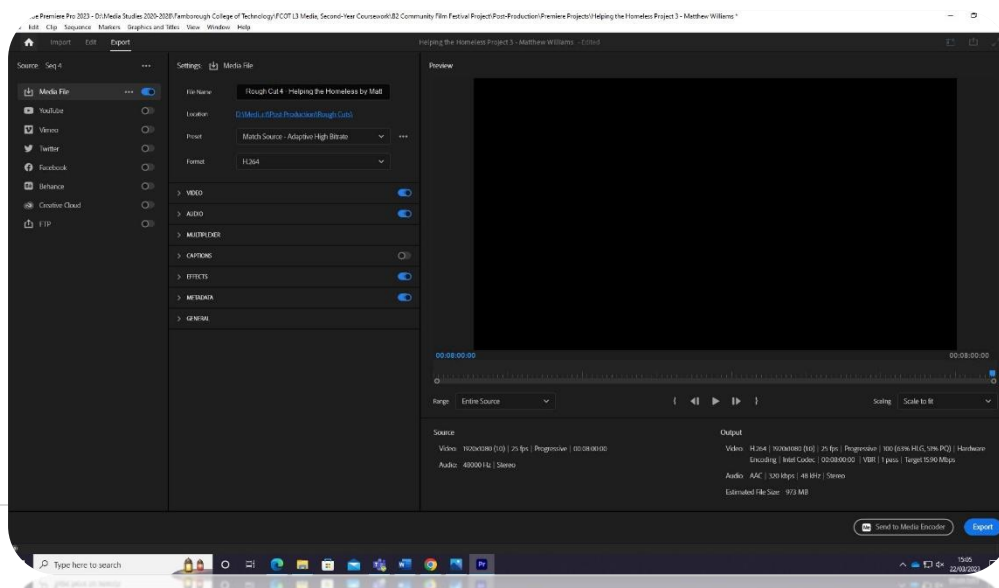


## Maintaining the Correct Duration

The Documentary for “Helping the Homeless” had a set Time Duration of between eight and ten minutes in length. To ensure that I met this requirement, I contacted as many appropriate and relevant interviewees as possible for “Helping the Homeless” to gain around three to four possible Interview Choice for my Homelessness Documentary. All of them were organisation helping the Homeless so that I could maintain the key topic of Homelessness within “Helping the Homeless”.

Another measure implemented to meet the 8-to-10-minute requirement was to get as much detail out of my interviews as possible. To ensure this, I had my camera facing slightly to the side of them and encourage them to look at me instead of the camera when speaking. This helped to make my interviews feel more relaxed, enabling my dialogue to be free flowing, detailed, informative, natural and have more emotion alongside less nervousness. This is because having a camera in front of someone can easily make them much more nervous, making their dialogue restrained, nervous, awkward, and stilted.

My editing enabled me to ensure that “Helping the Homeless” would be between 8 and 10 minutes. This is because I only exported Rough Cuts and Final Cuts when they were completed and ensured that there was no footage after my main “Helping the Homeless” sequence in the relevant Adobe Premiere Pro Timeline. This ensured that I only exported from Premiere what was required for “Helping the Homeless”.



# Production Requirements



## Further Constrains

For producing a Documentary for the B2 Community Film Festival, I was required to generate “6 – 8 pages of professionally formatted script”. For achieve this, I began by reflecting an early, rough structure of what “Helping the Homeless” would look like and made each of my three confirmed interviews an equal length, meaning that I had to review my Interview Questions and shorten some of them. This included removing dome of the Outreach Team’s Interview Questions in=entirely because of them being too sensitive and hard-hitting to answer.

Upon completing my Documentary Script and ensuring it was 6 to 8 pages in length, I then looked at what Documentary Script’s look like on Google. This is because my early scripts were too similar to Film Scripts as noted by one another peer had a similar issue, Hence, I created new Drafts of Scriptwriting so that it became a table with Vide on one side and Audio on the other. This approach was taken because it in industry standard to format Television Script or any other Script for Factual Media within this style.

For ensuring I had Professional Contributors, I contacted Rushmoor Borough Council and the Director and Founder of the All-Night Café. These contacts were chosen because Rusnmoor Borough Council work with the homeless directly and are overseeing the regeneration of Rushmoor, making them professionals in helping their local community and surrounds. Meanwhile, I chose the Founder and Director of the All-Night Café as she oversees this charity, making her a professional charity worker to talk to Furthermore, interviewing her for “Helping the Homeless” revealed that she had a very successful and skilled background in Business, an art which requires professionalism if you are to be successful within it.



# Production Schedule

Here, we can see that I began by evaluating what the word “Community” means and how we can celebrate it. This is a good use of time management to begin my project with, because it enabled me to consider a range of communities that I could show in a Short or Documentary, enabling to me start generating ideas. This shows Professional Practice because considering the meaning of “Community” which is evidence that I am using my time efficiently, reliable, effectively, professionally, and productively.

## Idea Generation of “Helping the Homeless”

Activity / Event	Date of Activity / Event	Location	Participants	Required Resources	Progress
Rough Notes on what a Community is and how we can celebrate a Community in Creative Media	22/11/2022 (majority of the notes) 23/11/2022 24/11/2022 (reviewing my notes)	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Pens / Paper Computer External Disk Drive Microsoft Word (blank Doc)	Completed
Mood Board on Community-based Themes, Types of Communities and Local Issues	22/11/2022 23/11/2022 (completed the majority of my Mood Board)	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Rough Notes Computer External Disk Drive Microsoft Word (blank Doc)	Completed
Reviewing the feasibility per idea and how I would produce said <a href="#">ideas</a>	24/11/2022	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Rough Notes Computer External Disk Drive Microsoft Word (blank Doc)	Completed
Mind Maps on my strongest examples of community issues	24/11/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	Computer External Disk Drive Rough Notes and Mood Board Pen / Paper	Completed
Deciding on my Final Idea, and Backup Idea	24/11/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	Computer External Disk Drive All completed Idea Generation	Completed
Final Idea: Homelessness					

After deciding on my final; topic as being homelessness, I research this subject to create ideas on how I would show homelessness. This enabled me time to inform my project through statistics and facts from trustworthy sources. This ensured that “Helping the Homeless” would remain accurate, trustworthy, legal, and ethical for the remainder of its creation.

Backup Idea: Cost of Living					
Analysing the level of poverty in <a href="#">Rushmoor</a> (Hampshire, UK)	24/11/2022 25/11/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	Computer  Google Chrome  PDF Report by <a href="#">Rushmoor</a> Borough Council on poverty in <a href="#">Rushmoor</a>  Blank Word Doc for Notetaking  External Disk Drive	Completed
Researching Local Homeless Organisations (including <a href="#">shelters</a> , charities and foodbank and so on etc.)	25/11/2022 28/11/2022 30/11/2022 01/12/2022	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Computer External Disk Drive Blank Word Doc for Notetaking Google Maps	Completed
Researching Homelessness in Short Films	29/11/2022 01/11/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	YouTube Computer External Drive Blank Word Doc for Notetaking	Completed
Researching Homelessness in Documentaries	29/11/2022 01/11/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	YouTube Computer External Drive Blank Word Doc for Notetaking	Completed

# Production Schedule

Pre-Production of "Helping the Homeless"					
Activity / Event	Date of Activity / Event	Location	Participants	Required Resources	Progress
Adjustments/changes to my idea based on feedback during my pitch	06/01/2023	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	B2 Project Coursework External Disk Drive Computer	Completed
Sending Booking Forms to MCA Tech for my "Helping the Homeless"	06/01/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself Barry Mitchell (@MCATech)	"Helping the Homeless" Resources List  Booking Form  Microsoft Teams  Laptop / PC  External Disk Drive	Completed
B2 Project Treatment	03/01/2023 04/01/2023	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	Treatment Template External Disk Drive Computer	Completed
Legal and Ethical Considerations	27/12/2022	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	Legal and Ethical Issues Table  Complete Treatment of my B2 Project  External Disk Drive  Computer	Completed
Scriptwriting (rough draft)	05/01/2023 06/01/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Blank Word Document B2 Project Treatment External Disk Drive PC / Laptop	Completed

## Production Schedule for my "Helping the Homeless" Pre-Production

Here, you can see that I have added any changes to Pre-Production to the top as my first task and then sent out Booking Forms. This has been to ensure that I can secure kit from as early on as possible. This shows Professional Practice because by booking out kit early, I can successfully secure my filming shoot (providing I also have permissions for the setting). This makes my organisation more reliable, trustworthy, and efficient so that mishaps are less likely to occur.

Two of the first documents completed were the Treatment and Legal and Ethical Considerations. This is because I could use the Treatment to merge my ideas into one, compelling Media Production, enabling me to delve deep into "Helping the Homeless" to create what would become my structure and the Documentary's final content. Again, stating each relates to the other helped me to ensure that Helping the Homeless would be successful.

# Production Schedule

Producing "Helping the Homeless"					
Activity / Event	Date	Location	Personnel	Kit	Has this activity been completed?
Filmed/Recorded Interview of Martin Tennant ("Deputy Leader and Major Projects" at Rushmoor Borough Council) on the regeneration of Farnborough and Aldershot in Hampshire	28/01/2023	Union Street in Aldershot (facing the concrete construction)	<del>Marton</del> Andras	Canon EOS RP NTG3 TH650 <del>Libec</del> Tripod Boom Pole XLR Cable Clapperboard and Pen SD Cards	
Filmed/recorded Interview at Rushmoor Borough Council's 'Outreach Team' on how said council helps the homeless	30/01/2023	<del>Rushmoor</del> Borough Council – Debating Hall	<del>Marton</del> Andras	Canon EOS RP NTG3 TH650 <del>Libec</del> Tripod Boom Pole XLR Cable Clapperboard and Pen SD Cards	
Establishing Shots of <del>Rushmoor</del> Borough Council	30/01/2023	Car Park at <del>Rushmoor</del> Borough Council	<del>Marton</del> Andras	Canon EOS RP TH650 <del>Libec</del> Tripod	
Filmed/Recorded Interview at The Hope Hub on Youth Homelessness	31/02/2023	The Hope Hub (reception)	<del>Marton</del> Andras	Canon EOS RP NTG3 TH650 <del>Libec</del> Tripod Boom Pole XLR Cable Clapperboard and Pen SD Cards	
		The Hope Hub ( <del>ext.</del> , int)			
Homelessness B Rolls and B Rolls of the current Aldershot	04/02/2023	Aldershot Town Centre	<del>Marton</del> Andras	Canon EOS RP TH650 <del>Libec</del> Tripod SD Cards	
Cinematography of Farnborough (as it currently looks)	05/02/2022	Princes Mead (canopied / council-owned area) Farnborough Civic Quarter	<del>Marton</del> Andras	Canon EOS RP TH650 <del>Libec</del> Tripod SD Cards	

In these two samples of Production Schedule for producing "Helping the Homeless", you can see how my Production Schedule has changed. This is because of two interviewees having to pull out of the project and finding a replacement. Another reason was because I had the time to do a Test Shoot because how effectively I had been able to manage "Helping the Homeless".

Outdated Production Schedule

Producing "Helping the Homeless"					
Activity / Event	Date	Location	Personnel	Kit	Progress
Homelessness Test Shoot (including Poster Photos)	01/02/2023	Japanese Courtyard Farnborough College of Technology Boundary Rd Farnborough GU14 6SB	Myself <del>Marton</del> Andras Mars Taylor	Canon EOS RP Canon Alegria Camcorder TH650 <del>Libec</del> Tripod HAMA Tripod SD Cards  <b>Props</b> Cash Empty, Plain Mug Sleeping Bag	Filmed/Photographed
Cinematography of Farnborough (as it currently looks)	03/02/2023 BACKUP DATE: 06/02/2023	<del>Westmead</del> , Farnborough	Myself (camera operator)  <del>Marton</del> Andras (Behind-the-Scenes Videographer)	Canon EOS RP Canon Alegria Camcorder TH650 <del>Libec</del> Tripod HAMA Tripod SD Cards	Filmed
Filming/Recording of: <ul style="list-style-type: none"> <li>Homelessness Scene Recreations</li> <li>Presenter's dialogue</li> </ul> ...at Albert Road, Aldershot	04/02/2023	Albert Road, Aldershot	Cast: <del>Eztlj</del> Thompson (presenter) <del>Marton</del> Andras (1 <sup>st</sup> Actor) Mars Taylor (2 <sup>nd</sup> actor)  Crew: <del>Marton</del> Andras Mars Taylor Georgia Turner TBC (behind-the-scenes)	Canon EOS RP TH650 <del>Libec</del> Tripod SD Cards	Filmed/Recorded
Filmed/Recorded Interview of Martin Tennant ("Deputy Leader and Major Projects" at <del>Rushmoor</del> Borough Council) on the regeneration of Farnborough and Aldershot in Hampshire	06/02/2023	Union Street in Aldershot (facing the concrete construction)	Cast: <del>Martin Tennat</del>  Crew: <del>Marton</del> Andras Mars Taylor	Canon EOS RP NTG3 TH650 <del>Libec</del> Tripod Boom Pole XLR Cable Clapperboard and Pen SD Cards	Filmed
<b>Backup Date: 13/02/2023</b> Filming/Recording of "The All Night and Day Café"	<b>Shop</b> 07/02/2023	6 Kings Ride Camberley GU15 4HN	Cast: Carole King  Crew: Matthew Williams	Canon EOS RP NTG3 TH650 <del>Libec</del> Tripod Boom Pole XLR Cable Clapperboard and Pen SD Cards	Filmed/Recorded
Reshoot of my Poster Photo for "Helping the Homeless"		Japanese Courtyard Farnborough College of Technology Boundary Rd Farnborough GU14 6SB	Myself Mars Taylor	Canon EOS RP TH650 <del>Libec</del> Tripod SD Cards  <b>Props</b> Cash Empty, Plain Mug Sleeping Bag	Filmed/Photographed

Updated Production Schedule

# Production Schedule

Marketing Schedule for "Helping the Homeless"					
Activity / Event	Date of the Activity / Event	Location	Participants	Required Resources	Progress
Creating a Premiere Project for my Documentary Trailer	24/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe Premiere Pro Adobe License Laptop / PC	Completed
Creating a sequence for my "Helping the Homeless" Documentary Trailer	24/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License Adobe Premiere Pro	Completed
Downloading Music / SFX for my trailer	25/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Google Chrome YouTube Audio Library Pikabay BBC Sounds Laptop / PC External Disk Drive	Completed
Adding Music to my Trailer	27/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License Adobe Premiere Pro Adobe Audition	Completed
Adding SFX to my Trailer	27/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License	Completed

				Adobe Premiere Pro Adobe Audition	
Last minute adjustments to my "Helping the Homeless" trailer	28/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Feedback for my "Helping the Homeless" Documentary Trailer	28/03/2023 01/03/2023 02/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself  "Level 3 Creative Media Practice" cohort	Office 365 License  Microsoft Teams  Feedback Form  Blank Word Document for Notetaking  PC / Laptop  External Disk Drive	Completed
Creating a Poster for "Helping the Homeless"	02/03/2023 03/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe License Adobe Photoshop Laptop / PC External Disk Drive	Completed
Poster Feedback	03/03/2023 06/03/2023 07/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Rough Poster of "Helping the Homeless"  Microsoft Teams  Feedback Form  Laptop / PC  External Disk Drive	Completed

Implementing my Poster Feedback	07/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself  "Level 3 Creative Media Practice" cohort	Adobe License Adobe Photoshop Laptop / PC External Disk Drive	Completed
Implementing feedback for my "Helping the Homeless" Documentary Trailer	08/03/2023 09/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Exporting the final cut of my "Helping the Homeless" trailer	09/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Submission of my "Helping the Homeless" Film Trailer and Poster	10/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	"Helping the Homeless" Poster (PNG)  "Helping the Homeless" Trailer (MP4)  Microsoft Teams  Microsoft Office License  Google  Laptop / PC  External Disk Drive	Completed

## Production Schedule for the Marketing Deadline:

In these three samples of Production Schedule, you can see that I have created my Rough Cuts of my "Helping the Homeless" trailer first. This is an effective use of time management because it means that I can do other assets (such as the poster, logos, YouTube Banner, and Screen Captures whilst waiting for feedback.

This is Professional Practice because I am using my time productively. It also shows Technical Skills because I am getting the more complex and lengthy editing done first to get the simpler tasks completed whilst waiting for feedback. It also shows Informing Ideas because I am developing my Production Schedule to ensures that I can successfully complete each



# Production Schedule

In these samples of Production Schedule for the Post-Production of “Helping the Homeless” you can see that I analysed both footage and audio after filming. This was done intentionally to catalogue my files for “Helping the Homeless” before editing them together at college on a Video-Editor. For instance, my laptop currently does not have the power to handle editors such as DaVinci and Premiere, meaning that rely on college for doing editing.

By cataloguing the files produced for “Helping the Homeless” as soon as possible (in preparation for college), I can instantly begin editing when I have the resources available to do so.

Post-Production of the “Helping the Homeless” Documentary					
Activity / Event	Date of Activity / Event	Location	Participants	Required Resources	Progress
Editors Rushes Logs	03/02/2023 05/02/2023 07/02/2023	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	External Disk Drive Laptop / PC Editors Rushes Log Template '(blank) Files Explorer	Completed
Renaming my Production Files for “Helping the Homeless”	07/02/2023	8 Wilton Court, Farnborough, Hampshire, UK, GU14 7EL	Myself	External Disk Drive Laptop / PC Editors Rushes Log Template '(blank) Files Explorer	Completed
Creating the Premiere Project for my Documentary	31/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe Premiere Pro Adobe License Laptop / PC	Completed
Importing my Regeneration Photos and other Screen Capture/Recordings into Premiere	31/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe Premiere Pro Adobe License MP4/MOV/VID & JPG/PNG Files Completed Rushes Log Laptop / PC External Disk Drive	Completed
Importing my Video Files	08/02/2022	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe Premiere Pro Adobe License Video Files Completed Rushes Log Laptop / PC External Disk Drive	Completed
Importing my Dialogue	08/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire	Myself	Sync-Dialogue (audio recordings) Video Files Adobe License Adobe Audition	Completed
		Boundary Road Farnborough Hampshire UK, GU11 6SB		Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	
Replaying my “Helping the Homeless” Documentary	13/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Final Adjustments of “Helping the Homeless” before exporting my Rough Cut of the full documentary.	13/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Exporting my Rough Cut of “Helping the Homeless”	20/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Feedback towards “Helping the Homeless”	21/02/2023 22/02/2023 23/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	“Helping the Homeless” Rough Cut  Microsoft Teams  Blank Word Document for Notetaking  Laptop / PC  External Disk Drive	Completed

For collecting feedback for improving “Helping the Homeless” from my Rough Cuts, I postponed editing for a few days. This helped me to use my time professionally and effectively because I was able to refresh my mind for creating my Final Cut. It also made my Production Values more ethical as my audience were seeing the most accurate and up-to-date Rough Cut of “Helping the Homeless” at that time.

# Production Schedule

Marketing Schedule for "Helping the Homeless"					
Activity / Event	Date of the Activity / Event	Location	Participants	Required Resources	Progress
Creating a Premiere Project for my Documentary Trailer	24/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe Premiere Pro Adobe License Laptop / PC	Completed
Creating a sequence for my "Helping the Homeless" Documentary Trailer	24/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License Adobe Premiere Pro	Completed
Downloading Music / SFX for my trailer	25/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Google Chrome YouTube Audio Library Pixabay BBC Sounds Laptop / PC External Disk Drive	Completed
Adding Music to my Trailer	27/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License Adobe Premiere Pro Adobe Audition	Completed
Adding SFX to my Trailer	27/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	External Disk Drive Laptop / PC Editors Rushes Logs (completed) Files Explorer Adobe License	Completed

				Adobe Premiere Pro Adobe Audition	
Last minute adjustments to my "Helping the Homeless" trailer	28/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	SFX Files (MP3s) Video Files Adobe License Adobe Audition Adobe Premiere Pro Laptop / PC External Disk Drive	Completed
Feedback for my "Helping the Homeless" Documentary Trailer	28/03/2023 01/03/2023 02/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself  "Level 3 Creative Media Practice" cohort	Office 365 License  Microsoft Teams  Feedback Form  Blank Word Document for Notetaking  PC / Laptop  External Disk Drive	Completed
Creating a Poster for "Helping the Homeless"	02/03/2023 03/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Adobe License Adobe Photoshop Laptop / PC External Disk Drive	Completed
Poster Feedback	03/03/2023 06/03/2023 07/03/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU14 6SB	Myself	Rough Poster of "Helping the Homeless"  Microsoft Teams  Feedback Form  Laptop / PC  External Disk Drive	Completed

## Production Schedule Samples – Marketing:

In these samples of my Marketing Deadline Scheduling, I focused on my trailer for "Helping the Homeless" first because of it being edited in Adobe Premiere Pro. This gave me more time for creating a poster afterwards because my knowledge of Premiere made it quicker and easier for creating a trailer.

Another reason for doing a trailer first was because I felt that it may take a little longer than the poster due to it consisting of Moving Images rather than Still Photography.

Finishing the Trailer first for "Helping the Homeless" gave more chance to gain feedback, giving me the perfect window of opportunity for creating my poster. This demonstrates my ability to manage time wisely, productively, efficiently, effectively and professionally.

# Production Schedule

"Helping the Homeless" Directors Cut					
Activity / Event	Date of the Activity / Event	Location	Participants	Required Resources	Progress
Video Diaries of what I did for the "Helping the Homeless".	03/12/2022 28/12/2022 13/01/2023 30/01/2023 31/01/2023 04/02/2023 05/02/2023 06/02/2023	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Myself	Canon Alegria 128GB SD Card	Completed
Behind the Scenes Footage of my filming shoots	Please refer to the "Producing "Helping the Homeless" section.	Please refer to the "Producing "Helping the Homeless" section.	<del>Marton Andras</del> Marton Andras Billy Ward	Canon Alegria 128GB SD Card  <b>Subjects:</b> Shoot Personnel Canon Alegria 128GB SD Card  <b>Subjects:</b> Shoot Personnel Canon EOS RP Zoom H4N Pro NTG3 Boom Pole LED Lighting XLR Cable Clapperboard Props <del>Props</del>	Completed
Photographic Evidence of me filming "Helping the Homeless"	Please refer to the "Producing "Helping the Homeless" section.	N3, Farnborough College of Technology Boundary Road Farnborough Hampshire UK, GU11 6SB	Not Applicable	Canon Alegria 128GB SD Card  <b>Subjects:</b> Shoot Personnel Canon EOS RP Zoom H4N Pro NTG3	Behind-the-Scenes Videography was filmed instead of the Behind-the-Scenes photos.

## Production Schedule for my Director's Cut

For my Director's Cut, I chose to produce the bulk of my visual elements on the same days of filming/recording "Helping the Homeless" or doing field trips to my settings for Location Recces. This decision was done to make my Director's Cut cost-effective as doing it on separate days would have increased the travel expenditure.

Alongside this, I feel that it has enabled me to create a story within my Director's Cut which tells us of how my Homelessness Documentary developed.

Doing a Director's Cut on the same days as filming/recording and Location Recces as a good example of time Management because doing it "in the moment" makes my Director's Cut feel authentic, personal, and intimate. Doing it on a different day would squelch this and make it feel staged alongside faked. This also ensures that I have the chance e to have someone film me producing "Helping the Homeless" as it ensures that I have the correct kit for this to happen. This approach has successfully presented an array of opportunities to avenues to explore and experiment towards my "Helping the Homeless" cut.

# Idea Generation

## Creating some Initial Ideas

To begin my B2 Project, I wrote down notes on under the headings of “What does community mean to me?” and “Examples of Positive Messages on Communities”. I used these subheadings because the Community Film Festival want me to showcase the theme of community, what “community” means and how I can reflect it positively. By using these subheadings for this reason, I have shown professional practice by interpreting the brief to inform how I layout my work to ensure that it is relevant to the brief. This is also a great example of Problem Solving because it shows that I am understanding the constraints presented to me and using my interpretation of the brief by working around them. I have worked around my constraints by basing my media production for the Community Film Festival on their Assignment Brief.

You can see that I have shown Technical Skill by adding my ideas as rough notes on bullet point by going into the Microsoft Word workspace at the top, selecting the “Insert” workspace and then selecting “Bullets” with the text wanted to be listed highlighted. The “Bullet” option is on the left of the “Insert” workspace and is the icon with dots and then lines to the right of those dots (5 icons to the right from the font size.

### What does community mean to me?

- Family and Friends
- Relationships / Close Bonds
- The need for teamwork to solve the world's major issues
- Loyalty
- A social outlet for the stresses of life
- A pillar of support
- People with Interest and Hobbies or Professionals

### Examples of Positive Messages on Communities

- The wellbeing benefits of friendships
- The benefits of hobbies/interest and being part of a group
- Communities being families of their own because of the close bonds and relationships formed in the community
- An outlet for negative thoughts
- Celebrating an auspicious occasion (such as The Platinum Jubilee of HRH Queen Elizabeth II in June 2022)
- Donating to good causes
- Foodbanks
- Shelters for the homeless
- Education incorporating technology
- Education tackling mental health
- Supporting LGBT and Diversity (overseas communities)
- Personal Accounts of the relationship between neighbours (doing favours etc.)



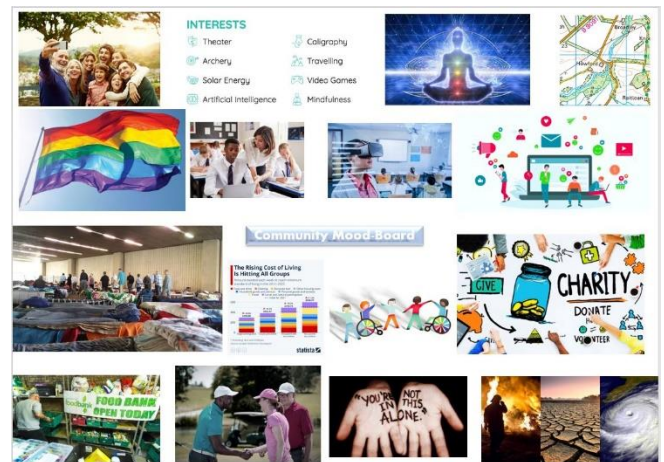
# Idea Generation

## Mood Board (generating further Initial Ideas)

To help me to generate more ideas or gain inspiration through images, I created a Mood board. I did this by looking on Google Searching, right clicking said photo, going up to and left clicking “Copy Image” and then doing “Ctrl V” in my Landscape Word Document to create a collage of images that led to my B2 Project Mood Board.

For my Mood Board, I used a variety of imagery to reflect as big a variety of ideas as possible. This show Informing Ideas because I have used a large array of visual hints and clue through images to stimulate my brain into automatically creating new ideas and expanding on my current ideas for the B2 Community Film Festival Project. This shows Technical Skill as I m using Microsoft Word to inform my project, thus also showing Informing Ideas.

I used a large variety of ideas so that I could save any unused ideas as backup media productions. This shows Problem Solving because this tactic ensures that I still have ideas to experiment with if my main idea falls through. This shows Professional Practice because it enables me to create a solid, strong and consistent contingency plan which will prevent me from falling behind in the B2 Community Film Festival Project.



### Analysing the Mood-Board Title Graphics

For the title of my Mood-Board, I changed the font to “Aharoni” due to it looking modern, current, and contemporary – these connotations appeal to young viewers as they are into new, trendy, and contemporary products. It also appeals to Aspirers as they seek status and my titles give a status of being fresh, trendy current, relevant and new.

Another reason for using bright blue it because a lot of my Pre-Production uses bright blue to look appealing. This demonstrates Professional Practice because I am maintaining a Branding Style and Informing Ideas because I am using 3D Effects to make my branding style look new and fresh for a young demographic of target audience.

My title uses bright blue and white to look professional and high-quality – again relating to Aspirers who crave for status. I also played with the “Effects” by adding “Shadows” to add interest and experiment with my branding style of graphics. I like this Stylistic Approach as it makes the text box look like a 3D Graphics – making it feel more realistic.

*Please turn to Page 26 for annotations of my Community Mood Board.*

# Idea Generation

## Critical Analyses of my Mood Board

The top portion contains images of what a community looks like. This section has been completed first to allow me inspiration for thinking of the positive benefactors of a community. This helps to inform how I might show a positive message towards my chosen community for the Community Film Festival. It adds professionalism to my coursework by making it concise, coherent, logically ordered and as neat as possible.

I included images of Spiritualism to symbolise people's beliefs and faiths, a generic list of hobbies and interest and the LGBT flat as a community could refer to a group of people with similar hobbies, interests, and ideologies. This is reinforced by Google Dictionary which describes a community as the following:

- “a group of people living in the same place or having a particular characteristic in common.”
- “the condition of having or sharing certain attitudes and interests in common.”

**Dictionary Definition Link for “Community”:** <https://bit.ly/3AFnoLz>



A more obvious idea of community is friends and family, and I also used a local map because it is usual for people to think of a community as a small group of people in a certain (hence the expression “local community”).

I downloaded a graph from the website “Statista” for the Cost-of-Living Crisis. I have chosen said picture representing said topic because it affects local communities throughout the UK.

This is due to the cost of living increasing the prices of important items recently (*this is evident in BBC News and other news sites*) which affects the finance of the people in UK communities. This links closely with foodbanks for those in financial trouble (due to the cost of living) and consequently homelessness.

Social Media is a large community with some 4.70 million users worldwide – hence why I have added it to my Mood Board. Another reason for this is due to the online community being highly influential in commonplace in daily life.

I have included images of a foodbank, charity drawings/sketches and the climate as this affects the world and would hence affect a community. This has enabled me to consider how a community might help others with the dangers from within the community or further afield – such as through creating a charity or donation pot for a good cause or giving resources to those who need it.

# Idea Generation

## Mind Map (jotting the feasibility of my favourite initial ideas)

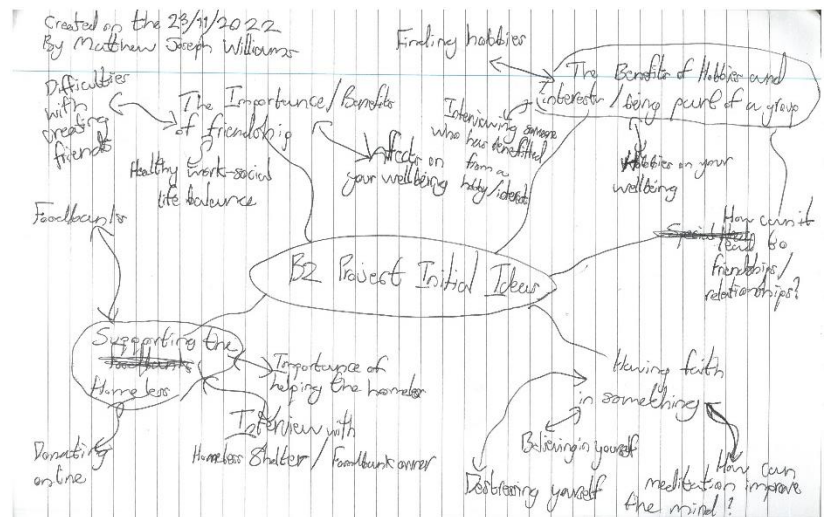
In this Mind-Map of my initial ideas for the B2 Community Film Festival Project at Farnborough College of Technology, I have written down my very initial ideas (the same ones seen in my initial notes of what community is and positive

causes associated with this subject). Unlike my earlier Idea Generation though, I have begun to make my ideas much more concise. To do this, I have started to consider how I might produce these ideas.

The informs the layout of my Mind-Map by creating a title in the middle and then surrounding it with a few subheadings. The subheading (symbolizing each topic) branches into how each subject could be produced in a short or documentary.

This is an example of Professional Practice because I am adding order and logic to my written Idea Generation (Mind Map) so that they are easy-to-navigate and can more effectively given my mind opportunities to create new ideas or expand on previous ones.

By expanding on my current ideas through mind map, I have begun to explore which options would be the most feasible, and which ideas meet the Community Film Festival guidelines and constraints to the best of my abilities. This is an example of Problem Solving because I am working around the constraints to professionally decide between which idea will be most successful in this project.



# Idea Generation

## Initial Idea Analyses and Feasibility

### Idea 3: Helping the Homeless

#### Synopsis/Intent

This is a documentary explores how we as a community can help the homeless.

#### Chapter

- Opening Title – An introduction to what homelessness is and data/statistics provided from my Secondary and Primary Research.
- Homelessness in the Community – Chapter 2 looks at the most deprived areas in the local area.
- Supporting the Homeless – Interviewing someone from a foodbank or homeless shelter. Peter suggested that I could link in religion as he knows a church which also acts as a homeless shelter for the homeless.

#### Alternative Way of Showing Homelessness:

I could produce a short film where the protagonist informs the side character on homelessness.

#### Advantages

- Peter said that no other student he has taught has done a documentary on homelessness before.
- The topic has the potential to be insightful, informative, compelling and perhaps even emotive.
- Documentary is a national issue, enabling my documentary to relate to more people.
- Discussing homelessness can raise awareness of this issue and to help those who are homeless.
- I could link in the Cost-of-Living crisis with homelessness due to rising prices etc.
- Letting people know that they should not be ashamed or embarrassed of being homeless.

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### Idea 3: Helping the Homeless (Continued)

#### Disadvantages

- The theme of homelessness has a potential to be risqué/edgy. This is because homelessness is hard to discuss due to it being unpleasant and is this more hard-hitting.
- Some scenes/ of homeless people could upset viewers who may know people who are homeless or viewers who may have been homeless at some point.
- The theme of homelessness is a very serious topic.
- "Helping the Homeless" could be unsuitable for children as some scenes may upset or negatively affect young viewers.

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Despite being keen on producing a Documentary on Homelessness, I decided not to rush ahead and remain glued to ONLY one idea. To ensure this, I also thought of other ideas which I feel would be interesting to see a Documentary about.

This approach to analysing my Initial Ideas enabled me to fully weight each idea against other. This enabled me to successfully decide which idea would be the most unique, compelling and interesting to see whilst outlining which had more risks and feasibility to produce.

It was though careful consideration of all my ideas that I also came up with "Spectrum" (later renamed "The Autistic Spectrum" based on feedback to make it more accurate) as a Backup Idea. Furthermore, elements of the "Cost-Of-Living Crisis" appeared in my Regeneration interview for "Helping the Homeless" as I asked on its affect towards Rushmoor's local economy in the interview.



# Idea Generation

## Initial Idea Analyses and Feasibility (Continued)

### Idea 4: Spectrums

#### Synopsis/Intent

A documentary on the social limitations in the Autistic spectrum.

#### Chapters / Possible Points of Discussion

- What is Autism (commenting on family/friends to segway into the next chapter)
- The Impacts of Special Needs on Socialisation
- What does normal mean? Is it really necessary to be "normal" and how do we become "normal"?
- Helping people with Autism / lowering strict expectations of behaviour

#### Advantages

- I am Autistic so I would know how to direct "Spectrums".
- Special Needs are not always so visible due to the theme of "Hidden Disabilities". This theme could make "Spectrum" more engaging, mysterious, insightful, interesting and compelling.
- The theme of hidden disabilities could create a cliff-hanger where I question the target audience on whether they know their close friends as well as they think. This could make "Spectrums" more thrilling, mysterious, secretive and engaging for my viewers.
- I could experiment with psychedelic / atmospheric bright colour and a hazy/slightly out-of-focus VFX to symbolise that people on the Autistic Spectrum may have mind fades from time to time (when the "zone out" / "glaze over").

### Idea 4: Spectrums (Continued)

#### Disadvantages

- Special Needs could be a sensitive subject – especially for those with Special Needs themselves.
- If my media production is not executed correctly, then there are risks of defamation/libel/slander and upsetting or insulting those with special needs.
- Whilst some traits of special needs are unfairly stereotyped, I must ensure that I do not make behaviour acceptable that may harm others mentally, physically, or emotionally.
- Not a lot is known about Autism so my Secondary Research may not be as solid for the idea as other ideas.

### Idea 5: Cost of Living Crises

#### Synopsis/Intent

- To explore the Cost-of-Living Crisis
- To make financial difficulties less embarrassing and more acceptable.
- To explore how the local area is supporting those affected by the rising Cost-Of-Living.

#### Chapters

- What is the cost of living?
- What does it mean for you and me?
- Foodbanks and adapting to these new circumstances (such as exploring initiative taken by pubs)

#### Advantages

- The Cost-of-Living crisis would be very current, relevant, contemporary, and relatable to discuss due to it being a very recent issue.
- It could be an opportunity to interview local foodbanks in the area and raise awareness of them.
- It could be an opportunity to remove any embarrassment associated with being in financial trouble. This could be achieved through stats/facts showing how commonplace financial difficulties are.
- I could interview places such as pubs and the local leader of Rushmoor Borough Council (David Clifford) on how his council and borough are adapting to the cost-of-living crisis.

#### Disadvantages

- There is a bigger risk of Copyright with this idea as I would need to use Archive Material such as News Reports of the Cost-of-Living Crisis.
- I would need a large number of photos, graphics, and graphs/stats to represent the cost-of-living crisis. This would mean more time spent checking the credibility of the facts and statistics in said photos.
- Filming footage/B-Rolls revolved around money may be hard to create ideas for as this theme could be represented in a variety of methods.

### Samples of my Strongest Ideas:

Here are two examples of my favourite ideas, the Cost of Living and The Autistic Spectrum. They are my favourite ideas because I feel that they are my strongest.

Firstly, the Cost of Living is very relevant to a modern Target Audience as this issue has been in the news recently. It also appeal to young viewers who may study or want to study at university, but are struggling to afford to do so because of price rises infringed by the current Cost of Living crisis. This could force them to find employment and in the worst case scenario, this could negatively impact their educational studies.

Secondly, producing a Documentary on The Autistic Spectrum interest me because I myself am Autistic, making this idea feel especially relevant and personal to me as an individual. Furthermore, I felt that it could help to open people's eyes to this Disability as Autism can be a Hidden Disability, which can make it hard to relate to Autism when it is not as obvious. For this reason, I felt that producing a Documentary regarding The Autistic Spectrum could be compelling, interesting, insightful, fascinating, unique, innovative and engaging.

# Idea Generation

## Abandoning My Unfeasible Ideas

### Idea 1: Fancy a Chat?

#### Synopsis/Intent

I will investigate the benefits of social interaction.

#### Structure

- Chapter 1 – How does a community socialise? (Exploring what socialising is and discussing how the Autism spectrum could affect how a community socialises)
- Chapter 2 – The Benefits of Socialising? (How socialising can permanently improve your lifestyle)
- Chapter 3 – An Ever-Digital Socialization (How social media is changing our social lives)

#### Advantages

- Socialisation can easily be taken for granted or overlooked as a daily part of life. "Fancy a Chat?" could remind people of how important socialisation is and just how easy it can be to lose your social life.
- Looking at the benefits of Online Socialisation could offer a unique insight and adventure for me to investigate.
- If looking at online socialisation, I could expand this to how socialising and people's social lives have been affected by lockdown and how people kept in touch over the Covid-19 Lockdown.
- In my recent A2 Documentary Project for which I produced "Fitness Impossible", most of my target audience (which were between 15 and 25 as per the B2's set audience) preferred the idea of achieving a healthy work-to-social life balance.

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### Samples of my Unfeasible Ideas:

Here are samples showing the topics that failed to make it into "Helping the Homeless". Ironically, socialisation alongside friends and family were my initial ideas but I switched to areas such as homelessness, The Cost-of-Living Crisis, and the Autistic Spectrum because they felt more relevant, and compelling to younger viewers.

Another reason for not using the ideas on this page is because the disadvantage for productions a documentary on these topics outweighed the advantages. This is because the ideas themselves felt harder to achieve, less feasible and because of not knowing how I would keep the B-Roll for "Fancy a Chat" fresh, exciting and varied.

Furthermore, "Tech Education had a serious issue in that it would be hard to film at least four locations. This means that a Documentary's settings on Technology in the classroom would be likely to feel repetitive and perhaps even overused.

### Idea 1: Fancy a Chat? (Continued)

#### Disadvantage

- "Fancy a Chat?" could easily become very boring due to this topic being vague and thus needing more use of graphics, storytelling and VFX to engage the audience for longer. This would mean more work in editing and post-Production which could make my Premier Project much longer to render and export.
- Mental Health is already being discussed much more than it used to be.
- The majority of my critical thinking would be towards the B Roll – such as how I show people with positive mental health (I could film a CU two people of shaking hands for instance; or someone smiling or doing an activity to show self-belief).
- For showing how people kept in touch over lockdown, I would need to consider how I would show this; this could be done through a Screen Recording of a Zoom Call for instance.

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### Idea 6: Tech Education

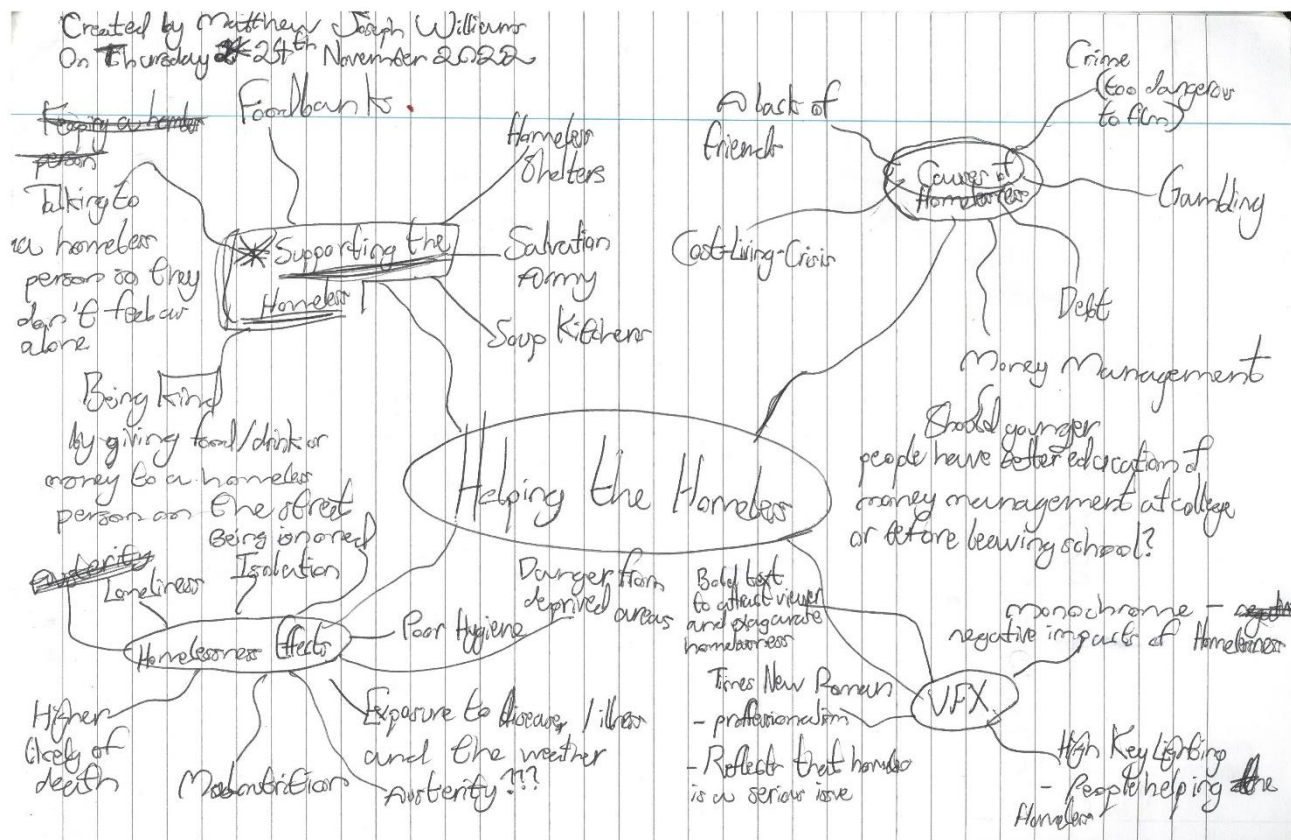
#### Disadvantages

- **LOCATIONS** – The B2 Assignment Brief expects me to film at two locations. This could be a major issue for the project because most of my filming would be in the ETC and would hence be limited to one location due to the ETC being the hub of technology at Farnborough College of Technology.
- For gain four locations, lots of Secondary Research would be needed on technology hubs local to Farnborough, Hampshire., I would also need written permission to use the technology (not referring to the Talent Release Forms or Location Release Form). This could potentially hold up my B2 Project

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# Idea Generation

## Deciding on my Final Idea



I have decided that I will produce a Documentary on Homelessness called “Helping the homeless”. I have undertaken this course of action because I have the most ideas for my homeless documentary – making it more solid, effective, reliable, and consistent of a plan than my other strongest ideas (which have less filled in on their mind-maps). Another reason is because I feel that this project is the strongest creatively: This is because I was keen on using Low-Key Monochrome Lighting to reflect on the dark side of homelessness to reflect this topic’s edgy, hard-hitting mode of address; in contrast, I would like to experiment with High-Key Technicolour for showing how a community can positively help the homeless populous to show hope.

To gain this decision, I produced Mind-Maps for my three strongest ideas and have compared them. To compare them, I chose the idea which is most creative and feasible.

I chose to produce “Helping the Homeless” because I can more easily communicate a positive message on the community through showing people’s support towards the homeless population. This shows Professional Practice because I have interpreted the brief and chosen a strong, solid idea which meets the Community Film Festival’s Guidelines.



# Idea Generation

## Researching Homelessness in other Media Productions

After deciding on what topic to do, I decided to research how homelessness is shown in other media productions. To begin with, I looked at two short films due to still deciding whether to do a short film or documentary. This informed my project because it provided me with detailed, in-depth, and thorough analyses of the avenues of where I could go with homelessness, how I could produce a media production revolving around homelessness and what it could look like. This also created meaning because after discussions with my tutor, I decided to depict an actor posing as a homeless person rather than over-reliance on filming real-people who are homeless. This is due to the health and safety risks around homelessness: homelessness leaves you more exposed to crime and substance abuse. This will have added danger

### How Finland Ended Homelessness

#### Link

<https://www.youtube.com/watch?v=kbEavDgA8IE>

In this screen capture, the documentary educates people by providing them with a simple list on key facts about "HOUSING FIRST". This makes this documentary successful because listing the facts/stats make them easier to interpret.



#### Purpose

The purpose of this documentary by 'Second Thought' is to educate people on homelessness and inform them on ways of combating homelessness. This is stereotyped by the figures, facts, and statistics regarding homelessness.

In this screen captured example, the filmmaker has shown that Finland is better at tackling homelessness than the USA. This is made to look objective, unbiased, credible, and convincing because it is supported by statistics related to what is being discussed.



#### Modes

**Expository** – "How Finland Ended Homelessness" is an Expository documentary because the filmmaker is using a "voice of god" narration through stats/facts to support his argument of Finland being good at tackling homelessness and the issues of the US "Continuum Care" system.

#### Genre

- **Factual** – This is a Factual Piece of media content because it is based on reality. It achieves this by discussing a real-life issue and supporting it through data/figures, statistics, and facts to make the issue more credible. This ensures that "How Finland Ended Homelessness" remains informative and educational for its viewers.
- **Special Interest** – This documentary falls into Special Interest regarding its Factual genre due to it focusing on a niche topic; this is reinforced by the fact that it focuses on the countries Finland and the USA. This enables the Narrator to support his viewpoint on the US and Finland's approach to homelessness without confusing or overwhelming the viewer with an overload of different countries and systems.

### How Finland Ended Homelessness

#### Settings



**Homelessness Settings** – Poorer areas are often stereotyped through the denotation of tents, concrete cityscapes, and crowded shelters to make the homeless lifestyle look run down, neglected, poor, unsafe, precarious, and unappealing. This connotes an ideology of the homeless living in poor living conditions.

#### Graphics

At moments during the "How Finland Ended Homelessness" documentary, graphics (such as large text and graphs etc.) are used to denote figures and statistics. This is to make the graphs stand out (attracting viewers) to better illustrate what the Narrator is discussing. This makes it easier to interpret the scale of homelessness in the US when compared to Finland. This helps to promote Finland because it connotes the interpretation that Finland is better at tackling homelessness due to better support for this group than the US.



Unlike other graphics in "How Finland ended Homelessness" by "Second Thought", the Finnish flag is used to create patriotism for Finnish viewers. This shows that the filmmaker aims for this documentary to reach an international target audience of Americans and Europeans. This could be a representation of the graphics of statistics and facts aiming to make the video appeal to Mainstreamers to reach this wider target audience.

# Idea Generation

## Documentary Modes and Genres:

When analysing Documentaries on Homelessness or Homelessness-Related Issues, I discovered that many of the documentaries observed were Participatory. As said by a website called .., a Participatory Documentary is when the filmmaker engages with their subject. In Journalistic Filmmaking, this tends to be achieved through the denotation of a presenter.

This often tends to create a much more spontaneous mode of address to make the Homelessness Documentaries feel more life-like, realistic, and conversational.

Henceforth, I decided to make my own “Helping the Homeless” documentary Participatory by including a Presenter who transition between each scene. This benefits my Documentary because it enables “Helping the Homeless” to move from scene to scene with ease. This makes the Homelessness Documentary relatable because of being easier to understand and creates more storytelling within my documentary. It also helps the audience to relate to my interviews because it gives them basic context of my interviewees.

Despite it being more about poverty than homelessness, I found an example of research by The Guardian to be particularly interesting regarding how it approached poverty to appeal to its Target Audience. This is because its presenter felt colloquial because of his shorter sentences to make him more relatable, chattier, and conversational. It also was a little more light-hearted than other Media Productions showing Homelessness and Poverty.

Alongside this, it approached poverty from a different perspective by focusing on an affluent area of the UK, making the Documentary unique, innovative, ground-breaking, and revolutionary.

## Homelessness in San Francisco

### Link

<https://www.youtube.com/watch?v=GWBzxr3c29s>

### Purpose

The purpose of this documentary is to raise awareness of a community issue. This is achieved through informing viewers on the drugs present in the hidden suburbs of San Francisco, and how people can disappear if they become involved with this lifestyle (as stereotyped by when the mother is looking for her missing son).

The denotation of the presenter helping a mother look for her missing son because it connotes him as becoming empathetic, caring, and understanding towards people's circumstances, helping to maintain the BBC's promise of impartiality. This shows how using a convention of Participatory Mode – whereby the filmmaker uses a presenter to engage with his camera subjects – makes the presenter feel down to earth, kind and caring.



### Modes

**Participatory Mode** – This documentary is a Participatory documentary because the filmmaker/presenter is engaging with this subject as opposed to observing them. This helps to create interest because the presenter helps to ask questions so that we can be questioned by the content being produced through the presenter's questions. The denotation of having filmmaker-to-subject interaction also makes the feel more personal and intimate so that we can relate to the situations and people involved more easily.

## The Guardian: Cost-of-Living Crisis

### Comments on the Denotation of Music

Unlike the other documentaries that I have analysed, the Guardian's take on the cost-of-living music does have music. It uses casual music with a soft, rock guitar and French-sounding Accordion. The use of Accordion making the music sound European (French or Austrian for instance) enables this documentary to appeal to an international target audience of Europeans.

The use of soft, electric guitar plucking helps to create a branding style of audio to make this documentary by The Guardian iconic, memorable, and recognisable through its choice of music. Around 6:50, the music becomes more minor in tone, helping to reflect the seriousness of politics whilst still aiming to keep its tone as light as possible.

### Comments on The Presenter

Similarly, to other broadcasters which I have researched, The Guardian creates a dynamic relationship between the cast and filmmaker through the denotation of a presenter. Unlike other presenter in the videos analysed so far, the one chosen by the Guardian is much chattier and respondent to what the other subjects are saying. This helps to create an informal, chatty mode of address within the first half of this documentary's dialogue – thus making it snappier and hence more likely to appeal to younger viewers who may have a short attention span.

This is one example of an inquisitive, curious stereotype which is further reinforced by when he visits a foodbank. This connotes him as representing his target audience because he is observing his setting as a viewer and wants answers to new discoveries. This connotes him as going on a journey of discovery and makes the presenter much more relatable to the target audience. This may particularly appeal to young viewers who are more likely to take risks. People who take risks are psychometrically known as Explorers.



This example shows the presenter's interaction with his subject to make him relatable.



In this example of subtitles/captions, we can see how the interaction with the presenter is snappy, chatty, and conversational due to the denotation of simple sentences – making the presenter much more relatable, engaging, and appealing.

# Idea Generation

## Seeking Homelessness Organisations

After deciding to show Homelessness through interviews with charity's, I researched local organisations which contribute in tackling homelessness. This was done because filming homeless people would have caused health and safety risks because of an increased vulnerability to substance abuse, violence and crime. A benefit of deciding to focus on charity work is that charity's can give a more accurate explanation of what homelessness is and how people are helping those living with homelessness. This is because different charities would work with a different array of homeless people, meaning that they would first-hand see different forms of homelessness.

Secondly – by interviewing charity's for “Helping the Homeless” – I was able to ensure that my Homelessness Documentary did not have a tone which felt too heavy. This would have put viewers off my “Helping the Homeless” if so as it would have made it harder to enjoy my Homelessness Documentary. By focusing on charities however, I was able to implement a more uplifting, hopeful, and motivational. This makes “Helping the Homeless” more ethical because it encourages people to help those who are living with homelessness.

### Step by Step Partnership


**Postcode:**  
36 Crimea Rd  
Aldershot  
GU11 1UD

**Contact Details:**  
Telephone: 01252 346100  
Email Address: [info@stepbystep.org.uk](mailto:info@stepbystep.org.uk)

Telephone: 01252 346107  
Email: [fundraising@stepbystep.org.uk](mailto:fundraising@stepbystep.org.uk)

**Background Information:**  
I would like to contact Step by Step Partnership because they have a professional looking website. This is also because this company is easy to commute to because of Step by Step being in a town next door making it more feasible to get there.

Based in Aldershot in Hampshire, Step by Step helps young people in hardship, such as those seeking a home. This will contribute to “Helping the Homeless” being successful in appealing to its target audience because by looking at a youth-centred organization, I will be able to relate to young people to make my “Helping the Homeless” documentary current, relevant, contemporary, and modern.



### Step by Step Partnership

**Supporting Step-by-Step Partnership:**  
Fundraising helps to support Step-by-Step and its clients through a range of activities and the website states that £30.00 “could pay for accommodation support for one day”. To demonstrate the range of activities, Step-by-Step provides a PDF document on its website stating that fundraising can be done through the following activities:

- Auctions
- Bakes Sales
- Doing Car Washes for other people
- Dancing for charity
- Events
- Food (“put on a banquet”)
- Being Green (litter picking etc.)
- Growing your hair
- Indoor Sports
- Jumping (skydiving, bungee-jumping, or fly-highs etc.)
- Marathon
- Nominate
- Office Party
- Penalty Shootout
- Quiz
- Ride
- Sleep Out
- Trek
- Unusual Clothes Day
- Volunteering
- Walks
- Treasure Hunts
- Post every day on social media (#365days)
- Zip Wire

**Upcoming Events by Step-by-Step Partnership:**

<b>Step Into Purple</b>	Everyone wears purple and gives money to donate to Step-by-Step.
<b>Step by Step 272 Challenge</b>	Raise money by participating an activity of your own – such as trekking, baking, swimming, and golf for instance.
<b>Skydive Challenge</b>	Here, you can Skydive whilst supporting the Ste-by-Step charity. Step-by-Step registers “Tandem” as the nearest skydive.

## Why was the Step-by-Step Partnership a key focus?

I was keen to interview Step-by-Step Partnership on homelessness because they deal with young people. Henceforth, interviewing Step-by-Step will have related to Young Viewers (the target audience set by the Community Film Festival) because it will have shown how this charity helps people like themselves, making homelessness feel much more accessible for younger people.

Another reason why Step-by-Step will have been good for an interview is because of the extreme sports which may appeal to a young target audience. This is because these sports are risky, excitement, exhilarating, and thrill-seeking – characteristics that many people may stereotype with young people.



# Idea Generation

## Secondary Research of my Chosen Topic

Whilst I had discovered how Media Producers show Homelessness through their Productions, this information was not enough for me to be able to understand the full scale of the issue. Henceforth, I chose to undergo research of what homelessness is, what causes homelessness and the effects of homelessness. This was an important step for my “Helping the Homeless” Documentary because it ensured that I knew about what I was showing in my Documentary. This prevents me from defamation / libel / slander because I am not presenting anything that is accurate or could mislead viewers. This makes “Helping the Homeless” credible, convincing, believable, accurate and informed so that my Homelessness Documentary can be received well and thus successful in appealing to its target audience.

### Researching Homelessness

Meaning of poverty line in English

poverty line

noun [C]

UK: /ˈpɒvərti laɪn/ US: /ˈpoʊvər ˈliːn/

the official level of income that is needed to achieve a basic living standard with enough money for things such as food, clothing, and a place to live:

• In 1991 almost 36 million Americans were living below the poverty line.

Want to learn more?

Improve your vocabulary with **English Vocabulary in Use** from Cambridge. Learn the words you need to communicate with confidence.

#### What is Homelessness?

Homelessness refers to people who do not have a home / shelter. This mainly consist of those below the Poverty Line: “the official level of income that is needed to achieve a basic living standard with enough money for things such as food, clothing and a place to live.”

Homelessness leads to a lack of water and food, leading to health problems and emotional/mental-health issues.

#### Homelessness Facts and Stats:

- The average age for people experiencing death who are homeless is 46 for men and 42 for women
- People in the streets are almost 17 times more likely to have been victims of violence
- Over one in three people have been kicked, hit or experienced some form of violence deliberately whilst being homeless.
- The homeless are nine times more likely to take their own life than the general population (those who are not homeless).

#### Homelessness is devastating, dangerous and isolating

The average age of death for people experiencing homelessness is 46 for men and 42 for women.

People sleeping on the street are almost 17 times more likely to have been victims of violence. More than one in three people sleeping rough have been deliberately hit or kicked or experienced some other form of violence whilst homeless.

Homeless people are over nine times more likely to take their own life than the general population.

### Researching Homelessness

#### Private renting

Private renting is the fastest growing tenure in the UK, with 1.1 million households now living in privately rented accommodation. In recent years, however, the cost of private renting has increased dramatically and in 2018 it was reported that the average rent for a two-bedroom house or flat was £1,217 per month.

To put this into perspective, consider that the average wage in 2018 was just over £26,500 per year - which means that even if you had all your income going on paying your rent (which is unlikely), you'd still be struggling to make ends meet!

Private renting is seen as the most common reason for homelessness currently. According to [Homeless Link](#), the percentage of people leaving their homes due to the end of an assured short-term tenancy rose from 17 per cent in 2013 to 28 per cent in 2018.

Annual statistics on homelessness figures for England based up this need in 2018/2019. The total of a private rented assured shorthold tenancy accounted for 43,260 households who required help from councils to avoid homelessness. That is still around the 28 per cent figure seen four years earlier.

However, the Covid-19 pandemic has changed the landscape of homelessness in the UK and that has changed the main driver of homelessness. According to the [2020 National Homelessness Figures](#), the Government's scheme and the support for rent arrears last summer meant the loss of a place to stay with friends and relatives became more prominent than the loss of a private tenancy between July and September last year.

#### Causes of Homelessness

- **Private Renting** – According to Greater Change, private renting is the “fastest growing tenure” as 1.1 million households are now living in privately rented accommodation. However, the renting cost has risen dramatically and as of 2018, the monthly costs were £12167 (equating to “£26,500 per year” with the yearly income being £25k in the UK). This used to be the main cause of homelessness, but this shifted after the Covid-19 pandemic to other causes of homelessness.
- **Benefits Cap and Bedroom Cap** – Introduced by the UK government in 2013, the Benefit Cap controls how much in benefits households can receive per year. Benefits include housing benefits, income support, job seekers allowance and child tax credit. However, this cap reduces a household's entitlement to social security if their income tax exceeds a certain total (which is currently around £20,000). This prevents families who rely on social security from being able to spend their money on necessities such as food and clothing, leading to homelessness.
- **Debt** – Debt refers to the money that is owed to someone when you buy something from then using credit. Sometime someone who is poor may build-up in debt due to purchasing items to keep warm and fed without having enough money to pay back that debt. Fraud is also a cause of debt become someone may use your card's bank details to run up purchase in the hope of accessing your funds.

#### Benefits cap and bedroom tax

As the UK government's benefits cap and bedroom tax has caused an increase in homelessness, the benefits cap was introduced in 2013, and it's a ruling on how much households can receive in benefits per year.

Benefits include things like housing benefits, income support, job seekers allowance and child tax credit- the money people on low incomes get from the government to help their families.

The benefits cap reduces a household's entitlement to social security if their total income exceeds a certain level (currently £20,000 per year).

This means that families who rely on social security may not be able to afford rent or other basic necessities such as food or clothing even if they're paid for accommodation- meaning they often end up homeless as a result of being unable to pay their bills after spending all their money on housing costs.

#### Debt

Debt can be caused by a range of factors, including medical bills and housing costs. It can also be a result of homelessness itself. If you're homeless, you may have difficulty paying your rent or mortgage and end up in arrears with your home if you still have one.

You might also have increased debts while being on the streets. For example, buying items to keep yourself warm or fed and not being paid for these debts as well as caring for other responsibilities like children.

Another problem that can lead to debt is fraud. If someone gets your account details without permission, they could run up purchases in order to get access to funds from what would otherwise be considered yours alone.

Debt resulting from fraud is particularly common among older people who don't use technology frequently enough for this type of crime not only to happen but also go unnoticed for months at a time.

# Idea Generation

## Secondary Research of my Chosen Topic (continued)

### Researching Homelessness

#### Causes of Homelessness (continued)

- **Mental Health** – Mental Health is one of the main reasons for homelessness and can include issues such as traumas, abuse, neglect; other health problems; alcohol or drug abuse. Problems faced by those with mental health issues could include poverty (a lack of access to money), lack of affordable housing and young people leaving care due to there being no support network.
- **Domestic Violence** – Domestic Violence can cause homelessness because the victims often flee their homes (where the domestic violence is) without a plan. This automatically makes them homeless. Women and children are especially vulnerable to domestic violence. And even if you decide to stay, this leaves you even more vulnerable to homelessness because the violence causes a build-up of trauma that often develops into issues in mental health and substance abuse.
- **Family Conflict** – People's relationships can break down, making them unable to share expensive housing costs with anyone or cope with the cost when alone. For instance, a couple may split up leaving one half unable to pay the rent due to being unable to share it with their other half. Or a parent may kick their child out of the home. In much less severe scenarios,
- **Immigration Status** – Those without a UK citizenship are sadly not entitled to help from the local council if they become homeless (unless they qualify under a different category of people). This often results in foreign nationals without homes sleeping in emergency shelters or on the streets "until they can get back on their feet".

#### Immigration status

In the UK, there are many reasons why people become homeless. The main cause of homelessness for British citizens is a lack of affordable housing and not being able to afford it. However, this isn't the case for everyone. Some people don't have citizenship in the UK or any other country; these are called "foreign nationals". Their immigration status makes them ineligible for help from local councils when they become homeless (unless they qualify under another category).

This means that foreign nationals who find themselves without a home may end up sleeping on the streets or in an emergency shelter until they can get back on their feet.

#### Relationship breakdown

A main cause of homelessness in the UK is relationship breakdown. People can lose their home because their relationship breaks down and they no longer have anyone to share housing costs with, or they are unable to afford to stay in the home when living on their own.

The reason why this is a problem is that relationships break down for many different reasons. Some people decide to split up and move out, others are kicked out by their partner/house or family member, or there could be domestic abuse involved which causes physical harm that makes it impossible for someone to stay at home anymore.

The definition of domestic violence includes physical, sexual, emotional and financial abuse. It can happen to anyone regardless of age, gender or sexuality. Domestic violence is a major cause of homelessness for women, and 2 women a week are killed by a partner or ex-partner. It's important to be aware that domestic violence does not always mean hitting your partner; it can also be talking them from their friends and family by making them feel guilty for spending time with other people and refusing contact with others on their behalf because they won't let anything go out alone.

#### Mental health problems

While many causes of homelessness are just their causes, not reasons—mental health problems are the biggest cause of homelessness in the UK.

Mental health problems can be caused by trauma, abuse, and neglect; other health problems; alcohol or drug abuse. Other issues that people who have become homeless may have faced include:

- Poverty - lack of access to money
- Lack of affordable housing - the UK has a significant affordable housing crisis which is often due to local government not building enough homes for those on low incomes or on benefits
- Young people leaving care - as soon as they turn 18 often find themselves homeless young people because there is no support network to help them adjust to being independently

### Researching Homelessness

#### Effects of Homelessness

- **Employment** – Homelessness makes it much harder to achieve a job because of not having a secure base and because you may not be able to afford the resources required for a professional appearance.



# Wellbeing

- **Physical Effects** – According to Healthline.Org, a recent study of homeless hostel residents in London found that levels of frailty are compared to 89-year-olds, significant because the site says that the mean age at death for homeless men is 46 years of age and 43 years for women. Said residents had an average of seven long-term health conditions (which is worryingly far higher than the amount of elderly in their 90's); this concluded that people without a home are much more likely to report chronic conditions including asthma, chronic COPD, heart problems and stroke. Because GPs require an address to register their patient, this makes it much more difficult for the homeless to receive the healthcare that they require.
- **Mental Wellbeing** – According to a government source: "Children who have been in temporary accommodation for more than a year are more likely to demonstrate mental health problems such as anxiety and depression than non-homeless children. (Shelter 2006)" This could be due to the dire conditions faced by the homeless causing a lack of hope and optimism or due to the lack of socialisation as not many people are likely to talk to the homeless. Similarly, Healthline.Org also argues that "People often experience feelings of isolation, increasing their chances of taking drugs or experiencing mental health issues." ([chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.local.gov.uk/sites/default/files/documents/22.7%20HEALTH%20AND%20HOMELESSNESS\\_v08\\_WEB\\_0.PDF](https://www.local.gov.uk/sites/default/files/documents/22.7%20HEALTH%20AND%20HOMELESSNESS_v08_WEB_0.PDF))





# Idea Generation

## Contacting People to Interview via Email

From the 30<sup>th</sup> of November onwards, I began contacting a range of charities, and shelters (alongside a foodbank) so that I could implement list of interviewees into my documentary. All this was based on heavy, thorough, and detailed research towards organisations in the local area.

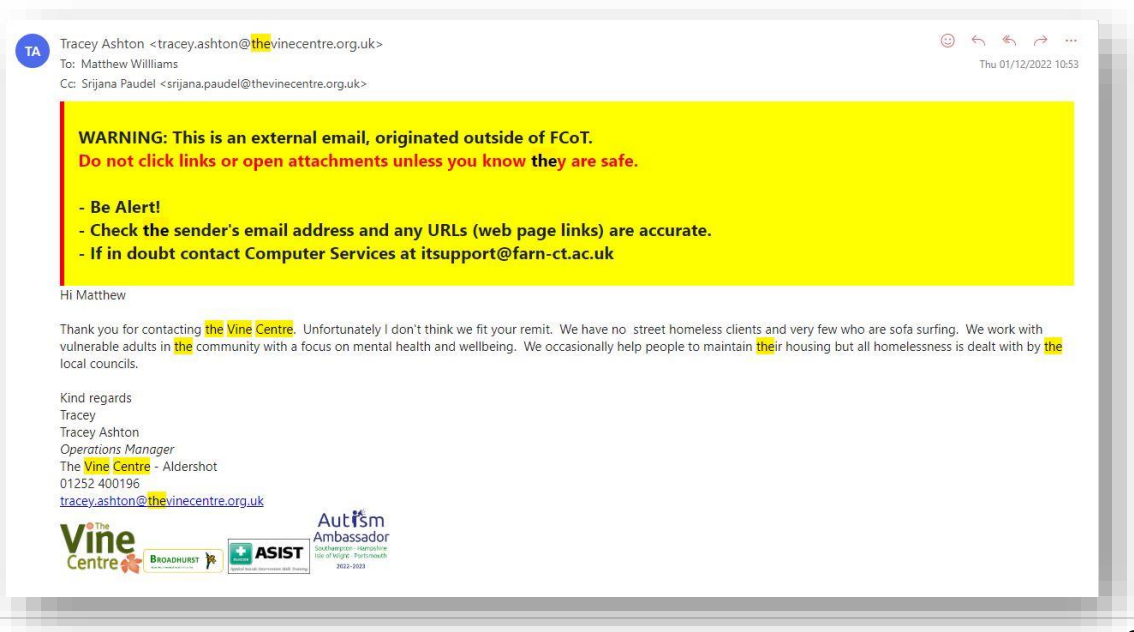
This initially included sending an email out to a range of people. This was chosen through Outlook because outlook is a professional email site which is attached with my college accounts other Microsoft products. This made using Outlook much more cost-effective also that I could prevent having to pay out money that could be spent in other areas of my “Helping the Homeless” documentary. However, the email did not send properly due to receiving a “Postmaster” reply. This reply often indicates that the email address has not been recognized and may be incorrect.

I began with “To whom this may concern” as for contacting charities my first time as I knew very little about the people behind them. This was also for professionalism – whilst I could have also put “Dear Sir / Madam”, I avoid this phrase as some people may identify as LGBT or “Non-Binary”.

In my email and messages to interviewees, I began by introducing myself, my college and course. I decided to choose this course of action so that the interviewees know who I was and so that I could assure them that I was studying a professional course in my field. I then went on to explain why I had emailed them and what I needed so that they could understand the reasons behind my email and what would be required of them.

To end the email, I thanked them for reading the email and invited them to contact me again if they had any further queries. This was done to encourage them to reply, and so that I could be approachable. For professionalism, I ended with “Yours Faithfully” due to not knowing the charity staff and a signature to make myself more memorable.

I ensured that my phrases were straight-to-the-point so that the email gave a clear idea of what I wanted to achieve, thus avoiding any risk of miscommunication, confusion or inconvenience. I also maintained a formal tone for professionalism and to represent my college in a good manner.



# Idea Generation

## Phoning Possible Interviewees

Another way of trying to contact possible interviewees to interview on video/audio was by phoning up local homeless organisations which I had researched through my Secondary Research. I decided to phone a range of charities to show confidence in my project and confidence as a filmmaker. This action was chosen to encourage more people to contribute towards “Helping the Homeless”.

Generically, I prefer speaking to someone either face-to-face or in a video or audio call as opposed to email. This is because you get to know what someone sounds like which tells you more about their personality than reading words on an email. It feels more positive and engaging because the feeling of it being personal and intimate – especially because you are having a conversation. This aspect can be more relaxing and can thus relax people into helping you with a Media Production for instance.

I phone a large array of charities to interview that I had as many leads to go on as possible. This ensured that I had backup charities and organisations to interview should fall through, preventing any delays or cancellation when producing “Helping the Homeless”. I also gave me plenty of opportunities to practice my communication and interpersonal skills in a professional manner.

### Meeting Record Client Sheet

Meeting Aims and Objectives	The primary objective of this phone conversation was to secure and organise the interview of <u>Rushmoor</u> Deputy Leader Martin Tennant regarding <u>Rushmoor's</u> regeneration of Farnborough and Aldershot.
Participants and Roles	Martin Tennant (Deputy Leader and Major Projects)  Matthew Williams (Producer of “Helping the Homeless”)
Meeting Date	Thursday 5 <sup>th</sup> of January 2023
Meeting Duration	10:51 AM – 11:00 AM (9 minutes)
Location of Meeting	Emerging Technology Centre Farnborough College of Technology
Apologies for Absences	N/A

Meeting Notes	
Points of Discussion	Meeting Outcomes
Martin Tennant's Circumstances	Martin Tennant often gets very busy because of his council work, family and owning a business. This helps to explain why I have not heard back from him till very recently and this business was stressed by Martin during our phone conversation.
Availability	Martin Tennant has agreed to do an interview on 06/02/2023 at 10:00 AM.  For backup dates, Martin Tennant is available from 09:00 to 10:00 AM from Mondays to Fridays.
Setting	Martin Tennant has agreed to have an interview at Union Street in Aldershot. This would be a suitable location because you can see the construction site behind it fitting with the topic of redevelopment/regeneration.
Preferences from Martin Tennant	Martin Tennant has asked for me to send him through some interview questions by the end of today (referring to Thursday 5 <sup>th</sup> of January 2023).  It is better to contact Martin Tennant on phone as he is more active on mobile than emails. However, he is happy for me to send the interview questions via email as this is easier and less tedious than behind them on a phone.
Summary of The Meeting Outcomes	
Martin Tennant has agreed to have an interview on Monday 6 <sup>th</sup> February 2023 for 10:00 AM, at Union Street in Aldershot, Ham-shire, UK. He will do this interview on the basis that I send him his Interview Questions by the end of the day and has explained that he is busy very often and is more active on mobile than on his email. However, he is happy for me to use his email to send the Interview Questions to.	
Should the 06/02/2023 backfire, Martin Tennant has stated that his availability is from Mondays to Fridays, from 09:00 AM to 20:00 AM.	

# Audience Research

## Primary Research (audience profile)

Before analysing my Primary Research, I broke down who my Target Audience are by asking their age, gender and geographics. This enabled me to ensure that I had more control over who was involved with answering the survey implemented for collecting my Primary Research. This also ensured that I asked the right age range as the B2 Community Film Festival are seeking to attract people between 15 and 25 (hence why I added 15 to 25 as an age range in one of my first Survey Questions). This shows Professional Practice as I am adhering to my brief and Technical Skill because I am using technology and digital skills to achieve this.

The primary reason for knowing my audience however was also to evidence that my Documentary would be successful or unsuccessful in appealing young viewers. This enabled all my data from then onwards to remain accurate, reliable, efficient, and trustworthy as I knew that all the data was supplied my people between the ages of 15 and 25. This also enables me to predict what young people may want to watch in future Productions as I could use the provided Primary Research to show this.

The Geographics of my Target Audience were also important for “Helping the Homeless”: Based on my project revolving around the theme of community, I wanted to appeal to my local community of Rushmoor and anywhere near to reinforce this. This enabled my Homelessness Documentary to remain current, relevant, and relatable to local viewers so that it could be successful in appealing to its local demographic.

### Audience Profile

#### Audience Profile Demographics

**Age Range:**

For my survey, I asked people between the ages of 15 to 25 because of the target audience for my assignment brief being set at 15 to 25 years of age. This course of action denotes that I am using my age range to appeal to and attract my required age of target audience and shows professional practice because I am following the requirements set by the brief.

Two people above 36 years answered my survey. I chose for a few people in this age category to fill in my questionnaire for professional practice. This proved a successful decision because they were able to give me detailed, specific feedback as professionals – increasing the quality of my qualitative subject.

I avoided using people under 15 but messaged the survey to one of these people because they have been able to successfully provide me with helpful, concise, detailed, thorough and constructive feedback on my ideas in past questionnaires for my previous media productions.

**Gender:**

For my Primary Research on people's thoughts towards my ideas and the topics relevant to the ideas, I wanted to gain an equal mix of male-to-female and a few non-binary. I wanted to achieve the equality between male and female genders because I wanted to make my Primary Research fairer, convincing, accurate and credible. This helps to make my homelessness / poverty documentary more successful because the credibility created by the research behind it makes it more likely to have approval from my client.

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### Audience Profile

#### Audience Profile Demographics (continued)

**Geographics**

Most of my target audience originate from Farnborough in Hampshire, Rushmoor. I wanted to target people local to Rushmoor in Hampshire. This is because an archival report by Rushmoor Borough Council shows that Rushmoor is one of the most deprived areas in Hampshire, UK. This is justified through the denotation of figures, colour-coded maps and figures/quantitative data in the report from trustworthy sources such as the University of Southampton and Office for National Statistics.

3. Optional: Where do you live approximately? DO NOT give your full address as this could cause a Safeguarding Issue. DO NOT answer this question if you are uncomfortable with...

24 Responses

ID ↑	Name	Responses
1	anonymous	Woking
2	anonymous	Camberley
3	anonymous	England
4	anonymous	GU9
5	anonymous	Frimley, GU16
6	anonymous	Farnborough
7	anonymous	Europe
8	anonymous	Alton
9	anonymous	Farnborough
10	anonymous	surrey

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# Audience Research

## Primary Research (people's thought on my Final Idea)

Unlike Primary Research for my previous Media Productions, I made it imperative to focus on all the questions for and against my Homelessness Documentary instead of trying to summarise everything. This decision was done so that I could carefully consider my ideas as much as possible.

This stage of my "Helping the Homeless" Project had particular importance because by looking at all the feedback given, I was better than in my previous Projects able to predict the success rate of "Helping the Homeless". I am proud of this achievement because it makes my Primary Research feel more accurate and credible. I am also proud of this technique as I because my feedback feels much less ignored and glossed over.

## Primary Research on Homelessness

### Support for my Idea (continued)

- **Question 10** – 27 people chose "Yes (this is a good idea)" and 4 chose "No (this is not a good idea)" for showing behind-the-scenes charity work for those suffering from homelessness. This shows that my target audience would be interested in seeing how charities help communities suffering with issues such as poverty and homelessness. This connotes that my homelessness / poverty documentary will be successful in appealing to my target audience.

10. Another idea is to film a behind-the-scenes section at a local charity. This would show the work that they do to help those suffering from poverty.

Is this a good idea?

More Details

Images

Yes (this is a good idea) 27

No (this is not a good idea) 4



- **Question 11** – Many people chose "Yes (this is a good idea)" for showing how Rushmoor Borough Council helps those suffering from poverty in my documentary on local homelessness and poverty. This shows that my target audience supports my idea to celebrate how the authorities help their local communities and means that I will be working with Rushmoor Borough Council for my poverty-documentary for the B2 Community Film Festival.

11. I plan to show how Rushmoor Borough Council is helping those suffering from poverty.

Is this a good idea?

More Details

Images

Yes (this is a good idea) 30

No (this is not a good idea) 2



- **Question 12** – 30 out of 32 people supported my idea on showing how the regeneration of how Rushmoor Borough Council will affect the local economy and consequently poverty in the Rushmoor district of Hampshire, UK. Because of this figure, I have been communicating with Rushmoor Borough Council and have tried to reach contact with Martin Tennant (Deputy Leader and Major Projects Cabinet).

12. I also plan to film the regeneration of Farnborough and Aldershot (in the district of Rushmoor in Hampshire, UK). This is to look at how the regeneration could benefit the economy and affect issues such as local homelessness and the cost of living.

Is this a good idea?

More Details

Images

Yes (this is a good idea) 30

No (this is not a good idea) 2



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## Primary Research on Homelessness

### Support for my Idea (continued)

- **Question 18** – My target audience would like to see 3d Animations / Graphics / Images of what the regeneration of Farnborough and Aldershot will look like. This coincides with my previous question (Q17) where "What it will look like" was the third most popular topic for my target audience on the regeneration of Aldershot and Farnborough. This connotes that my section on the regeneration will be successful because I have created ideas for my documentary which are popular with my target audience.

18. Would it be a good idea to include 3D Animations / Graphics / Images of what the regeneration will look like once complete?

More Details

Images

Yes 30

No 2



### Factors to Consider

**Question 17** – For Question 17, the answers were mixed on what my target audience would want to know about the regeneration of Farnborough and Aldershot in Rushmoor, Hampshire, UK. This makes these results partially inconclusive. However, I can tell that the three highest results for this question were "Why Aldershot and Farnborough are being regenerated" (chosen by 8 people), followed by "How it will benefit the local area" in second chose by 7 people) and "What it will look like" in third (chosen by 6 people). The choices by my target audience support my documentary on homelessness / poverty as I want to show how the local economy will benefit from the regeneration. However, it also means that I will need to explore why Farnborough and Aldershot is being regenerated.

17. What would you want to know about the regeneration?

More Details

What it will look like 6

Why Farnborough and Aldershot... 8

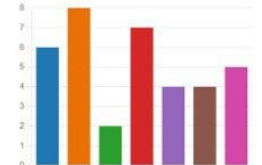
Whether it will reduce local pov... 2

How it will benefit the local area 7

How the regeneration is being f... 4

How the regeneration is being f... 4

Whether the cost is worth it 5



Page



# Audience Research

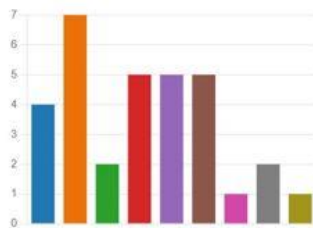
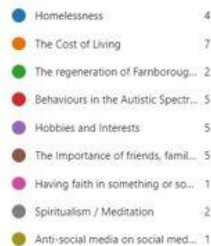
## Primary Research on Homelessness

### Factors Against my Idea

**Questions 4** – Rather than Homelessness being the top answer for what people would be interested on seeing a documentary, it was the cost-of-living (selected by 7 people) that was the highest answer. The second most popular answers “Hobbies and Interests”, “The Importance of Family and Friends” and “The Autistic Spectrum” (all of which was selected by 5 people), followed by “Homelessness” at third most popular (chosen by 4 people)

4. Please select your favourite idea.

[More Details](#)



### A Variety of Backup Ideas:

Question 4 shows an example of Informing Ideas as I am using my Technical Skills in Forms and Primary Research to discover what my audience would want my documentary to be about. This shows Problem-Solving because it provides me with a contingency of backup ideas for if one idea is to fail. Furthermore, it helps to give me potentially successful ideas on what I could produce Media Content on the near future by listening to what my Target Audience wants to watch.

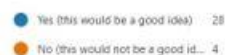
## Primary Research – Autism

### Support for my Backup Idea (continued)

- Question 23** – One idea was to interview a local doctor / GP on the Autistic Spectrum. 28 out of 31 (88%) of people selected “Yes (this would be a good idea)”, showing that this idea will be successful and could contribute to the success of my possible documentary on the Autistic Spectrum.

23. Would discussing The Autistic Spectrum with a local GP / Doctor be a good idea?

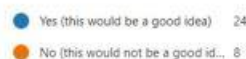
[More Details](#)



- Question 24** – One idea for a documentary on the Autistic Spectrum is to show a case study of someone living with special needs to illustrate what being on the Autistic Spectrum is like. For question 24 asking people’s thoughts on this idea, 23 out of 31 people (75%) selected “Yes (this is a good idea)”. This tells me that a documentary on the Autistic Spectrum might be successful.

24. Would you want to see a case study of someone living with special needs?

[More Details](#)



### Creating a Backup Idea:

For ensuring the success of meeting my requirements for the B2 Community Film Festival, it was necessary for me to have a backup idea in mind. This is an important example of Problem-Solving. The reason for this is because if my Homelessness Documentary were to be unsuccessful in appealing to my Primary Research respondents, then I would still be able to produce a compelling Media Production as I would still have an idea to explore.

# Audience Research

## Informing my Project based on Primary Research

- **Purpose of separating my Qualitative Data** – After focusing on my Quantitative Data (numbers, statistics, figures etc) I analysed the qualitative (more word-based and subjective) feedback towards my ideas. This helped me to expand upon “Helping the Homeless” by providing me with avenues to explore for my different ideas. Furthermore, I also learned not to make my idea of showing the regeneration of Rushmoor too commercialised.
- **Writing a Conclusion** – After analysing all my Primary Research, I very carefully used my given data to inform where my B2 Community Film Festival would go next. This was achieved by using Technical Skills to compare the different data for both Homelessness and The Autistic Spectrum. Whilst the Autistic Spectrum had been higher in popularity than Homelessness in question four, the ideas for “Helping the Homeless” were generically more popular with Target Audience. Hence, I decided to produce “Helping the Homeless” for my B2 Community Film Festival.

## Qualitative Primary Research

13. What are your thoughts on the regeneration of Farnborough and Aldershot in Hampshire? Please feel free to use the link below to find out more...		
32 Responses		
ID #	Name	Responses
1	anonymous	Never really thought about it
2	anonymous	I think it's great that both towns/community's are evolving and growing
3	anonymous	It's about time
4	anonymous	It shows how a community can work together to overcome challenges.
5	anonymous	The new buildings in Aldershot are bringing more life to the town
6	anonymous	I think that regeneration the area is a good idea because then it would draw more people to the area which could draw more businesses that would create jobs
7	anonymous	-
8	anonymous	positive
9	anonymous	the future is now, accelerate

### What are people thoughts on the regeneration of Aldershot and Farnborough?

Please refer to Question 13.

The audience's reaction towards the regeneration of Farnborough and Aldershot in the Rushmoor district of Hampshire in the UK was mixed.

On one hand, there were comments such as “I think it's great that both towns/community's are evolving and growing”, “It shows how a community can work together to overcome challenges”, “The new buildings in Aldershot are bringing more life to the town”, “it would draw more people to the area which could draw more businesses that would create more jobs”, and “could be a nice place if they pumped enough money into it”. Comments such as these indicate that approximately half of my target audience support the regeneration in Rushmoor because of the prospects of the area evolving. This (as believed by my survey's respondent) will help to create more jobs and a generically nicer look in Rushmoor.

Half of my target audience dislikes the regeneration of Rushmoor Borough Council's regeneration of Farnborough and Aldershot. Comments included “It's good but personally money could be put more into charities”, “Aldershot and Farnborough are degenerating rather than regenerating. They're putting in new buildings, but it isn't attracting anyone to come and shop” and “could be a waste of money as could be used for more important things”. This connotes an ideology of my target audience interpreting this regenerating a waste of money, because money is not being invested into charities or sources that could better help the homeless.

13. What are your thoughts on the regeneration of Farnborough and Aldershot in Hampshire? Please feel free to use the link below to find out more...		
32 Responses		
ID	Name	Responses
19	anonymous	no
20	anonymous	It would help the community and people who live in the area
21	anonymous	I like the idea of your film but would be wary of it becoming a advertisement of how well the local authority thinks they are doing in responding to these important local issues. Balance is key here
22	anonymous	It is needed
23	anonymous	They should have kept the army here
24	anonymous	As someone who doesn't live in the area I don't really have an opinion, but I'm not sure how this would be into the homelessness portion.
25	anonymous	good idea
26	anonymous	good website/ company to use in the project
27	anonymous	I think it's a good idea
28	anonymous	I agree with these ideas.

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## Primary Research – Conclusion

### Conclusion of my Primary Research

My Primary Research was created with the intent of my target audience informing me on their thoughts towards the topics that I want to produce for my B2 Community Film Festival, and my ideas for showing those topics.

A major success of this research is the total amounts of responses in my survey: By posting said survey on Microsoft Teams, Facebook, to a range of people who I know are good at detail and members of the public (approaching people around college), I was able to quickly, efficiently, and reliably able to gain many informative, detailed, concise and helpful answers. This was helped by the fact that my survey was sharable through a URL, enabling me to reach out to more of the public and send them my survey link directly.

Through my Primary Research on people's thoughts towards my ideas, I have concluded that the best theme to produce a documentary on is homelessness. This is because of it relating to the cost of living and poverty.



Another reason for this decision is because my ideas on my homelessness documentary were more popular than the ideas I had for a documentary on the Autistic Spectrum.

### Ideas Relating to my Homelessness Documentary

10. Another idea is to film a behind the scenes section at a local charity. This would show the work that they do to help those suffering from poverty.

Is this a good idea?

Yes/No

Yes (this is a good idea) 27

No (this is not a good idea) 5



12. I also plan to film the regeneration of Farnborough and Aldershot (in the district of Rushmoor in Hampshire) the UK. This is to look at how the regeneration could benefit the economy and affect issues such as local homelessness and the cost of living.

Is this a good idea?

Yes/No

Yes (this is a good idea) 26

No (this is not a good idea) 2



### Ideas Relating to my Special Needs Documentary

22. Would you want to see an interview with a therapist discussing special needs?

Yes/No

Yes (this would be a good idea) 28

No (this would not be a good idea) 4



25. I plan on showing behaviours associated with special needs.

Is this a good idea?

Yes/No

Yes (all acting would be intended to inform the audience on how special needs can affect your behaviour. It is NOT intended to cause any embarrassment to the actor or those with special needs. Any acting is also not intended to cause any offence.)

Yes (this would be a good idea) 27

No (this would not be a good idea) 3



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# Archive Research

## Researching Areas of Poverty in Rushmoor, Hampshire

### Poverty in Rushmoor

#### Reference Source

[rushmoor-district-report.pdf \(hants.gov.uk\)](#)

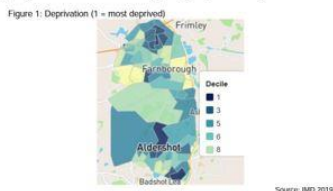
#### Credibility of the Statistics

The statistics/data in the report in the link above have been provided from trusted sources such as:

- Rushmoor Borough Council
- The Food Standard Agency
- ONS (Office for National Statistics)
- BEIS (Business, Education, and Industrial Strategy)
- IMD 2019
- University of Southampton Food Insecurity Index

#### The Most Deprived Areas

The most "Deprived" (sourced from the report's subheading of "Figure 1; Deprivation") are Cherrywood (in the northeast of Farnborough, Aldershot Town Centre and just above Badshot Lea – characterized by the area's dark blue which indicate high Deprivation. The west of Aldershot also has a slightly dark blue indicating slightly less deprivation but enough to make this significant still.

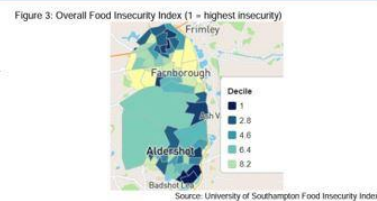


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### Poverty in Rushmoor

#### Food Insecurity

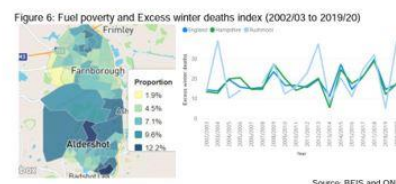
The data for "Figure 3: Food Insecurity Index" shows that around Badshot Lea, the bottom of Aldershot (in the middle portion of said settlement), Aldershot's town centre, next to Ash Vale, by Farnborough Airport and north Farnborough are the most affected by Food Insecurity and that Aldershot Town Centre has the most takeaway outlets. This is significant because these outlets are in the more deprived areas as mapped in the Isle of Wight and Hampshire by the Food Standard Agency.



#### Fuel Poverty and Excess Winter Deaths Excess

In "Figure 6: Fuel poverty and Excess winter deaths 2003 (2002/03 to 2019/20)", Cherrywood, Aldershot Centre, the north of Aldershot and just above Badshot Lea are highlighted in blue – whilst Aldershot Town Centre is a much darker blue. These blues symbolise a significant amount of Fuel Poverty in these areas because the key shows that the darker an area is highlighted, the more Fuel Poverty and excess deaths it has.

This tells me that these areas contain a high amount of poverty due to their high Fuel Poverty. This is justifiable because Fuel Poverty (sourced from Google Search) is when household members "cannot afford to keep adequately warm at a reasonable cost, given their income".



Source: BEIS and ONS

### Poverty in Rushmoor

#### Conclusion

This report highlights Rushmoor as one of the most deprived districts within Hampshire, the UK through the statistics that have been provided.

In more detail, Aldershot Town Centre, Aldershot Park, and Cherrywood in Farnborough are the most deprived areas of Rushmoor – an indicator of poor living conditions and a lack of important resources needed for a pleasant life. Food insecurity, fuel poverty, isolation and crime are also shown as present in these areas alongside a risk of alcohol harm in Rushmoor's town centres.

#### What does this mean for "Helping the Homeless"?

My research informs me that production of "Helping the Homeless" will most likely be in Aldershot Town Centre and Cherrywood due to these areas being the most deprived out of the Rushmoor Borough.

#### Conclusion

Rushmoor is a mainly urban area and one of the most deprived districts in Hampshire. The population is younger than the Hampshire average and the most ethnically diverse. The areas of greater deprivation are in Aldershot town centre and Aldershot Park, and also in the Cherrywood area of Farnborough. These areas also show greater food insecurity, concentrations of fast food outlets, fuel poverty, social isolation, crime, and the town centres show greater levels of harm from alcohol. There is also a high rate of gambling premises in Rushmoor compared with other areas in Hampshire. This is another district where air quality is poor.

My Archival Research on areas of local poverty was the first documentation I research that I did. This is because I wanted to explore whether homelessness would be relevant to local viewers and whether it was a topic which I could produce content on based on my local area.

My Production Requirements (as created by the Community Film Festival) dictated that my project must be based in the local community. Hence, I have decided to film in an area of Surrey and/or Hampshire near to Farnborough. I specified the base as my home and Farnborough College of Technology or my home because I live very near Farnborough College of Technology.

As I am doing a production on homelessness, I analysed a report on local poverty in Rushmoor by Rushmoor Borough Council. This informs my "Helping the Homeless" documentary because it shows that the poverty in Aldershot Town Centre, and Cherrywood makes this location ideal for filming homelessness scene recreations at. This enhances my narrative because I am basing where I film on research and interesting pieces of information which could be mentioned in my documentary.

# Archive Research

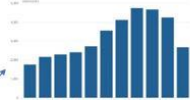
## Government and ONS Statistics on Homelessness

### ONS – Rough sleeping in the UK: 2002 to 2021

#### Link:

<https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/roughsleeping/ntheuk/2002to2021>

Figure 1: The number of people sleeping rough on a single night in autumn in England has fallen since a peak in 2017



#### Statistics

- The number of people rough sleeping in a single night has fallen to nearly 3000 as of 2020 since its peak of nearly 5000 in 2017.
- Single night rough sleeping nights have generally been decreasing since 2018.
- Figure 7 shows that more households that were owed a relief fund in England were rough sleeping approaching 2020 more than other years.
- Figure 9 shows that "Over 8 in 10 people sleeping rough in England were male".

Figure 7: More households owed a relief duty in England were rough sleeping an approach in 2020 than in previous years

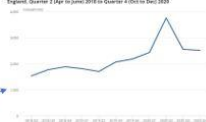
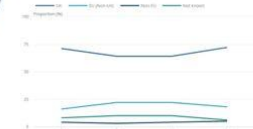


Figure 8: Over 8 in 10 people sleeping rough in England were male



### ONS – Rough sleeping in the UK: 2002 to 2021

Figure 13: Around two-thirds of people sleeping rough in England are UK nationals



- Figure 13 shows that approximately two thirds rough sleeping in England are of UK nationality. This is surprising because another source from my Secondary Research stated that Immigration Status is a cause of homelessness because of Foreign Nationals being ineligible for council support.
- "Table 3: Demographics of people sleeping rough" shows that
- People offered emergency accommodation has dropped from 14,610 people in May 2020 to 11,263 people in January 2021.

Table 3: Demographics of people sleeping rough from the Rough Sleeping Questionnaire in England

	Percentage	at peak
Gender		
Male	82%	
Female	17%	
Non-binary	1%	
Ethnicity		
White	84%	
Black British or African Caribbean	2%	
Black African or African Caribbean	2%	
Asian British or Asian Indian	2%	
Asian Pakistani or Pakistani	2%	
Other Asian group	2%	
Other ethnic group	2%	
Non-response	7%	
Nationality		
UK	65%	
EU/EEA	18%	
Rest of World	15%	
Non-response	2%	
Local authority		
Homeless	37%	
Homeless or shared	7%	
Shared	1%	
Non-response	5%	
Local authority		
Local authority	100%	

Source: Ministry of Housing, Communities and Local Government (MHCLG), Rough sleeping questionnaire, initial findings

### Gov.Uk: Homelessness Statistics

#### Link

Initial Directory:

<https://www.gov.uk/government/collections/homelessness-statistics>

UK Government Report on Statutory Homelessness from April to June 2022:  
[Statutory Homelessness Stats Release Apr-Jun 2022.pdf](#)

#### Current accommodation (Tables AAP and ABR)

- The most common type of accommodation at the time of application for those owed a prevention duty was in the private rented sector (46.5%), up 30.8% from April to June 2021 to 15,620 households – consistent with the reasons for homelessness. This was also up 28.9% for those owed a relief duty to 5,260 households, likely reflecting the removal of most of the restrictions on private rented sector evictions.
- For households owed a relief duty, the most common type of accommodation was living with family (24.3%), which increased 0.9% from April to June 2021 to 8,070 households. For those owed a prevention duty, households living with family had decreased 17.6% to 8,010 households.
- The number of households owed a relief duty who were rough sleeping on approach increased by 31.4% from April to June 2021 to 3,010 households, while those reporting no fixed abode fell 25.0% to 5,240 households. The percentage reported an 'unreflected known' accommodation has reduced by 47.4% for prevention duties and 40.8% for relief duties, which suggests some of the increases in reported categories may be due to improved reporting.

**Rough sleeping** People sleeping in the open air, such as on the streets in towns, squares, parks, bus shelters or encampments or other places not designed for habitation (such as caravans, tents, sheds, car parks, car, covered porches, stations, or 'huts' which are makeshift shelters, often comprised of cardboard boxes). Rough sleepers in this publication may have slept rough one night or across several nights.

**Rough sleeping at the time of Local Authority Approach** Rough sleepers are defined as those who were, at the judgement of the assessor, rough sleeping when they approached a local authority for help.

**History of Rough Sleeping** This is a support need based on a history of sleeping rough and does not mean that the household was sleeping rough at the time of approach to the local authority.

#### Statistics

- In the subheading of "Current Accommodation", the most common type of accommodation for those owed a prevention duty was in the private renting sector at a figure of 46.5%. This is up from April to June 2021 to 15,620 (22.3%) of UK households whose prevention duty ended were homeless at the end of this duty and subsequently owed a relief duty. This is an increase 3.5% from the same quarter last year in 2021 (April to June).

I used the Office for National Statistics and the UK Government for my Archival Research on Rates of Rough Sleeping, Homelessness and Poverty in the UK. This is because further archival research shows the 85% of people in the UK trust data from the Office for National Statistics (source:

<https://uksa.statisticsauthority.gov.uk/news/pcos-2019/>).

Furthermore, the ONS collects data from both survey and non-survey-based sources with survey-based data originating from individuals, households, public bodies, businesses and the census in England and Wales every 10 years. The census being every 10 years reinforces this trust as it maintains current data that is up to date. (Source: ONS - <https://bit.ly/3kHaAPW>).

A reason for choosing UK Government is because it relies in the credible ONS and because its broadcasting company (the British Broadcasting Association) has a rule of impartiality, making it feel less likely that any Government Report would be biased. This is reinforced by the factor that the UK government's role is to look after its citizens fairly and govern its country professionally.

Henceforth, using these Archive Research sources helped to support my Secondary Research, and consolidate the extent of UK homelessness – thus giving me the required confirmation to produce "Helping the Homeless" for my Target Audience.



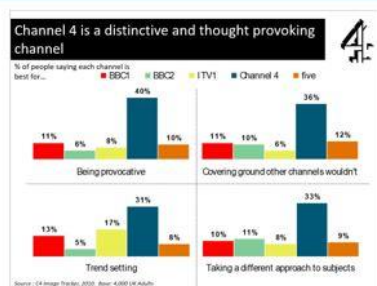
# Archive Research

## Analysing BARB Statistics and Channel 4

This section describes where “Helping the Homeless” would be broadcast on Television. This helps to strengthen the identity of my Target Audience. This is because certain viewers may prefer certain channels to others because of the content broadcasted by that channel and its branding identity. For instance, I chose BBC because of both the channel and homelessness being a serious, edgy, hard-hitting issue and Channel 4 because the section on regeneration makes my documentary unique and thus matches with Channel 4’s trend-setting feature and the denotation of it approaching subjects from different angles.

I used Data from the Channels themselves as this provided me into first-handed research to base where I would broadcast “Helping the Homeless” on. This makes the research below accurate, trustworthy, and reliable. This is reinforced by referenced to the British Audiences Research Board to further reinforcing my choices of channels BBC and Channel 4 to broadcast “Helping the Homeless” on.

### Channels of Broadcast



#### Channel 4 Statistics

I will be broadcasting my documentary on local poverty on the network Channel 4. This is because Channel 4 states that young viewers consider it to be the most provocative, it covers topics which other channels would not cover, creates a different approach to subjects and sets new trends.

Channel 4 does a range of light-hearted and more serious-toned programming. This ensures that my documentary on poverty will meet the documentary criteria for Channel 4 and fits in with their basis on using new approaches to subjects because I am basing it on a local scale instead of focusing on a nationwide scale regarding poverty.

Research also shows that Channel 4 is renowned for creating new and exciting content and for covering ground other channels wouldn't



Channel 4 makes people think about things in new and different ways, more than any other terrestrial channel (BBC report, 2008)

Channel 4 is the most talked about commercial TV channel for 16-34s (BBC 2008)

Channel 4 is watched by 21 million ABC1s every month (BBC 2008)



### Channels of Broadcast

#### BARB Statistics

Channel 4 (according to BARB) “is watched by 21 million ABC1s every month”. BARB also notes the Channel 4 total as being over “47,684”. This connotes Channel 4 as being a highly successful documentary because this figure is bigger than most other channels in terms of the monthly reach per channel by BARB.

The BBC (preferably BBC 1 or BBC 2) could also be suitable channels for broadcasting my documentary on because of its monthly viewership of 52,722 and because the BBC often broadcasts documentaries on more serious and mature topics. A major benefit of this is that both Channel 4 and the BBC will help my documentary to reach a much large around of viewers – somewhere near 100,00 viewers in total. This will help to raise awareness of poverty.

Channel	Total Broadcast Viewing			
	Viewers (millions)	%	Monthly Share	Average Daily Viewers
Reporting Period	65,027			
Total Broadcast Viewing	58,520	90.17	100.00	161,471
BBC1 (TV only)	32,732	55.93	51.99	91,481
BBC1 (TV, satellite and smartphone)	73,847	113.12	8.75	1,153
TV Total	46,974	76.00	75.72	81,664
ITV (TV and HD)	42,716	67.27	14.40	121,211
ITV1	3,999	6.25	0.17	9,995
ITV2 (TV and HD)	16,697	26.24	0.16	1,150
ITV3 (TV and HD)	16,026	25.86	0.20	1,120
ITV4 (TV and HD)	15,959	25.82	0.16	1,120
ITV5 (TV and HD)	5,559	8.52	0.17	9,995
ITV6 (TV and HD)	5,559	8.52	0.17	9,995
ITV7 (TV and HD)	5,559	8.52	0.17	9,995
ITV8 (TV and HD)	5,559	8.52	0.17	9,995
ITV9 (TV and HD)	5,559	8.52	0.17	9,995
ITV10 (TV and HD)	5,559	8.52	0.17	9,995
ITV11 (TV and HD)	5,559	8.52	0.17	9,995
ITV12 (TV and HD)	5,559	8.52	0.17	9,995
ITV13 (TV and HD)	5,559	8.52	0.17	9,995
ITV14 (TV and HD)	5,559	8.52	0.17	9,995
ITV15 (TV and HD)	5,559	8.52	0.17	9,995
ITV16 (TV and HD)	5,559	8.52	0.17	9,995
ITV17 (TV and HD)	5,559	8.52	0.17	9,995
ITV18 (TV and HD)	5,559	8.52	0.17	9,995
ITV19 (TV and HD)	5,559	8.52	0.17	9,995
ITV20 (TV and HD)	5,559	8.52	0.17	9,995
ITV21 (TV and HD)	5,559	8.52	0.17	9,995
ITV22 (TV and HD)	5,559	8.52	0.17	9,995
ITV23 (TV and HD)	5,559	8.52	0.17	9,995
ITV24 (TV and HD)	5,559	8.52	0.17	9,995
ITV25 (TV and HD)	5,559	8.52	0.17	9,995
ITV26 (TV and HD)	5,559	8.52	0.17	9,995
ITV27 (TV and HD)	5,559	8.52	0.17	9,995
ITV28 (TV and HD)	5,559	8.52	0.17	9,995
ITV29 (TV and HD)	5,559	8.52	0.17	9,995
ITV30 (TV and HD)	5,559	8.52	0.17	9,995
ITV31 (TV and HD)	5,559	8.52	0.17	9,995
ITV32 (TV and HD)	5,559	8.52	0.17	9,995
ITV33 (TV and HD)	5,559	8.52	0.17	9,995
ITV34 (TV and HD)	5,559	8.52	0.17	9,995
ITV35 (TV and HD)	5,559	8.52	0.17	9,995
ITV36 (TV and HD)	5,559	8.52	0.17	9,995
ITV37 (TV and HD)	5,559	8.52	0.17	9,995
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ITV41 (TV and HD)	5,559	8.52	0.17	9,995
ITV42 (TV and HD)	5,559	8.52	0.17	9,995
ITV43 (TV and HD)	5,559	8.52	0.17	9,995
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ITV48 (TV and HD)	5,559	8.52	0.17	9,995
ITV49 (TV and HD)	5,559	8.52	0.17	9,995
ITV50 (TV and HD)	5,559	8.52	0.17	9,995
ITV51 (TV and HD)	5,559	8.52	0.17	9,995
ITV52 (TV and HD)	5,559	8.52	0.17	9,995
ITV53 (TV and HD)	5,559	8.52	0.17	9,995
ITV54 (TV and HD)	5,559	8.52	0.17	9,995
ITV55 (TV and HD)	5,559	8.52	0.17	9,995
ITV56 (TV and HD)	5,559	8.52	0.17	9,995
ITV57 (TV and HD)	5,559	8.52	0.17	9,995
ITV58 (TV and HD)	5,559	8.52	0.17	9,995
ITV59 (TV and HD)	5,559	8.52	0.17	9,995
ITV60 (TV and HD)	5,559	8.52	0.17	9,995
ITV61 (TV and HD)	5,559	8.52	0.17	9,995
ITV62 (TV and HD)	5,559	8.52	0.17	9,995
ITV63 (TV and HD)	5,559	8.52	0.17	9,995
ITV64 (TV and HD)	5,559	8.52	0.17	9,995
ITV65 (TV and HD)	5,559	8.52	0.17	9,995
ITV66 (TV and HD)	5,559	8.52	0.17	9,995
ITV67 (TV and HD)	5,559	8.52	0.17	9,995
ITV68 (TV and HD)	5,559	8.52	0.17	9,995
ITV69 (TV and HD)	5,559	8.52	0.17	9,995
ITV70 (TV and HD)	5,559	8.52	0.17	9,995
ITV71 (TV and HD)	5,559	8.52	0.17	9,995
ITV72 (TV and HD)	5,559	8.52	0.17	9,995
ITV73 (TV and HD)	5,559	8.52	0.17	9,995
ITV74 (TV and HD)	5,559	8.52	0.17	9,995
ITV75 (TV and HD)	5,559	8.52	0.17	9,995
ITV76 (TV and HD)	5,559	8.52	0.17	9,995
ITV77 (TV and HD)	5,559	8.52	0.17	9,995
ITV78 (TV and HD)	5,559	8.52	0.17	9,995
ITV79 (TV and HD)	5,559	8.52	0.17	9,995
ITV80 (TV and HD)	5,559	8.52	0.17	9,995
ITV81 (TV and HD)	5,559	8.52	0.17	9,995
ITV82 (TV and HD)	5,559	8.52	0.17	9,995
ITV83 (TV and HD)	5,559	8.52	0.17	9,995
ITV84 (TV and HD)	5,559	8.52	0.17	9,995
ITV85 (TV and HD)	5,559	8.52	0.17	9,995
ITV86 (TV and HD)	5,559	8.52	0.17	9,995
ITV87 (TV and HD)	5,559	8.52	0.17	9,995
ITV88 (TV and HD)	5,559	8.52	0.17	9,995
ITV89 (TV and HD)	5,559	8.52	0.17	9,995
ITV90 (TV and HD)	5,559	8.52	0.17	9,995
ITV91 (TV and HD)	5,559	8.52	0.17	9,995
ITV92 (TV and HD)	5,559	8.52	0.17	9,995
ITV93 (TV and HD)	5,559	8.52	0.17	9,995
ITV94 (TV and HD)	5,559	8.52	0.17	9,995
ITV95 (TV and HD)	5,559	8.52	0.17	9,995
ITV96 (TV and HD)	5,559	8.52	0.17	9,995
ITV97 (TV and HD)	5,559	8.52	0.17	9,995
ITV98 (TV and HD)	5,559	8.52	0.17	9,995
ITV99 (TV and HD)	5,559	8.52	0.17	9,995
ITV100 (TV and HD)	5,559	8.52	0.17	9,995

# Pitch and Proposal

## Presentation Pitch for “Helping the Homeless”



The Title Slide of my Presentation matches the tones conveyed in “Helping the Homeless”. This is because the denotation of grey help to connote the bitterly cold bleakness that one would stereotype with homelessness – reinforced by the vulnerability to danger and extreme weather.

Meanwhile, the photograph of money matches the verb “Helping” because living money could help a homeless person to afford a piece of food or drink. Even if that piece of food or drink is very little, it is still helping the homeless person to maintain more energy and feel just that little bit better.

### Documentary Content

#### Intent

- To raise awareness of homeless.
- Promoting the importance of my chosen charity.

#### Mode

- Participatory – I will be the Presenter for my documentary.

#### Morals

- Always help other people.
- Never ignore the homeless – life is already tough enough for them.

#### Settings

- Aldershot Town Centre
- Regeneration of Rushmoor (both Aldershot and Farnborough)
- Local Homelessness Charity
- Rushmoor Borough Council Offices

Subject	Purpose
Presenter	<ul style="list-style-type: none"><li>• Wears a dark blue shirt and back chinos</li><li>• Provides the facts/stats about the area of homelessness that he will be discussing.</li></ul>
The Hope Hub	I will be filming The Hope Hub on Youth Homelessness. It would also be nice if I could film some of their charity work.
<i>Research of the Hope Hub can be seen from Pages 64 to 65 of my Feasibility Study)</i>	
Kirsty Quinn and Fay Thorpe	I will be interviewing Kirsty and Faye on how the outreach team at <u>Rushmoor</u> Borough Council help local people who are homeless.
Case Study	Fay Thorpe have proposed hiring one of their Outreach Teams' Homelessness case studies.
Mark Tennant	I plan on interviewing Mark Tennant on the current regeneration of <u>Farnborough</u> and <u>Aldershot</u> in <u>Rushmoor</u> , Hampshire, the UK.
<i>Research of the regeneration of <u>Rushmoor</u> can be seen from pages 80 to 83)</i>	
Actor	This will be a silent-role where the actor will wear informal clothing that looks old and cheap.

The Title (“Audio Content”) and subheadings (“Music” and “SFX”) clearly denote that this slide is for Audio-Based Content with the accompanying picture of a microphone further connoting this as microphones help to input sound/audio. The picture also makes this slide feel visually appealing.

The shows progression from previous Media Productions because I am considering how the audio will compliment and enhance my visuals. This involves considering the emotions created by my choice of music and SFX and the atmosphere that my use of Sound Effects creates. The term “Sound Effects” was shortened to “SFX” in this slide to make it catchier and quicker to read, enabling the viewer to quicker read the audio content I plan to produce. This makes my slide effective.



## Audio Content

### Music

- **Slow, Soft Emotive** – Representing the sadness felt by the homeless or those in desperate situations
- **Serious-Toned Music** – To show drama
- **Slightly darker music** – To connote the fear felt by the homeless

### SFX

- **Aldershot & Farnborough Town Centre (crowds of people, / chattering)** – Achieved by taking a Zoom H4N Pro in the town centre and recording for a set amount of time
- **Howling Wind** – Representing the extreme weather conditions that the homeless are forced to endure (Homelessness Scene Recreation)

# Pitch and Proposal

## “Helping the Homeless” Presentation Pitch – Research Slide Samples

Below is a sample of one of the Research Slides used for Helping the Homeless. This slide is annotated and demonstrates the following: Technical Skill (creating text boxes and graphics), Informing Ideas (showing the research that inspired “Helping the Homeless”), and Professional Practice (justifying where my research originated, reinforcing it with a Feasibility Study and creating an appropriate layout).

The main reason for feeling proud of my “Helping the Homeless” presentation is because everything on my Research Slides were created by myself. For instance, the blue Titled-text box was created by creating a text box, typing in a title then selecting “Shape Format”. I chose a light blue for “Shape Fill” so that I could make my slide visually appealing without it being garish, I also chose “Times New Roman” for my font to make it professional.

The Screen Captures of my Research makes this slide’s data feel more convincing, believable, and credible. This is because we can see evidence of my Archive Research on the slide.

In brackets, I have denoted the Source of my Research by adding it in brackets to distinguish from my finds – making the layout professional and the slide easier to read and interpret. I have added where my research is sourced to make it professional, trustworthy, reliable, and credible. This is especially important in this slide because it shows that my Archive Research is from trusted sources to reinforce my research.

Page Numbers of my Feasibility Study indicate where the client can review my Full-Research, making this slide credible and its content summarised to prevent my pitch from dragging on for too long.



**Feasibility Study Page References:**

- ONS Research – Page 88 to 89
- UK Government Research – Page 90 to 91
- Channel 4 Research – Page 94
- BARB Research – Page 95

**What is Archive Research?**  
Research that backs up your Primary, Secondary, Qualitative and Quantitative Research.

#### Archive Sources Used

- BARB (British Audience Research Board)
- Channel 4
- Office for National Statistics (ONS)
- UK Government Records

#### What have I learnt?

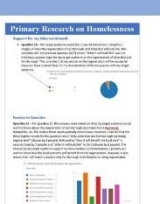
- I will be broadcasting C4 due to its appealing to the youth. (Source: Channel 4)
- Explain C4's trend setting and other factors. (Source: Channel 4)
- BARB shows that a high proportion of viewer watch Channel 4. (Source: BARB)
- Homelessness is slowly improving due to the number of rough sleepers falling. (Source: ONS)
- Domestic Violence has caused an increase of households owned priority and a main duty.
- 8 in 10 rough sleepers are male. (Source: UK Government)

Bullet Points with one-sentence lines make it easier to read this lie, thus making the research more effective and impactful so that it can be more persuasive in supporting “Helping the Homeless”.

The subheading further creates a professional layout by making it easy to find specific information, again making the slide easy to read.

## Further Samples of my Research Slides:

### Primary Research

The figure shows a slide titled "Primary Research on Homelessness". It includes a bar chart showing the popularity of different ideas related to homelessness. The chart has three bars: "Domestic Violence", "Family Disputes", and "Homelessness". The "Domestic Violence" bar is the tallest, followed by "Family Disputes", and then "Homelessness". There is also a small image of a person and a list of "Feasibility Page Reference:" points.

**Feasibility Page Reference:**

To view my completed Primary Research, please refer to my Feasibility Study from Pages 13 to 32.

**What is Primary Research?**

This refers to when you gain the research yourself. This is often done through contact people (such as the public if doing a Public Consensus Survey), interviews about a subject and/or personal accounts relating to a subject.

**My Findings:**

People's favourite ideas were mixed and consequently inconclusive. However, homelessness was the third most popular idea and most of my audience support my plan to do a documentary on poverty (which is related to homelessness).

Whilst Autism has managed to be the most popular idea, I am doing homelessness because of to the amount of research taken into this topic, it being the second most popular idea and people support a documentary on poverty. My target audience wants to see charity's more than foodbanks.

The Autistic Spectrum is a backup idea because of its popularity.

### Secondary Research

The figure shows a slide titled "Secondary Research". It includes two main sections: "BBC London Example" and "Homelessness in San Francisco". The "BBC London Example" section includes a screenshot of a BBC News article about homelessness in London. The "Homelessness in San Francisco" section includes a screenshot of a BBC News article about homelessness in San Francisco. There are also small images of people and a list of "Feasibility Study Page References:" points.

**Feasibility Study Page References:**

- Causes of Homelessness – Page 36
- BBC London Example – Page 43 to 45
- BBC Newsnight Example – Page 48 to 50

**What is Secondary Research?**

Secondary Research refers to looking at other people's work and finds so that you can gain topics into that you are researching.

**My Findings:**

Homeless has a range of causes such as Domestic Violence and Family Disputes with private renting decreasing as a homelessness factor over the years. (Source: Human Rights Careers)

**Analysing other Media Productions (source: YouTube)**

- Many of the people who are homeless or struggling with the cost of living were very colloquial, casual clothing throughout analysis of Homelessness Documentaries on YouTube which was not smart. (Source: BBC London)
- Through researching other media productions, I learnt of the risks associated with homelessness such as drugs, substance abuse, and debt. (Source: BBC Newsnight)



# Pitch and Proposal

## BARB Slide:



Jointly owned by the BBC, ITV, Channel 4, Channel 5, and The Institute of Practitioners of Advertising the British Audience Research Board (BARB) is a British Organization that complies with television rating and audience measurement in the UK. It replaced JICTAR (Joint Industry for Television Audience Research) whilst the BBC did their own research

ARB has 5100 homes (12000 individuals) and publishes an inter alia Weekly Top 10, a weekly viewing Summary for the programmes or use of programme genres.

The BARB boxes of the UK's 51000 homes record what people watch and the panellists indicate who is in the room through a remote control.

- **Overnight Ratings** – Figures collected overnight and published at 09:30 AM the next morning.
- **Time Shift** – Figures referring to when the programme is recorded and watched with a week.
- From 15/12/2022, BARB has started publishing viewing figures for a period 28 days after a programmes original broadcast.

## Problem Solving Example:

This slide shows the only collection of Archival Research through BARB (the British Audiences Research Board not to have been included in my Research File / Feasibility Study. The reason for not including this research on BARB is because my Research File / Feasibility Study was already 101 pages long by the time I had come to pitching “Helping the Homeless”.

## Sample/s of my Pre-Production Slides

### Contingency Plan

Problem	Solution
Homelessness Documentary falls through	I will produce a Documentary on Autism instead.
Filming with <u>Rushmoor</u> Borough Council falls through	I have contacted Guildford Borough Council and Surrey Heath Borough Council.
Filming with the Hope Hub falls through	I will collaborate with Farnborough Foodbank.
Filming with all my backups falls through	I will produce a Documentary on Autism instead because I have the Primary Research and some basic Secondary Research to do so.
A crew member is unavailable	Reschedule filming if there is not enough crew.
The actor is unavailable	Rearrange Scene Recreations for another time when the actor is available.

## Problem Solving Example:

These two slides are a great example of Problem-Solving with one of them being the reason for being given the go-ahead for “Helping the Homeless”.

By creating a Contingency Plan, I am critically evaluating how to respond if something frustrating occurs. Not creating Contingency Plans could risk delays to my “Helping the Homeless” Project, making it less likely to be produced and more likely to be unsuccessful.

Legal and Ethical Considerations were important to consider because filming homeless people has health and safety risks. This is because of homelessness creating vulnerability to substance abuse, violence, and crime – compromising the safety of anyone helping with my project and the kit being used to produce it. This why I chose to focus on charities instead.

### Legal and Ethical Consideration

Issue	Defintion	Solution
Privacy	This refers to keeping the person's identity anonymous.	Personal Information and the name of the case study from <u>Rushmoor</u> Borough Council's "Outreach Team" will be kept confidential.
Defamation / Libel / Slander	This is when an untrue statement is said without evidence, usually to ruin the person reputation.	The documentary will use primary and secondary research to ensure that the information and scene recreation provided is accurate, credible, believable and convicting. All data and statistics will be based on thorough, open-minded, credible and solid primary and secondary research. This involves excluding articles from social media and sites such as Reddit.
Discrimination	This refer to unfair treatment of a particular group of people.	The questions asked to the interviewee will be carefully considered to prevent any offence towards the interviewee. Research on the causes and effects of homelessness will also have been completed to prevent any offence and/or discrimination.
Data Protection	This refers to storing the data/footage/files in a safe and secure location.	All files will be stored on my External Disk Drive and will be backed up on my own laptop at home.
Codes of Practise	This refers to professional conduct, planning and permissions.	Permissions for cast and locations will have been gained prior to filming. This will involve rigorous Risk Assessments, logistics and careful planning.
Copyright	Copyright means that you cannot copy other people's work.	All materials for "Helping the Homeless" will have been cleared for copyright. This will include 3D Graphics of what the regeneration of Farnborough and Aldershot will look like once complete, alongside ethically sourced audio.



# Pitch and Proposal

## The Proposal

My documentary is called "Helping the Homeless" to reflect my synopsis. This is because it shows charities helping the homeless

I have listed "The Community Film" festival as my client instead of writing the names of my Media Lecturers. This is because I am producing my Documentary to be aired at The Community Film Festival and want to reflect this in my proposal for "Helping the Homeless".

My synopsis is short and snappy to summarise the intent of "Helping the Homeless", making it concise. This enables the client to better understand the rest of the Proposal's content and context in relation to my synopsis.

This synopsis was chosen because of the health and safety risks associated with filming the homeless.

Farnborough College of Technology

PROPOSAL

*Helping the Homeless*

Prepared by:

*Matthew Williams*

*27/12/2022*  
*05/01/2023*

For:

*The Community Film Festival*

*My documentary will celebrate how charities help the homeless.*



### Detailed description of idea:

For "Helping the Homeless", my documentary aim to celebrate how a community of charities and the local authority help the homeless. This is in-line with my client's brief to produce a short film or documentary celebrating a community. It also shows that I am avoiding dangers such as exposure to crime, substance abuse, mental health, bad weather, disease/illness, and poor hygiene by focusing on those who help the people in these circumstances. Another way of avoiding any danger is through the denotation of using actor-based scene recreation to give a representation of the lifestyle aa homeless archetype may live.

A charity which I hope to interview is The Hope Hub, as they have considered participating in my "Helping the Homeless" Documentary. I aim to interview The Hope Hub to expand homelessness into Surrey Heath, thus appealing to a wider geographic of Target Audience whilst remaining local. The main benefit of filming The Hope Hub in Camberley is that it will denote how ~~Rushmoor~~ Brough Council, Surrey Heath Council and their local charities collaborate to tackle homelessness. This will connote teamwork to inspire, encourage and motivate viewers into wanting to work together. This is because viewers will see how groups work together to tackle an issue. The connotations of teamwork may ~~also~~ inspire others to help those living with homelessness.

I also plan on doing a filmed/recorded interview which celebrates how ~~Rushmoor~~ Borough Council helps the homeless.

I also plan on producing a segment on ~~Rushmoor~~ Borough Council's regenerating in Farnborough and Aldershot in the UK country of Aldershot. I will link this to homelessness by linking it with how the project may affect the local poverty and economy. This is because poverty can result in homelessness and can often be found in areas with worse-off economy. Furthermore, Archive Research showed that ~~Rushmoor~~ is one of the most deprived areas in Hampshire. For exploring the regeneration in ~~Rushmoor~~ (where Farnborough and Aldershot are based), I would like to film establishing shots of the regeneration construction sites, ~~Rushmoor~~ as it is currently, and my won screen-recorded zoom into Farnborough and Aldershot via Google Maps to give context as to where in the UK these locations are. I would like to (with permission) use 3D Animations f what ~~Rushmoor~~'s regeneration will look like once complete. This will illustrate the ambitions of ~~Rushmoor~~ Borough Council to promote their regeneration and connote it as feeling more accessible and trendier.

For the homelessness scene recreations, I want my actor to where ragged, colloquial clothing to stereotype him as not having enough money for decent clothes due to living below the Poverty Line. This is based on Secondary Research and will make my documentary accurate – adding credibility to "Helping the Homeless" to make it feel more convincing in illustrating how the homeless are forced to live. This will make us sympathise the harsh living conditions suffered from by the homeless.

For this page, I decided to explain my idea to give my client the main synopsis and intent/s of my "Helping the Homeless" Documentary.

To achieve this, I included interviewees because they help to define the synopsis and topics covered in a Documentary. This is because of what they discuss in their dialogue. Hence, I included how my interviewees linked to Homelessness to make my idea coherent sand convincing, and to make my Proposal professional.

I also covered the Homelessness Scene Recreations: Their importance is that they demonstrate my consideration of health and safety when filming the homeless, and how I aim to counteract legal and ethical issues associate with the filming the homeless. This reassures my client that "Helping the Homeless" will be successful as I will produce it in a safe, sensible, legal, ethical, moral, and professional manner. This creates trust in the production of "Helping the Homeless", making it more likely to be given the go-ahead.

# Pitch and Proposal



## Target audience:

### Age Range

For my documentary called "Helping the Homeless", I am appealing to those between the ages of 15 and 25. I am trying to appeal to this age range because this age group are the people capable of improving the world's future by doing good deeds and my documentary will be celebrating people doing good deeds by showing charities helping the homeless.

To appeal to this age range, I am hoping to have The Hope Hub as one of my interviewees. This will appeal to young viewers because Secondary Research shows that The Hope Hub help young people facing homelessness. This will help to make "Helping the Homeless" much more relatable for young people.

### Gender

My homelessness will appeal to a male target audience. This is because Archive Research of UK government records show that 8 in 10 rough sleepers are male and because topics such as crime are often stereotyped with males due to males commonly being stereotyped as much more rugged, rough, and strong. Henceforth, my "Helping the Homeless" documentary will have a serious and informative mode of address and the colour scheme will consist of greys, white and taupe (the next shade below beige).

### Geographics

Archival Research via a ~~Rushmoor~~ Borough Council reports explains that ~~Rushmoor~~ is one of the most deprived areas in Hampshire, the UK. Meanwhile, Secondary Research has shown a high number of homeless charities in Guildford. This has informed my target audience by making me target those who live in south-east England (particularly in ~~Rushmoor~~ and around Guildford in Surrey, alongside the Hampshire-Surrey Border by ~~Rushmoor~~). This is because of the Surrey-Hants border containing a lot of poverty around ~~Rushmoor~~ and because of the number of charities in Guildford. By targeting these areas, I am making my 'Helping the Homeless' documentary successful by aiming it for viewers who will relate to it because of living in the areas being discussed. Furthermore, it might make some viewer patriotic by making them proud of how their community is 'Helping the Homeless'.



## Lifestyle

'Helping the Homeless' will likely appeal to charity workers because they sometimes are involved with helping those who are homeless alongside mental health, and so on. This means that charity workers will be able to relate to "Helping the Homeless" and that local charities and organisations may also be interested in "Helping the Homeless". This also applies to volunteers because they may also work with the homeless and charities/organisation that help these people.

The lifestyles of who I want to appeal to also include Council Workers because local councils often work with the homeless and are in charge of things such as rent, taxes, housing and so on. This means that homelessness may relate to Council Workers because of their local authority / employer dealing with finance, economy, and housing.

Another lifestyle that this may relate to are The Police who often have to deal with crime or officers checking the safeguarding local homeless people from harm. This is because the homeless are much more exposed to crime, gangs and drugs and are thus likelier to come across the police. Hence, the average police officer may be curious towards watching a documentary on how charities are helping the homeless.

## Hobbies and Interests

- **Homelessness / Poverty** – The main interest for my target audience is homelessness and poverty because I plan to produce a documentary on this topic. This will make my documentary relatable for people interested in homelessness and poverty and will ensure that I inform my target audience on how charities are helping those who are suffering from homelessness.
- **Class Divide / Wealth** – Another interest may be finance and class divide (referring to the gap between rich and poor). This is because of many people suffering from poverty as a consequence of the Current Cost-of-Living crisis and the amount of wealth people there are in the world, and because poverty has been discussed and debated for centuries (such as in the Victorian novel of "The Strange Case of Dr Jekyll and Mr Hyde").
- **Economy** – The local economy would be an area of interest for viewers of my "Helping the Homeless" documentary. This is because my topic of homelessness closely relates to the economy. For instance, a worsening economy might cause job losses; eventually leading to debt and then homelessness.

## Proposal (describing my Target Audience)



## Hobbies and Interests (continued)


- **Politics** – One influential theme in homelessness is politics. This is because of how the local authorities work with the homeless and because some political parties may be scrutinized by other parties because of a large amount of homelessness in their local constituency. Henceforth, "Helping the Homeless" will appeal to people who want to support political parties trying to prevent homelessness. It may also make viewers question what their local authorities are doing to tackle homelessness.

## Psychometrics

- **Strugglers** – "Helping the Homeless" will appeal to Strugglers (people who face hardship) because of the hardship faced by being homeless. This is because being homeless leaves you exposed to bad weather, unsanitary living conditions, disease/illness, a lack of food and water, illegal substances, no shelter, and increased vulnerability/exposure to crime. This makes "Helping the Homeless" relatable for those worried that they will become homeless or those who suffer from stressful situations (such as exam stress or mental health for instance). This may not reach the homeless as they would theoretically be unable to watch the documentary because of a lack of resources to do so. This theory of hardship is further reinforced by the fact that strugglers seek escape and that anyone who is homeless would want an escape from their current living conditions.
- **Reformers** – A key part of my documentary is to celebrate the community helping those who are struggling from homelessness / poverty. This matches with the profile of a Reformer, who typically invest in groups which are good for them or for the environment (in this case, the streets of the urban cityscape/townscape). This shows me that a Reformer may invest in the charity's or helping the homeless to make their local environment a nicer place.

# Pitch and Proposal

## Proposal (Kit)



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**Resources:** *(assure your client that you will be using the best quality equipment & facilities)*

**Camera System**


- **Canon RP** – I want to film all my video files on the Canon EOS RP because I feel that this camera is highly professional and consequently industry-standard. This is because of the camera's resolution being very high, resulting in an image quality which is high-quality, and clear to make "Helping the Homeless" more appealing, attractive, and successful. Another benefit of using the RP is that I can use it to guarantee crystal-clear shot described because whatever is in-focus becomes red, making the RP to use and beneficial because of its flip-screen.
- **TH650 Libec Tripod** – My preferred choice of tripod to produce "Helping the Homeless" is the TH650 Libec Tripod. This is because of the tripod being strong, sturdy, and lightweight alongside easy and quick to use.

**Audio System**

For recording my audio, I will be using Sync Audio so that I can sync the audio and visuals more easily. A primary reason for this is because when I tried to do ADR (Automated Dialogue Replacement) in my "Fitness Impossible" documentary, I struggled to match my voice with what I was saying on-screen. Another reason for wanting to do Sync Audio is because I will only be able to film/record my interviewees once meaning that I will not have an opportunity to ADR their dialogue because of time constraints.

At one end of my audio-setup I will have an NTG3. This is because the audio from an NTG3 is high-quality and because this is a professional, industry-standard set of kit. This is also because this microphone will not be in the way of my shot.

To ensure that my NTG3 is positioned just above the camera frame and above the subject (but close enough to pick-up the subject's dialogue), I will be using a Rode Boom Pole. I am using the manufacturer Rode because they offer industry standard, professional, and reliable audio-recording kit which will make my set professional, industry-standard, efficient, reliable and effective in achieving high-quality audio. By using a Boom Pole, I will be able to position the microphone correctly as the Boom Operator will be able to extend the pole with ease – ensuring that I achieve audio at a good volume from the interviewee only, helping to make my homelessness documentary successful.



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All audio files will be recorded into a Zoom H4N Pro, where it will be temporarily stored on my 8GB SD Card. I am using a Zoom because their DARs (Digital Audio Recorders) enable me to record on my own SD Card. This gives me greater control of my files because by using my own SD Cards, I can fully ensure that I am recording onto a blank SD Card and will thus not have to waste time scrolling through audio recordings by other people. This reduces any risk of Copyright.

The NTG3 and H4N Pro will be connected via an XLR Cable to ensure that the audio reaches its input and is output into my SD Card. This will make the production of "Helping the Homeless" as safe as possible by preventing the risk of lost audio files caused by an unsuccessful audio-setup.

**LED Lighting**

For my "Helping the Homeless" documentary, I will be using an LED lighting so that I can increase the professionalism and quality of my cinematography by lighting my footage correctly. This will enhance the quality of my filming because it will prevent me from over-relying on camera settings.

I will be implementing around two LED Lights on stand to do this. I aim to light up the backdrop to separate the sitter from their background. This will make them the centre of attention throughout "Helping the Homeless", this more effectively inform my audience on how charities help the homeless and the regeneration of Farnborough and Aldershot.

A Key-Light will be used to light up the subject, thus making them obscure and easier to listen to and relate to. This will make "Helping the Homeless" easier to understand and more relatable for my target audience.

I will not be using a Fill Light as I want to create some shadows to create more interest for the viewer. This will increase the quality of my cinematography because it is a professional and industry-standard interview technique. It will also show mystery and will add realism because we are seeing how light reflects on its subject. This will make "Helping the Homeless" more relatable for young viewers.

## My Proposal: Kit

In the two pages of proposal above, I have segregated my kit used for producing "Helping the Homeless" into three groups: a camera-based system, an audio setup, and lighting. This is because each part of a video is recorded in a different way. For instance, audio would be recorded on a microphone whilst video footage comes from another device altogether.

By organising my kit setup, I can professionally, sensible, effectively, efficiently, and reliable organise my shoots. This preventing me from confusing various pieces of information, prevents me from becoming overwhelmed and ensures that I account for all the kit for "Helping the Homeless". This prevents mishaps and delays.



# Pitch and Proposal

## Proposal (Schedule, Project Requirements, Budgeting)



### Project schedule:

I aim to film on 30<sup>th</sup> January 2022 of the interview with ~~Rushmoor~~ Borough Council. This will be of Faye Thorpe and Kirsty Quinn at the Debating Chamber in ~~Rushmoor~~ Borough Council's offices. I then aim to follow this up with an interview with The Hope Hub on Tuesday 31<sup>st</sup> January 2022 preferably around 14:30. I have chosen this timeframe because the Hope Hub is open on Tuesday till 15:00 and 14:30 gives me enough time to get to The Hope Hub on-time.

I will then be filming B-Rolls of a Scene Recreation of someone who is homeless on 04/02/2022 in Aldershot Town Centre (preferably Union Street). I have chosen this day because it is a Saturday, meaning that I am more likely to be available for this shoot as will my personnel because the standard working week is from Monday to Friday. This will also include generic cinematography of the town centre to provide context of Aldershot and Farnborough. This will be reinforced by a filming shoot on 05/02/2023 of Farnborough's Civic Quarter and the copied area in Prices Mead (owned by ~~Rushmoor~~ Borough Council). I have chosen a Sunday to film in Farnborough because of it being quieter and more likely to have less people in the way of my cinematography.

My final filming date will be the 06/02/2023 as because of Martin Tennant's reduced availability. I have also chosen this date because I am highly available on Mondays proceeding my Driving Test from 11:38 to 12:38 on Monday 30<sup>th</sup> January 2022.

### Personnel requirements:

For my "Helping the Homeless", I will require crew to help me produce this Documentary on Homelessness. This will include a Boom Operator as I would like to use an NTG3, Rode Boom Pole, XLR Cable and Zoom H4N Pro due to this being industry-standard and professional.

I will also need spare crew to help me set up a minimum of two LED Lights (on stand). This is because I do not feel that lighting is my strong suit regarding setting up kit and because doing multiple LED lights myself will make filming feel overstretched, long, and tedious.

I would like to hire an actor to portray what someone may look like if they were homeless. basing their appearance on thorough research, they would wear ragged, old, and colloquial clothing to make themselves convincingly homeless, credible, and as accurate as possible.



### Budget:

My documentary will cost a maximum of £32,572.19 and a minimum of £24,322.19. The most expensive resources are my Crew (costing between £15,000 to £21,500 in total). This is the total rate of my Boom Operator and Lighting Technician. This is an expensive cost because they are operating on high-quality kit and are professionals.

For this project, I would most likely charge my client £1350. This is because as part of my Progression, I have created a Media Website for showcasing my Portfolio of Media Productions. As part of this website, I am hoping to start-up a business by doing Pre-Production Packages (which includes planning, research, logistics, health and safety) for £750 and a package for "Production and Post-Production" for the same place/ On my pricing list, I have combined these packages into an "All-in-One" Package costing £1530 I have discounted £1500 to 1350 to make my pricing system fairer, ethical and to encourage more clients to use my services.

Another expensive cost will be the Dell XPS Laptop which will cost 2950.80. This is because of the Dell XPS being industry-standard, professional and being able to cope with demanding software such as intensive programmes and video editors.

The LED lighting will also be expensive (costing £2499.99) because of this kit being industry-standard, professional and high-quality media kit. Another reason is because of this kit being bulky and large, meaning that a lot of components are needed to make it work thus increasing its cost.

Other costs considered include more kit, transport (as I will be travelling to Aldershot and Camberley from time to time because of where my filming settings and interviewees are based), software, and room hire. Out of all these costs, the Media Starter Kit (containing an External Disk Drive, SD Cards and Card Reader) and editing software for £16.24 per month were the least expensive kit.

Subheadings above are shown for your guidance, consider professional presentation for your client.



## Feasibility Study

# Pre-Production

## Treatment

For my first two pages of “Helping the Homeless” Treatment, I gave a detailed analyses of what to expect from “Helping the Homeless”, thus enabling me to expand on my Proposal. This included careful consideration of my structure: For instance, I decided to have Rushmoor’s regeneration of Farnborough and Hampshire first to attract young viewers. This is because “regeneration” could also be connoted with modernisation and helped to attract young viewers even more, because interviewing Martin Tennant revealed the need for Student Accommodation and the emphasis on looking after the environment whilst constructing the regeneration project in Farnborough and Aldershot.

### Treatment

Written By:	Matthew Williams
Working Title:	Helping the Homeless
Type of Production:	Documentary
Duration:	6-8 minutes

Synopsis	Give a short synopsis of your storyline. In this outline, mention your characters and what happens to them.
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For my B2 Community Film Festival, I aim to celebrate community by showing how organisations help those suffering from homelessness. To do this, I am going to be interviewing the local authorities and a charity called The Hope Hub (specialising in Youth Homelessness and thus relating to young people) alongside how the current regeneration of Farnborough and Aldershot may improve the economy to lower local poverty, henceforth making Homelessness less common.

Narrative Structure	Describe how events begin, develop and end – also mentioning any subplots if possible. Is it in Chronological Order, or Non-Linear Narrative?
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Narrative:

- **Linear Narrative** – I will be using Linear Narrative (the art of event told in chronological order to reveal cause and effect) to make “Helping the Homeless” much easier to understand and much more relatable for viewers. This will help to effectively community what homelessness is and celebrate how charities are helping the homeless, thus showing teamwork and inspiring people to help others whilst adhering to the brief’s requirements for a short film or documentary which celebrates a community.
- **Closed Narrative** – “Helping the Homeless” will employ Closed Narrative to inform its target audience on how the local community is helping the homeless. To do this, I open with a solution to a local problem: Homelessness. I then focus on the cause of the regeneration in Scene 2 and 3 (homelessness) by using interview to explain how charities help those living with homelessness.

Storyline:

#### Scene 1

This scene will show the regeneration of Farnborough and Aldershot in the district of Hampshire, in the UK. This will act as an important, slow introduction to the issues faced by Rushmoor Borough Council. To achieve this, I will show Rushmoor’s regeneration explicitly through current location and what they will look like in the future to tell a story of change and progression. This will help to create mystery as to the exact reasons towards Rushmoor’s regeneration, enabling me to then help the story flow by going revealing poverty as a cause and then relating to homelessness as an effect of poverty for the rest of “Helping the Homeless”.

By revealing homelessness will appeal to young viewers by creating mystery and surprise. This will keep viewers interested in “Helping the Homeless” for longer.

#### Scene 2

Scene 2 will help “Helping the Homeless” to flow logically and smoothly by exploring how Rushmoor Borough Council are helping those suffering from homelessness (as this organisation is leading Rushmoor’s regeneration). This will make my “Helping the Homeless” Documentary successful, easy-to-follow and relatable for viewers because of homelessness being an effect of poverty. Furthermore, interviewing the same organisation in charge of regeneration but from a different approach will make my Homelessness Documentary unique, creative, and imaginative – appealing to a young target audience.

#### Scene 3

To break up the section on Rushmoor Borough Council, I have decided to also interview The Hope Hub. In this section, we will be celebrating the charity’s efforts to helps the homeless. This will help to illustrate a wider scale of homelessness whilst keeping the issue local, enabling to content to relate to citizens of Surrey Heath and Rushmoor. If the interview goes well, then it will link with Scene 2 alongside Rushmoor Borough Council’s “Outreach by denoting how Surrey Heath and Rushmoor collaborate effectively to reduce/ease homelessness.

Lastly, I will conclude the findings of “Helping the Homeless” by summarising my findings, thus reiterating the main findings of my documentary. I will also challenge my viewers by asking them what they will do if they see a homeless person from now on – making us consider our action and thus creating a more hard-hitting, impactful and effective ending to “Helping the Homeless”.

Mode and Genre	What type of documentary are you creating? Is it Expository, Observatory or Interactive for Instance?
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#### Modes

**Expository Mode** – “Helping the Homeless” is an Expository Mode Documentary because it is providing an objective account of a group of people and their place in society alongside their local environment (which is a convention of Expository Documentaries). My documentary is objective towards a group of people by raising awareness of the homeless and the organisations that help them whilst analysing places through a glimpse of where in society the homeless live and the local area (such as poverty in Rushmoor and the district’s regeneration of Farnborough and Aldershot).

#### Genres

**Special Interest** – This is a Special Interest genre of Documentary because it is looking at a specific community issue alongside a niche community itself. Unlike most Special Interest documentaries though, this is not intended for a specialist target audience as “Helping the Homeless” is trying raise awareness of how local organisations can help those suffering from homelessness. This means that it would be best if my “Helping the Homeless” documentary reaches as mainstream a target audience as possible to fulfil its intent of inspiring people to help others by connoting a motivational, inspiring, and uplifting mode of address.



# Pre-Production

## The Importance of B-Rolls:

B-Rolls played a particularly important role in “Helping the Homeless” as they were catered to each interviewee’s dialogue, thus adding context to “Helping the Homeless” and illustrating what they were discussing.

For instance, the Homelessness Scene Recreation illustrated the harsh lifestyle that is homelessness because of the setting being derelict, abandoned, neglected, and deprived. This was further reinforced by the denotation of having a Close-Up of my actor shivering, thus showing the mental, physical, and emotional trauma of homelessness. This tells us the story of what it is like to be homeless, thus adding context to Carole’s interview because she suffered from homelessness during her youth and may have lived in similar conditions as in my Scene Recreations consequently. This makes us sympathise for the homelessness and feel sorry for them.

### Shot Repetition:

Some of my shots may be repeated during “Helping the Homeless”. For instance, I aim to start this documentary with a Close-Up of someone holding out a mug/money-pot and the “Helping the Homeless” titles below. I then aim to use the same shot to end this documentary. Certain cinematography may be used more often than other camera shot because I want to ensure that “Helping the Homeless” adds continuity and flows more nicely because of this. Furthermore, repeating some camera angles will help to emphasize this Homelessness Documentaries key themes (which are poverty, deprivation, and homelessness) – reinforcing my point of creating a free flowing and easy to follow Documentary.

### Opening Titles:

The Opening Titles will have a large, bold white font amongst a Monochrome Backdrop. This text will have a hand-drawn VFX similar to a Rotoscope-drawn title. This is because the Homeless Actor does not have enough money for a polished, more solid Opening Title and this approach to my Opening Credit represents this.

Another reason for choosing bold text is because it attracts viewers and will stand out more. Furthermore, young viewers are more likely to appeal to bold, large fonts such as Bauhaus which are modern, contemporary, mainstream and current. In contrast, having a Opening Title with font which is overly neat, minimal, polished, and sophisticated (referring to Sans Serif) will appeal to older, more affluent generations. This will alienate the public and prevent more people from helping those living with homelessness.

By having Opening Title, “Helping the Homeless” will have a branding identity which makes said Homelessness Documentary more iconic, recognisable, and memorable for more viewers.

### Closing Credits:

For the Closing Credits of “Helping the Homeless”, I will have white, Times New Roman Copy against a Monochrome Backdrop of an old, abandoned warehouse and metallic fence. I aim to use this imagery as the warehouse and fence will connote harshness, poverty, deprivation and homelessness alongside the neglect of an area which look run-down. This reinforces Rushmoor being one of the most deprived areas in Hampshire (as concluded within my Archive Research).

Meanwhile, the Times New Roman will connote professionalism as it is industry-standard to use fonts such as Times New Roman during the Closing Credits in filmmaking. It will also help to match with how serious Homelessness is and will (along with the old, abandoned, derelict building) create a Gothic mode of address. This will appeal to those between 15 and 25 as young people tend to be into horror.

To ensure that the copy and backdrop match coherently, the text will be white to prevent it from blending into its surroundings and making it harder to read. It will also have shadows for if the backdrop is a light grey to (again) prevent my Closing Credits from becoming unreadable.

### Cutaways:

I will be using Cutaways to switch between my Interviews and B-Rolls (which will all be acting as an Overlay). This denotation of B-Rolls will help to add context, making the “Helping the Homeless” Documentary feel relatable, easy-to-follow and credible because the B Rolls are illustrating what is being discussed.

Interviews	Who are you interviewing? Why are you interviewing them? How do they relate to your topic?
<ul style="list-style-type: none"><li>• <b>Kirsty and Faye</b> – I am going to be interviewing Kirsty Quinn and Fay Thorpe from <u>Rushmoor</u> Borough Council’s “Outreach Team”. The subject I am interviewing them towards is how they help the homeless. This is to show how local authorities can help the homeless and aims to inspire people to help each other. This will promote <u>Rushmoor</u> Borough Council as being humane. I also intend to ask their thoughts on the local poverty and the regeneration of Farnborough Aldershot. This will create interest and will create contrasting views</li><li>• <b>Martin Tennant</b> – I aim to interview Martin Tennant on <u>Rushmoor</u> Borough Council’s regeneration of Farnborough and Hampshire. I intend to ask his thoughts on the project, the construction company, what it will do to the economy, and why they are doing the regenerating the why they are. This will create interest and will highlight any issues with the regeneration to make the interview more emotive. I do not want to focus on the benefits style of this regeneration as I fear that would turn “Helping the Homeless” into a Propaganda and Advertisement promoting said regeneration, making “Helping the Homeless” biased and unethical.</li></ul>	
B-Rolls, Archive Footage, and Assets	What else will we see apart from interviews? Will something be playing over the B-Rolls? How will your archive footage, assets and B-Rolls relate to your subject?
<b>Establishing Shot of Farnborough and Aldershot</b> <p>For when “Helping the Homeless”, I am considering filming B Rolls of Farnborough and Aldershot for when my documentary discusses said town (especially during the scene of the towns’ regeneration. This will add context to make the town feel more memorable, relatable, accessible, and recognisable. This will make “Helping the Homeless” relatable for a wider range of viewers.</p> <p>I will be focusing on the areas of Farnborough and Aldershot being regenerated – mainly Union Yard’s concrete construction and Farnborough Civic Quarter. This will help to show progression and change to connote an ideology of Farnborough and Aldershot going on a journey and updating itself to feel more contemporary, modern, current and relevant to young viewers. Alongside this, I aim to film in the canopied area of Princes Mead outside Princes Mead Shopping Centre because of this area being owned by <u>Rushmoor</u> Borough Council.</p> <b>3D Computer Graphics of Regenerated Farnborough and Aldershot</b> <p>For the scene where we explore <u>Rushmoor</u> Borough Council’s regeneration of Farnborough Aldershot, I would like to ask if I can use 3D Computer Graphics / Animation of what Farnborough and Aldershot will look like once regenerated. The denotation of 3D Graphics will make my documentary called “Helping the Homeless” contemporary and modern for young viewers, hence making my documentary feel relevant, and current to young viewers.</p>	

## Describing the Editing in my Treatment:

In this slide, you can see a much greater emphasis on my description of planned “Editing” techniques for “Helping the Homeless”. This shows progression / self-development and improvement from my previous Media Projects because rather than just focusing on production, I am focusing on how all the footage will come together through Visual Effects to attract my Target Audience. This helps me to consider how I will attract viewers successfully and helps me to question the justification why I am using certain footage / audio / VFX in “Helping the Homeless”.

# Pre-Production

## Legal and Ethical Considerations

Legal and Ethical Issues were a very important consideration for “Helping the Homeless” and when pitching this to my client, they were “impressed” that I had not only considered, but also confronted and resolved the Legal and Ethical Issues around producing a Media Production on Homelessness.

With an increased risk to vulnerability, drugs, crime, and danger – any filming of any homeless people would put me, other and the kit in potential danger. Homeless may not even want to be filmed because of being ashamed of their lifestyle, or wanting to be anonymous to protect them from their increased vulnerability to crime, violence, and crime.

On this page is a spreadsheet showing how I confronted the Legal and Ethical Considerations for “Helping the Homeless”.

Legal and Ethical Considerations		
Legal and Ethical Issues	Description	Solution
Privacy	This refers to keeping the person's identity anonymous.	<p>To avoid infringement of privacy, there will NOT be any filming/recordings of real homeless people in my documentary and an actor will be used instead.</p> <p>During interviews, names and job roles will be used for people's identity (preferably only their first name). Any Personal Information MUST NOT be used in my Final Cut and will be kept strictly confidential.</p> <p><b>*Note</b> – I am open to requests from the interviewees regarding privacy. If my interviewees effectively inform me of any request during filming or prior, then their requests can be incorporated into my Final Cut of “Helping the Homeless”.</p>
Defamation / Libel / Slander	This is when an untrue statement is said without evidence, usually to ruin the person reputation.	A voiceover or text will denote that any cinematography showing the homeless is a scene recreation. This is to avoid confusion and to prevent my homelessness documentary from misleading my viewers.
Discrimination	This refers to unfair treatment of a particular group of people.	<p>The Presenter and Visual Language of my documentary will be impartial / neutral when discussing homelessness to prevent any offence caused by any biased/untrue dialogue and monologue.</p> <p>It will be made clear that footage showing a homeless person are Scene Recreations and not of real people.</p>

		I plan to use Monochrome ONLY to show the harsh lifestyle of being homeless.
Data Protection	This refers to storing the data/footage/files in a safe and secure location.	<p>All files will be securely kept on my External Disk Drive with all files backed up. The homelessness documentary files will be permanently stored in an area of my Disk Drive designated for my B2 Homelessness Documentary so that I use what is needed for this project.</p> <p>Rough Cuts will be released to media peers once they are ready and to ONLY the media peers to gain constructive feedback for improvements to my Homeless Documentary. The Final Cut will then be released to the Public in preparation for the B2 Community Film Festival.</p>
Freedom of Information	This refers to the accessibility of the files used for your media production and who you can/cannot share them with.	Only relevant information per cast will be revealed in my Final Cut. For instance, a name card with that person's position and charity will be used with nothing else so to prevent infringement of privacy.
Codes of Practise	This refers to professional conduct, planning and permissions.	<p>A Production Schedule will have been completed for planning my whole B2 Community Film Festival Project – this MUST be updated during any developments to remain reliable and up to date.</p> <p>All Pre-Production will be completed before filming/recording/ Filming/recording will NOT go ahead unless written permission has been given and I have completed Call Sheets and Risk Assessments and any other important logistics per shoot.</p>
Copyright	This refers to professional conduct, planning and permissions.	All files in my Homelessness Documentary will have been cleared for copyright – especially if that material is Archive Material. Only Archive Material relevant to my Homelessness Documentary
		will be used and will be kept minimal, as I want to film the majority of my Homeless Documentary myself. I want to film this documentary myself to prevent copyright and make said documentary as original and authentic as possible.
Any Further Comments	This refers to any legal and ethical considerations which have not been mentioned within this form yet.	<p><b>Health and Safety (Important):</b></p> <p>Filming a documentary on Homelessness immediately creates health and safety issues. For instance, the homeless have much higher exposure to crime – compromising on the safety of myself and any other personnel on set. Alongside this, they have exposure to bad weather which could ruin the kit for my documentary and could cause coldness to my media crew. There is also a lack of food and water which could affect a homeless person's mood and overall strength mentally, physically, and emotionally. Any homeless person may not want to be caught on-camera for these very reasons.</p> <p>Henceforth, I have decided to film a Homelessness Documentary which celebrates the work charities do to help the homeless. This is safer because I am working with people who I can trust and am not exposing myself or others to bad weather, crime, or any other homelessness-related danger.</p>



# Pre-Production

## Meeting with The Hope Hub

On Tuesday 10<sup>th</sup> February 2023, I ventured to Camberley to meet one of my possible interviewees, The Hope Hub. This is because after contacting them a month prior, they shortly wanted to know more about “Helping the Homeless” to decide whether they wanted to participate or not. This benefited them because it enabled them to make a better-informed decision based on more information.

For the meeting, I bought a printed copy of my Proposal, a Treatment, and a Legal and Ethical Considerations Table. These documents were provided to demonstrate my ability to define my shoot, what was required from The Hope Hub, how they connect with my “Helping the Homeless” documentary and my capability to overcome constraints to make the production of “Helping the Homeless” as safe, secure, sensible, and professional as possible.

I wore a suit to this meeting as a sign of Professional Practice to illustrate my confidence as a filmmaker, and to connote the confidence my project, my dedication to it and how serious I was about producing “Helping the Homeless”. Regardless, I kept the dialogue relaxed to prevent sound too stiff, formal, and uptight.

### Problem Solving:

I had gotten The Hope Hub’s work confused with Step by Step’s work in Aldershot, mistakenly thinking that it is The Hope Hub deal with Youth Homelessness when the Step-by-Step Partnership deal with this aspect instead. This occurred because of the amount of research completed made it easy to muddle up certain parts of research. To counteract this for next time, I will cross reference my research more carefully.

Based on this error, I corrected my paperwork to ensure that it remained honest, truthful, and accurate. This is important so that I do not misrepresent my interviewees or cause my Media Content to become untrustworthy, unethical, inaccurate, and biased. These qualities would have made “Helping the Homeless” unsuccessful.

Meeting Notes	
Points of Discussion	Meeting Outcomes
Distribution and Politics	A main confirm from the Hope Hub was where I plan to broadcast “Helping the Homeless”. This is because the charity <u>take</u> their reputation very seriously because of being supported by funds from local people. Hence, any information negatively representing the Hope Hub could discourage others from supporting the charity, thus making them lose the ability to help the homeless. This also includes any political statements as well, which could have the same effect.
Legal and Ethical Considerations alongside Broadcasting Rights	During my meeting with Camilla Spicer, we discussed anonymity and the risks associated around Homelessness.  More importantly, <u>Camiller</u> Spicer wants to know exactly where “Helping the Homeless” is being broadcasted. Hence, I explained that this would be broadcast on a invitation-only Community Film Festival containing local council workers, charities, the students and their parents themselves. I also stated that I would be sharing the video to various people for feedback on how to improve my Rough Cuts of “Helping the Homeless”.
Background Information	<u>Camiller</u> Spicer asked me of my background information including my age, Secondary School, College, Current Course, and how long I have been studying at Farnborough College of Technology. She also checked my Farnborough College of Technology lanyard to verify that what I was saying was true.
My Project	I fully explained my “Helping the Homeless” Documentary to Camilla Spicer and the importance of this assignment, emphasizing that 50% of my grade will be resting on this very project and that my final cut will be broadcast in March at the Community Film Festival.
Requirements from The Hope Hub	I explained to Camilla Spicer that I would only need a filmed/recorded interview of The Hope Hub on local homelessness and that there would be no filming of real people who are homeless.  She agreed on not filming any real homeless people but is still unsure on the charity doing a filmed/recorded interview.
Step by Step Partnership	Camilla Spicer expressed concern that 2Helping the Homeless” may feel disjointed because of the bulk of my story being in <u>Rushmoor</u> and The Hope Hub being in Surrey Heath. She thus highly recommended Step by Step Partnership who deal with Youth Homelessness in Aldershot as they work with <u>Rushmoor</u> Borough Council and are more likely to appeal to younger people. This was also she felt that interviewing Step by Step would feel less disjointed because of it being in <u>Rushmoor</u> .
Stereotypes and Roles	Upon reading my Proposal for “Helping the Homeless” Camilla Spicer added to my research by stating that the police also check-up the wellbeing of the homeless and do not just stop crime in this field. Both Camilla and I also agreed on how the “Hidden Homeless” are homeless people who sleep between people’s sofas and that there are many different types of Homelessness.  <b>Important</b> – I asked Camilla on her thoughts towards my Scene Recreation of Homelessness by explaining that the actor would wear colloquial, informal clothing. Camilla felt that this portrayal of Homelessness is accurate and I ensured that I stated how this Scene Recreation is based on Secondary Research.
Documentation to Send	I will be sending Camilla Spicer and Paul <u>Amphlett</u> Interview Question upon Camilla’s request to <a href="mailto:fundraising@thehopehub.org.uk">fundraising@thehopehub.org.uk</a> to ensure both <u>Camiller</u> and Paul can see this documentation. On the same email address, I will also be sending a script to show how all my content will fit together and a showreel to show promote my Media Content.

# Pre-Production

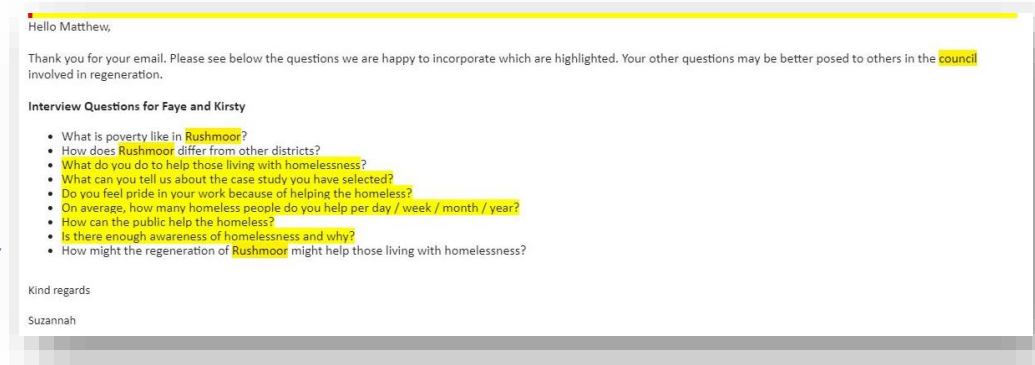
Dear Matthew,

Thank you for inviting us to take part in your film project and providing the questions. Unfortunately, after reviewing the questions I regret that we cannot comment on some of your questions. It would not be appropriate for Council officers to comment on such sensitive issues or areas of conjecture.

I have highlighted the questions we could not respond to.

## Negotiating my Interview Questions

Whenever creating a Documentary and have successfully secured interviewees, I always consider what I would want to ask said interviewee to help inform my Target Audience. For writing the Interview Questions, all Questions were based on factors including the purpose of both dialogue and character, alongside context, and their relation to the whole of my Documentary. This is an example of Professional Practice because it ensures that my Media Production flows freely and feels fluent, enabling its structure to be logical and appropriately ordered so that my “Helping the Homeless” Production would make sense to viewers when editing it.



### Explaining the Samples Provided:

Here are the original Interview Questions I intended to ask the ‘Outreach Team’ of Rushmoor Borough Council. Their aim was to be a denotation evocative, gritty, hard-hitting journalism. This relates to the need to show the extent of bleakness associated with the lifestyle of homeless and the character’s need and purpose to state what Rushmoor Borough Council does to help the homeless.

When typing the interview Questions, both I and my Tutor, Peter Marmont-Emery (a professional filmmaker who has worked with musicians before) agreed on the term “Don’t hold back.” This decision was necessary because if I had held back and made my Homelessness Documentary too soft then it would not have shown homelessness in a compelling, impactful and evocative mode of address.

However, these questions were too hard-hitting for the Outreach Team in Rushmoor Borough Council because of them being too sensitive. Henceforth, I decided to edit my Questions and created several drafts whilst taking on board feedback from a peer called Mars. I also communicated my new Interview Questions via email with the ‘Outreach Team’ to ensure that they could answer what they were happy to answer, preventing nervousness on the day of filming and getting the best quality of dialogue out of them.

Henceforth, the Outreach Team highlighted five questions they were happy to answer in an email and agreed to this to prevent any confrontation and consequently losing an interviewee.

# Pre-Production

## Samples of my Interview Questions

Below, you can see how I have edited the Interview Questions based on the emails from the previous page. This was done to prevent leaking sensitive information from the interviewing, ensure their jobs remained safe and to avoid any risk of confrontation or losing an interviewee.

### ***Original Interview Questions for the Outreach Team***

#### **Interview Questions for Faye and Kirsty**

- How severe is poverty in Rushmoor?
- Why is Rushmoor one of the most deprived areas of Hampshire (source: Rushmoor Borough Council report)
- How many homeless people are there compared to other areas where you've worked?
- How do you help the homeless?
- What can you tell us about the case study you have selected?
- Do you feel pride in your work because of helping the homeless?
- How many homeless people do you help per day / week / month / year?
- Can homelessness ever be eradicated AND WHY?
- How can the public help the homeless?
- Why should the public help the homeless?
- Why do the public ignore/walk past the homeless?
- Is there enough public awareness on the homeless?
- What are your thoughts on the regeneration of Farnborough and Aldershot in Hampshire?

### ***Edited Interview Questions for the Outreach Team***

#### **Interview Questions for Faye and Kirsty**

- What do you do to help those living with homelessness?
- What can you tell us about the case study you have selected?
- Do you feel pride in your work because of helping the homeless?
- On average, how many homeless people do you help per day / week / month / year?  
(alternative question: How many people do you help on average?)
- How can the public help the homeless?
- Is there enough awareness of homelessness and why?

# Pre-Production

## Scriptwriting

Throughout my Pre-Production and Production of “Helping the Homeless”, my structure for this Homelessness Documentary remained mainly unchanged. This is because I felt that each chapter of my Documentary helped to transition smoothly into the next. For instance, the Scene 1 blends into Scene 2 because we go from focusing on Rushmoor’s Regeneration into Homelessness with the Presenter describing local poverty rates between these scenes to link them together. This helps to create mystery towards the causes of the regeneration to keep viewers interest for longer, making “Helping the Homeless” feel more interesting for viewers and engaging.

However, the main aspect of my scriptwriting that did change was the Script Layout for one main reason: My very early drafts of scriptwriting for “Helping the Homeless” looked too much like Film Script as opposed to scripts for Factual Programmes. This is because my early scripts had the Parenthetical with the Character Cues director underneath.

Henceforth, I made my drafts of my “Helping the Homeless” scriptwriting look mor suited to Factual Media by presenting as a table: one the left side, I put visual content (such as parenthetical and so on). On the right column, I put audio content (such as Character Cues, any Music or SFX, and any Audio Transitions, such as if I wanted a track to Audio Fade In/Out).

<p><u>EXT. RUN-DOWN STREET / DAYTIME</u> EXTREME CLOSE-UP The hands of a homeless person hold out a money-pot.  KIRSTY AND FAYE &lt;Why the public should help those who are homeless&gt;  SCENE 3</p> <p><u>EXT. UNION STREET, ALDERSHOT / DAYTIME</u> The presenter is wearing smart-casual clothing. He has his back to the pedestrian street.  PRESENTER One group of people suffering from homelessness is young people. In Camberley, there is a charity dedicated to helping Youth Homelessness called “The Hope Hub”. I recently interviewed them on Youth Homelessness.</p> <p><u>GRAPHICS.</u> On Google Maps, we zoom into The Hope Hub.  HOPE HUB INTERVIEWEE &lt;Discusses ‘The Hope Hub’&gt;</p> <p><u>EXT. THE HOPE HUB</u> The camera looks at The Hope Hub entrance.  Cuts To:</p> <p><u>INT. THE HOPE HUB / DAYTIME</u> We cutaway to the interviewee.  HOPE HUB INTERVIEWEE &lt;Discusses Youth Homelessness&gt;</p> <p>5   Page</p>	<table><tr><td>CLOSE-UP &lt;B-Roll&gt; We focus shift from a car park to the CU of a cold, metallic and grey fence.  Cuts To:  CLOSE-UP &lt;Recreation and B-Roll&gt; A homeless person looks sad because of being homeless and then puts his hands in his head.  Cuts To:  <u>INT. COUNCIL CHAMBER, COUNCIL OFFICES / DAYTIME</u> LOW ANGLE We look at two glass panes of the Council Chamber each one with the emblem of <u>Rushmoor</u> Borough Council on them.  Cuts To:  TWO-SHOT KIRSTY AND FAYE amongst a backdrop with wooden walls, the RUSHMOOR BOROUGH COUNCIL emblem and three flags either side of them.  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.</td><td>&lt;Discussing whether there is enough awareness of homelessness and why.&gt;  KIRSTY QUINN AND FAYE THORPE (O.S) &lt;Discussing whether there is enough awareness of homelessness and why.&gt;  KIRSTY QUINNE AND FAYE THORE &lt;Discussing how the “Outreach Team” at RUSHMOOR BOROUGH COUNCIL help those living with homelessness.&gt;  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.</td></tr><tr><td><u>EXT. ALBERT ROAD / DAYTIME</u> MEDIUM CLOSE-UP The presenter is wearing a black and white shirt. Their backdrop is an old, derelict, neglected and abandoned “2000Banners” warehouse.  Cuts To:  CLOSE-UP *Monochrome &lt;Recreation and B-Roll&gt; We focus on the sad face of someone who is homeless, sad because of the horrible living conditions that come with homelessness.  Fades To:  CLOSE-UP *Monochrome &lt;B-Roll&gt;</td><td>The audio goes from silence to a background Music Track of soft, emotive, piano music.  PRESENTER “Homelessness...”  PRESENTER “...can happen to any of us!”</td></tr></table>	CLOSE-UP <B-Roll> We focus shift from a car park to the CU of a cold, metallic and grey fence.  Cuts To:  CLOSE-UP <Recreation and B-Roll> A homeless person looks sad because of being homeless and then puts his hands in his head.  Cuts To:  <u>INT. COUNCIL CHAMBER, COUNCIL OFFICES / DAYTIME</u> LOW ANGLE We look at two glass panes of the Council Chamber each one with the emblem of <u>Rushmoor</u> Borough Council on them.  Cuts To:  TWO-SHOT KIRSTY AND FAYE amongst a backdrop with wooden walls, the RUSHMOOR BOROUGH COUNCIL emblem and three flags either side of them.  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.	<Discussing whether there is enough awareness of homelessness and why.>  KIRSTY QUINN AND FAYE THORPE (O.S) <Discussing whether there is enough awareness of homelessness and why.>  KIRSTY QUINNE AND FAYE THORE <Discussing how the “Outreach Team” at RUSHMOOR BOROUGH COUNCIL help those living with homelessness.>  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.	<u>EXT. ALBERT ROAD / DAYTIME</u> MEDIUM CLOSE-UP The presenter is wearing a black and white shirt. Their backdrop is an old, derelict, neglected and abandoned “2000Banners” warehouse.  Cuts To:  CLOSE-UP *Monochrome <Recreation and B-Roll> We focus on the sad face of someone who is homeless, sad because of the horrible living conditions that come with homelessness.  Fades To:  CLOSE-UP *Monochrome <B-Roll>	The audio goes from silence to a background Music Track of soft, emotive, piano music.  PRESENTER “Homelessness...”  PRESENTER “...can happen to any of us!”
CLOSE-UP <B-Roll> We focus shift from a car park to the CU of a cold, metallic and grey fence.  Cuts To:  CLOSE-UP <Recreation and B-Roll> A homeless person looks sad because of being homeless and then puts his hands in his head.  Cuts To:  <u>INT. COUNCIL CHAMBER, COUNCIL OFFICES / DAYTIME</u> LOW ANGLE We look at two glass panes of the Council Chamber each one with the emblem of <u>Rushmoor</u> Borough Council on them.  Cuts To:  TWO-SHOT KIRSTY AND FAYE amongst a backdrop with wooden walls, the RUSHMOOR BOROUGH COUNCIL emblem and three flags either side of them.  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.	<Discussing whether there is enough awareness of homelessness and why.>  KIRSTY QUINN AND FAYE THORPE (O.S) <Discussing whether there is enough awareness of homelessness and why.>  KIRSTY QUINNE AND FAYE THORE <Discussing how the “Outreach Team” at RUSHMOOR BOROUGH COUNCIL help those living with homelessness.>  This scene was initially designated for The Hope Hub. However, the pulled out of “Helping the Homeless” on 24/01/2023.				
<u>EXT. ALBERT ROAD / DAYTIME</u> MEDIUM CLOSE-UP The presenter is wearing a black and white shirt. Their backdrop is an old, derelict, neglected and abandoned “2000Banners” warehouse.  Cuts To:  CLOSE-UP *Monochrome <Recreation and B-Roll> We focus on the sad face of someone who is homeless, sad because of the horrible living conditions that come with homelessness.  Fades To:  CLOSE-UP *Monochrome <B-Roll>	The audio goes from silence to a background Music Track of soft, emotive, piano music.  PRESENTER “Homelessness...”  PRESENTER “...can happen to any of us!”				

Rough Draft 1

Final Draft

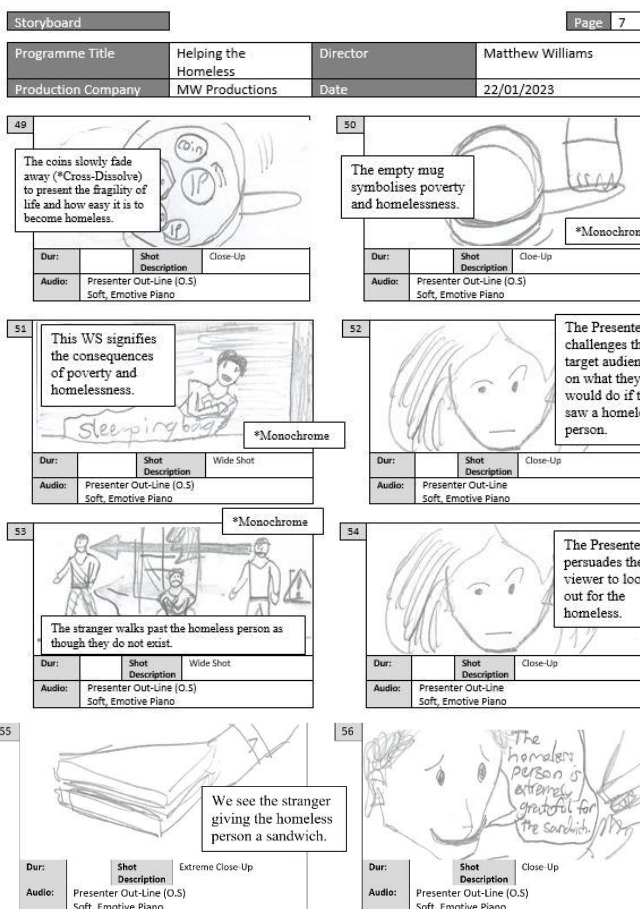


# Pre-Production

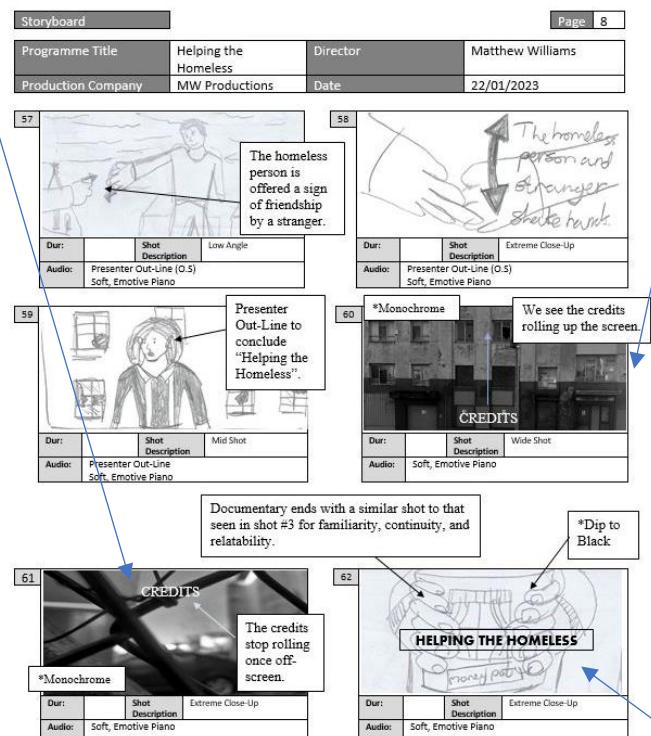
## Storyboarding

The examples of storyboarding in my opinion are my best examples of storytelling. This is because they show the Homelessness Scene Recreations and are thus the creative, storytelling elements of “Helping the Homeless”. Storyline was attached to this documentary as requested from feedback given by the Community Film Festival after pitching to them.

Based on this feedback, I decided to show a story by creating progression. To achieve this, I have denoted the homeless person being given a sandwich and thus newfound happiness and optimism after having been sad, upset, alone and isolated because of homelessness. This tells a story because it shows how a simple act improves someone else’s life, creating cause and effect. More importantly, this is a demonstration of the benefits regarding random acts of kindness and is a crucial element of “Helping the Homeless” because it inspires people to look out for others and encourages them to help those in need of it. This relates to “Helping the Homeless” because my Documentary’s synopsis explores “Organisations. helping the homeless.”



Page 8 of my Storyboarding shows how I have progressed and developed my cinematography and title sequences. This is because of just having a text box saying, “Closing Titles”, I am adding examples of cinematography in the backdrop to create atmosphere, tones and relate to homelessness and poverty.



The Closing-Shot is the same as the Opening-Title Shot. This is so that I viewers can leave the documentary back where they start to create familiarity and connote that the Documentary is now ending. This also creates repetition to make my Documentary more recognisable.

# Pre-Production

## Shot List

### Shot List

This shot shows Informing Ideas as it shows how my project developed. This is because The Hope Hub eventually pulled out of “Helping the Homeless”. Hence, I wrote “Cancelled” per shot for “Helping the Homeless” to reflect this., This tells me to ignore The Hope Hub shots so that I can prioritise the most important cinematography. This shows effective Project Management and ensures that my course work is accurate, up-to-date, trustworthy, and reliable so that I can use it to successfully produce “Helping the Homeless.”

Scene	Shot #	Camera Angle	Framing / Movement	INT / EXT	Filming Location	Action	Date and Time of Filming	Has it been filmed? (YN)
Scene 3	N/A	Mid Shot	*Static	INT	The Hope Hub, Camberley, UK	Camilla Spicer from The Hope Hub discusses how The Hope Hub helps those living with homelessness.	25/01/2023 Morning	Cancelled
Scene 3	#39 #43 #46	Close-Up	*Static	INT	The Hope Hub, Camberley, UK	Camilla Spicer from The Hope Hub discusses how The Hope Hub helps those living with homelessness.	25/01/2023 Morning	Cancelled
Scene 3	#44 #45	Close-Up	*Static The shot's detail will be on the brochures (and the hand holding it) with their being a Shallow-Depth of Field on the surrounding environment.	INT	The Hope Hub, Camberley, UK	A hand looks at and opens at least two Hope Hub brochures. Said brochures will highlight initiatives towards homelessness by The Hope Hub.	25/01/2023 Morning	Cancelled
Scene 3	#38	Wide Shot	*Static	INT	The Hope Hub, Camberley, UK	The camera Focus Pulls to a blue-portable wall lined with posters relating to The Hope Hub. This will showcase the charity's initiatives towards Homelessness.	25/01/2023 Morning	Cancelled
Scene 3	#40	Wide Shot	*Static Use of right angles and symmetry. Large Sofa will be to the left, the armchair will be in the middle or right and the coffee table will be in	INT	The Hope Hub, Camberley, UK	The camera looks towards the sofas and coffee table.	25/01/2023 Morning	Cancelled

When filming “Helping the Homeless”, I would also update my shot list to inform what had been filmed and what needed filming. This shows Informing Ideas because it tells me the outcomes of my shoot (how much footage I have achieved from it) and how much more footage is required. This helps me to ensure that I have all the footage required for “Helping the Homeless” so that I can complete my project to the best of my abilities. It also enables to resolve any lack of footage as soon as possible so that I can spend my time productively and prevent “Helping the Homeless” from being rushed.

Scene 2	N/A	Wide Shot	*Static	EXT	Albert Rd, Aldershot	The homeless person is lying, trying to sleep on the floor. At times, he will look asleep and at other times, he will have his hands in his head because of fear.	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 2	#24 #51	Wide Shot	*Static The homeless person is in the middle of shot.	EXT	Albert Rd, Aldershot	The homeless person (in a sleeping bag) is trying to sleep with his back to the wall but is shivering because of coldness.	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 2	#24	Close-Up	*Static	EXT	Albert Rd, Aldershot	The homeless person coughs violently. This will represent to exposure to illness / disease faced by those living with homelessness.	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 2	#31 #32	Close-Up	*Static	EXT	Albert Rd, Aldershot	The homeless person looks sad and then puts his hands in his hands, beginning to cry (slomo).	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 3	#49	ECU	*Static We are looking down, into the mug.	EXT	Albert Rd, Aldershot	A shot of a mug which has money within it.	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 1 and 3	#3 #62	ECU	*Static	EXT	Albert Rd, Aldershot	The homeless person is holding out a Money Pot (an old mug) with his cold hands.	04/02/2023 Afternoon	Tested on 03/02/2023 Filmed on 04/02/2023
Scene 3	#50	ECU	*Static	EXT	Albert Rd, Aldershot	We are looking into a homeless person's mug. However, it does not have any money within this time.	04/02/2023 Afternoon	Completed

# Pre-Production

## Shot List (continued)

Scene 2	#58	ECU	*Static The homeless person and stranger's hand which are in-contact appear on-screen.	EXT	Albert Rd, Aldershot	The homeless person and stranger shake hands to symbolise friendship.	04/02/2023 Afternoon	
Scene 2	#58	ECU	*Static We focus on the sandwich.	EXT	Albert Rd, Aldershot	The stranger gives the homeless person a sandwich out of kindness and pity.	04/02/2023 Afternoon	
Scene 2	#27 #53	Wide Shot	*Static The camera will face the stranger (coming towards us) with the setting and homeless person to the side.	EXT	Albert Rd, Aldershot	A stranger walks past a homeless man and is about to take a bite out of his sandwich. However, he then stops and gives the sandwich to the homeless person instead.	04/02/2023 Afternoon	
Scene 2	N/A	Wide Shot	*Static	EXT	Albert Rd, Aldershot	The homeless person is lying, trying to sleep on the floor. At times, he will look asleep and at other times, he will have his hands in his head because of fear.	04/02/2023 Afternoon	
Scene 2	#24 #51	Wide Shot	*Static The homeless person is in the middle of shot.	EXT	Albert Rd, Aldershot	The homeless person (in a sleeping bag) is trying to sleep with his back to the wall but is shivering because of coldness.	04/02/2023 Afternoon	
Scene 2	#24	Close-Up	*Static	EXT	Albert Rd, Aldershot	The homeless person coughs violently. This will represent to exposure to illness / disease faced by those living with homelessness.	04/02/2023 Afternoon	
Scene 2	#31 #32	Close-Up	*Static	EXT	Albert Rd, Aldershot	The homeless person looks sad and then puts his hands in his hands, beginning to cry (slo-mo).	04/02/2023 Afternoon	
Scene 3	#49	ECU	*Static	EXT	Albert Rd, Aldershot	A shot of a mug which has money within it.	04/02/2023 Afternoon	
			We are looking down, into the mug.					
Scene 1 and 3	#3 #62	ECU	*Static	EXT	Albert Rd, Aldershot	The homeless person is holding out a Money Pot (an old mug) with his cold hands.	04/02/2023 Afternoon	
Scene 3	#50	ECU	*Static We are looking down, into the mug.	EXT	Albert Rd, Aldershot	We are looking into a homeless person's mug. However, it does not have any money within this time.	04/02/2023 Afternoon	
Scene 2	#16	Dutch Angle	*Static The framing in this shot is tilted because of it being a Dutch Angle.	EXT	Albert Rd, Aldershot	We focus on a Dutch Angle of an old, abandoned, derelict warehouse.	04/02/2023 Afternoon	
Scene 2	#30	CU	*Static Main focus will be on the fence.	EXT	Albert Rd, Aldershot	We focus on a metallic fence to add texture to my documentary.  *Monochrome Lighting in post-Production to exaggerate deprivation, bleakness and poverty.	04/02/2023 Afternoon	
Scene 2	#19	ECU	*Static The focus will be on the fence.	EXT	Albert Rd, Aldershot	We focus on a grey, cold rod of metallic fence.  *Monochrome Lighting in post-Production to exaggerate deprivation, bleakness, and poverty.	04/02/2023 Afternoon	
Scene 2	#23	Low Angle	*Static	EXT	Albert Rd, Aldershot	The camera Focus Pulls from the metallic fence to the side of a house which has no windows.  *Monochrome Lighting in post-Production to exaggerate deprivation, bleakness and poverty.	04/02/2023 Afternoon	

For filming/recording on Saturday 4<sup>th</sup> of January 2023, I have ordered the cinematography in a particular way that enables me to get the more technically challenging. This is an example of Problem Solving because I am trying to get the hardest and more time-consuming cinematography completed first to prevent it being rushed by leaving it to the last minute. This also gives me less pressure because I know that the rest of my cinematography will be less challenging and much simpler to film. This is reinforced by filming/recording the B-Rolls of the setting or certain features last as they require less props and personnel, making them easier to film.

I have also kept put the shots in order of props to make filming as simple as possible. This is because using the same prop requires less prop-switching – enabling me to prevent time wasting.

# Pre-Production

## Resources

Resources List

Equipment Needed:	Sourced From:	Time/Date Required	Reasons for My Choice	Cost
Canon EOS RP	Amazon	30/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  05/02/2023 10:00 – 12:00  06/02/2023 10:00 – 12:00	The RP has high resolution and <del>great</del> image quality. It is an EOS camera by the successful Canon brand, making it industry-standard and professional.	£1298
NTG3	CVP	30/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  06/02/2023 10:00 – 12:00	The NTG3 is a shotgun mic meaning that it will only focus on its audio source. It also has thick windshields	£754.57 (including VAT)
Zoom H4N Pro	CVP	30/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  06/02/2023 10:00 – 12:00	The Zoom H4N Pro requires using our own SD Card, giving you greater control of your audio recordings.	£195 (including VAT)
Rode <del>Boompole</del>	CVP	30/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  06/02/2023 10:00 – 12:00	Rode <del>Boompole</del> will help the Boom Operator to reach audio originating from a distance.	£132.88 (including VAT)
E-image GH06 GA752	CVP	30/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  05/02/2023 10:00 – 12:00	E-Image is a reliable, <del>lightweight</del> and trusted manufacturer of tripods.	£649 (including VAT)

TH650 <del>Libec</del> Tripod	CVP	03/01/2023: 14:30 – 17:00  04/02/2023: 13:00 – 16:00  05/02/2023 10:00 – 12:00  06/02/2023 10:00 – 12:00	The TH650 is a reliable, <del>lightweight</del> and trusted manufacturer of tripods.	£210.60
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### Updating my Resources List:

I changed my choice of some kit and expanded upon other kit to reflect how the kit I produced “Helping the Homeless” had to be adjusted. This is because of not having enough crew one day to help the Boom Setup (hence hiring a Lapel Mic and Tascam’s), the EOS RPs being unavailable (hence why I swapped it for a 600D) and choosing a TH650 Libec instead of an E-Image as the TH50 is more lightweight, making it easier to manage my other kit.

The changes in my Resources List help to reflect the progress of development of how I produced “Helping the Homeless”. This ensures that all changes are accounted for to make my budgeting legal, efficient, reliable, efficient, trustworthy, and accurate.

NTG3	CVP	06/02/2023 10:00 – 12:00	The NTG3 is a shotgun mic meaning that it will only focus on its audio source. It also has thick windshields	£754.57 (including VAT)
Rode Lavalliere Mic	CVP	04/02/2023: 13:00 – 16:00  07/02/2023 15:00 to 16:30	A Lapel Mic will enable me to record high quality audio for if I do not have enough people for an NTG3, DAR, Boom Pole and XLR Cable Setup.	£233.39
Zoom H4N Pro	CVP	06/02/2023 10:00 – 12:00	The Zoom H4N Pro requires using our own SD Card, giving you greater control of your audio recordings.	£195 (including VAT)
Tascam DR-05X	CVP	04/02/2023: 13:00 – 16:00  07/02/2023 15:00 to 16:30	A Tascam DR05 can record high-quality audio whilst connected to a Lapel Mic.	£90 (including VAT)
Tascam DR-07X	CVP	04/02/2023: 13:00 – 16:00  07/02/2023	A Tascam DR05 can record high-quality audio	£114 (including VAT)



# Pre-Production

## Calculating the Total Expenditure for creating “Helping the Homeless”

To calculate how much “Helping the Homeless” would cost, I had to work out the total expenditure of all my Resources List’s items combined. To do this, I had written all the individual prices per item and included VAT so that I could account for the maximum cost thus preventing myself from not having enough to produce “Helping the Homeless”.

I then added all my costs on Google Calculator. I chose to use Google Calculator because of the amount of prices and the fact that it included various figures and decimal point would have made the addition extremely hard, confusing, long-winded, and frustrating to calculate on-paper. Working out the total expenditure on-paper will have also made it more likely to make mistakes because of the number of figures being death – this would have compromised the trust, accuracy, and reliability of my budgeting for “Helping the Homeless”. Giving an inaccurate budget will have risked me not having enough money to produce “Helping the Homeless” or asking for too much money and thus being seen as greedy or causing legal action if this was to occur within the Media Industry.

			size and the black jeans that she has are the closest equivalent to smart-looking black trousers.	
Black and White Shirt	ASOS	04/02/2023: 13:00 – 16:00	This shirt will make the Presenter look like a Professional, industry-standard Presenter, making my Documentary more successful.	£28
Sleeping Bag	Amazon	04/02/2023: 13:00 – 16:00	This is because a homeless person may carry a sleeping bag or a rough, rugged rug to sleep in with them.	£6.99
Cheap, Tacky Plastic Mug	Amazon	04/02/2023: 13:00 – 16:00	This mug will be used as a Money Mug as a homeless person may collect cash in a pot.	£4.99
Room Hire	<i>*The “Room Hire” prices are based on the ones given by Farnborough College of Technology.</i>	30/01/2023: 14:30 – 17:00	Room Hire will ensure that I have a setting booked for me to film in, preventing me from having to delay or cancel “Helping the Homeless”.	£325
<b>TOTAL COST (PLUS VAT)</b>		£24,580.04 – £34,320.04		

Actors	Farnborough College of Technology	04/02/2023: 13:00 – 16:00	The use of actors with adequate experience and imagination will help to increase the quality of storytelling within “Helping the Homeless”.	£50 - £400 p/h per actor = £450-£3600 p/h for three actors
Black Jeans	H&M	04/02/2023: 13:00 – 16:00	Ezti struggles to find trousers which fit her because of their size and the black jeans that she has are the closest equivalent to smart-looking black trousers.	£19.99
Black and White Shirt	ASOS	04/02/2023: 13:00 – 16:00	This shirt will make the Presenter look like a Professional, industry-standard Presenter, making my Documentary more successful.	£28
Sleeping Bag	Amazon	04/02/2023: 13:00 – 16:00	This is because a homeless person may carry a sleeping bag or a rough, rugged rug to sleep in with them.	£6.99
Cheap, Tacky Plastic Mug	Amazon	04/02/2023: 13:00 – 16:00	This mug will be used as a Money Mug as a homeless person may collect cash in a pot.	£4.99
Room Hire	<i>*The “Room Hire” prices are based on the ones given by Farnborough College of Technology.</i>	30/01/2023: 14:30 – 17:00	Room Hire will ensure that I have a setting booked for me to film in, preventing me from having to delay or cancel “Helping the Homeless”.	£325

<b>TOTAL COST (PLUS VAT)</b>	£24,182.03 - £31,029.03
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# Pre-Production

## Personnel List

## Personnel

### Finding a Presenter

One example of feedback given by my client (the B2 Community Film Festival) when pitching “Helping the Homeless” to them was to not have myself as a Presenter and hire an actor instead as the said client wanted mv to “stay behind the lens”. After careful consideration, I chose a first-year student from Level 3 Media Practice called Eztli Thompson to be my Presenter. They were chosen to be my Presenter because they are very good at acting and presenting. This is evident in the fact that they studied Performing Arts at college before progressing onto Creative Media Practice and because a Media Lecturer highly recommended Eztli as being a very talented Presenter.

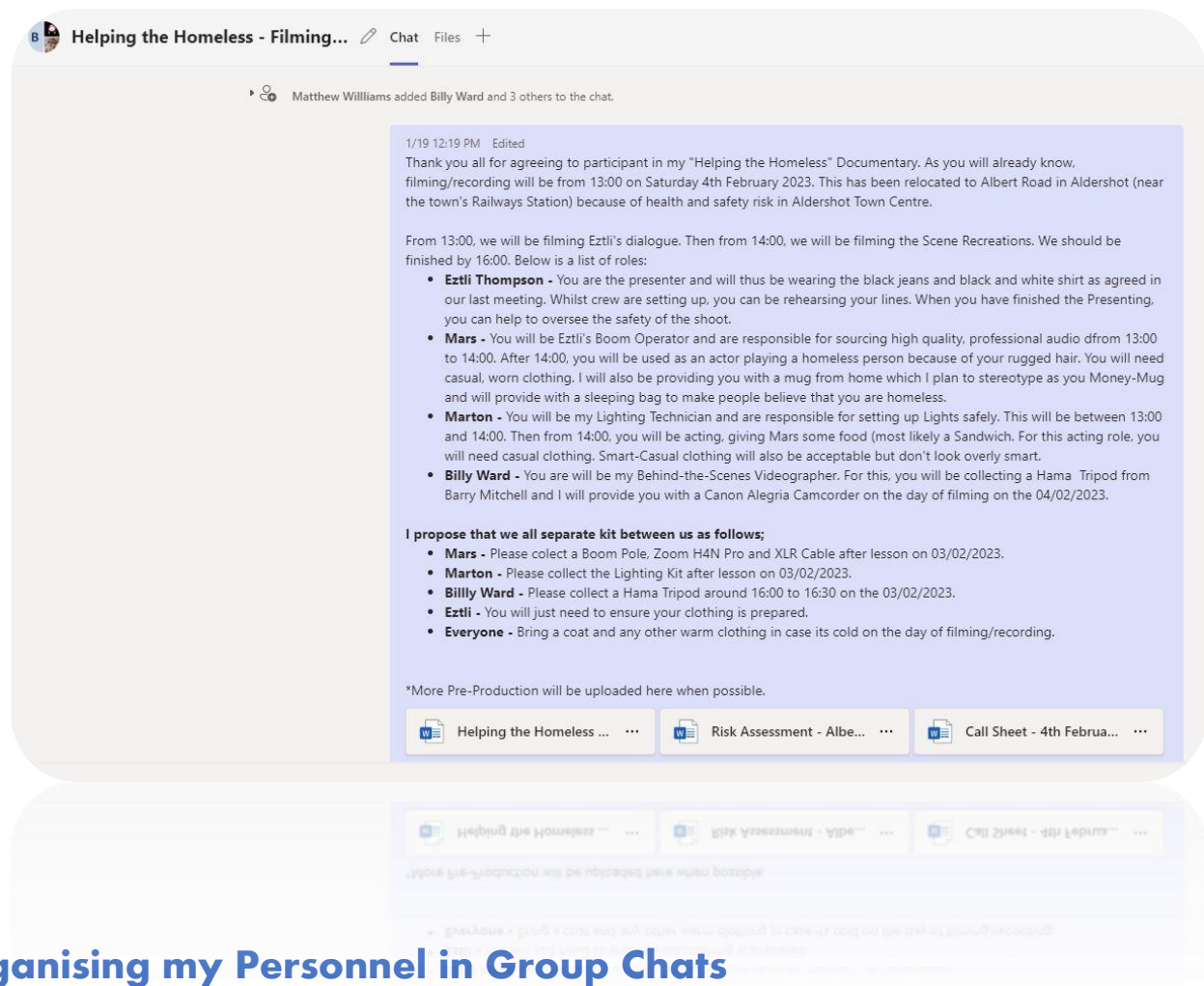
Another reason for using them is because Eztli helped with my “Dreams and Dilemmas” Short Film around February 2022. This enabled me to work with someone who I knew and felt familiar with so that filming the Presenter’s Dialogue could be as easy and stress-free as possible.

Job Role	Personnel Name:	Contact Details:	Reasons for Choosing The Personnel:
Director	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>	Because of doing my own submission for the B2 Community Film Festival and therefore doing all the planning, I will know how best to direct “Helping the Homeless” when it is being produced and will be able to manage this project as a director to ensure the success of my Homelessness Documentary.
Producer	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>	I will be producing “Helping the Homeless” as I will be reviewing the feasibility of the production, health and safety, costs, permissions, and any other requirements or constraints. I will need to undergo Problem-Solving to pre-produce, produce and post-produce my Homelessness Documentary which fits with the traditional role of the producer looking for and solving any problems that might appear in a Media Production.
Idea Generation / Pre-Production	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>	As I am doing my own submission for the B2 Community Film Festival Project, it is my own duty to manage my “Helping the Homeless” Documentary. Therefore, I need to undergo the Idea Generation and Pre-Production to ensure that I plan my ideas into reality.
Head of Photography	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>	I have been advised to stay “behind the lens”, meaning that I will be the main person directing my cinematography. This makes me the Head of Cinematography for “Helping the Homeless”. Another reason for me being the ‘Head of Cinematography’ is that (as part of my Pre-Production) I have been storyboarding for “Helping the Homeless”. Again, this shows that I

			am taking charge of my own choice of cameras shots and camera angles used in “Helping the Homeless”.
Camera Operator	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>	The Community Film Festival want me to focus on working behind the lens. This is to improve my cinematography skills by not placing the camera directly in front of the subject.
Boom Operator	Mars Taylor	<a href="mailto:20237309@farn-ct.ac.uk">20237309@farn-ct.ac.uk</a>	Mars has operated on Media Production on the past with audio recordings and often has good audio quality within his final cuts per project. Mars has experience of using a Boom Pole and can effectively keep the accompanying DAR in his pocket, making him a safe choice of Boom Operator. By choosing Mars due to his experience in audio, I am ensuring that my Production of “Helping the Homeless” remains as professional as possible.
Lighting Technician	Marton Andras	<a href="mailto:20231474@farn-ct.ac.uk">20231474@farn-ct.ac.uk</a>	Marton is confident at setting up lighting and has helped to set up lighting before in a range of locations for my “Fitness Impossible” Documentary.  Also, Lighting is not my strong suit meaning that it would be safer for Marton to do the lighting to make my shoots as professional as possible.
Presenter	Eztli Thompson	<a href="mailto:20245261@farn-ct.ac.uk">20245261@farn-ct.ac.uk</a>	I have chosen Eztli Thompson as the Presenter because of her experience in Performing Arts and because I feel that her voice helps to convey a good array of tones and emotions. This will help to enhance “Helping the Narrative” because using someone with experience in theatre will increase the quality of the dialogue and audio. It will also define the tone of my documentary to ensure that it is appropriate and professional.

			the quality of the dialogue and audio. It will also define the tone of my documentary to ensure that it is appropriate and professional.  <b>An example of Eztli’s Talent as an Actor can be viewed in my “reams and Dilemmas” A1 Short Film below:</b>  <a href="https://bit.ly/3jb9AgU">https://bit.ly/3jb9AgU</a>
Homeless Person (actor)	Mars Taylor	<a href="mailto:20237309@farn-ct.ac.uk">20237309@farn-ct.ac.uk</a>	I have chosen Mars to portray the homeless person because I feel that he would be able to successfully convey the correct emotions on-screen, thus helping to enhance the narrative of “Helping the Homeless”.  Furthermore, Mars looks right for playing a homeless person because of his wild care fitting with the harshness, unpredictability (caused by vulnerability to many dangers) and harshness of homelessness.
Pedestrian	Marton Andras	<a href="mailto:20231474@farn-ct.ac.uk">20231474@farn-ct.ac.uk</a>	Marton would play a good pedestrian because his hair being polished and refined suggests that he has the money and resources to look after himself. Also, Marton’s role is very simple and easy to do.  I do not feel that Marton would do well playing a homeless person as I do not feel that he has enough emotion within his facial expression and thus he would make the homeless person look wooden, tone-deaf and emotionless. This would make it harder for us to relate and empathise with the homeless person.

# Pre-Production



## Organising my Personnel in Group Chats

For organising the personnel involved with “Helping the Homeless” and other logistics, I created two Group Chats on Microsoft Teams: one called “Helping the Homeless – Filming/Recording on 04/02/2023” and “Regeneration & Rushmoor Borough Council Interviews”. This is because of different people helping me on 4<sup>th</sup> February to the personnel helping me for the interviews with Rushmoor Borough Council. Creating two separate groups ensured that I did not confuse information about each shoot, ensuring that I could effectively communicate with my production team to successfully organise and produce for each shoot of “Helping the Homeless”, thus showing Communication and Professional Practice.



# Pre-Production

## Discussing being a Presenter Eztli Thompson

Another example of effective communication is that I held a professional, formal and productive meeting with my presenter, Eztli Thompson. This was undertaken to introduce them to their responsibilities as a Presenter, organising the logistics and props, and to explain what I expected from “Helping the Homeless” and how the Presenter could help to contribute towards this.

This enabled me to clear up any confusion or potential issues that could us back, which shows Problem Solving because I am communicating to resolve any potential difficulties as early on as possible.

One issue I found is that Eztli’s heigh made them unable to wear most forms of clothing as most clothing is too big for Eztli. This changed my initial plans of trousers to connote how serious homelessness is and a dark blue top to add personality to the presenter. Instead, we replaced this clothing style with black jeans alongside a striped black and white shirt. This shows Problem Solving because I was able to adapt to Eztli’s clothing-related issues whilst maintaining the formal, serious style of fashion needed from The Presenter, which is also an example of Informing Ideas.

Meeting Record Client Sheet

Meeting Aims and Objectives	The aim of this meeting is to establish what the Presenter of my “Helping the Homeless” Documentary will look like for the B2 Community Film Festival.  Another primary aim is to establish backup options for clothing and sourcing the costumes. This also includes confirming the vital shoot details (such as call dates/times, that the Presenter is available and so on) to ensure that the Presenter’s Dialogue goes ahead.
Participants and Roles	Eztli Thompson – Presenter of “Helping the Homeless”
Meeting Duration	11:40 – 12:00  (20 minutes)
Location of Meeting	N-Block (main communal area) Farnborough College of Technology Boundary Rd Farnborough GU14 6SB
Apologies for Absences	N/A

Meeting Notes	
Points of Discussion	Meeting Outcomes
Presenter’s Clothing	I mentioned my outlines for the presenter: They need to wear smart-casual clothing to add professionalism using dark colours because Homelessness is a serious topic and mocking it with bright, gaudy colours would make my documentary unsuccessful.
Eztli’s Clothing	Eztli has a Purple Shirt, Dark Blue Shirt and Shear Shirt which are partially sea-through. I have decided against these shirts to avoid any content that could be inappropriate for young viewers. However, it is a shame that it is these shirts as Purple and Dark Blue or the colours that I would have wanted the presenter to wear to show maturity towards Homelessness.  Eztli does not have any trousers (nor old pairs of School Trousers) and her leg-garments consist of Jeggings and Track-Suit Bottoms which are not formal enough for discussing Homelessness.
Final Choice of Clothing	I have decided for Eztli Thompson to wear Black Jeans and a shirt which is Black and White. This is the closest clothing they/them to how I have envisioned the “Helping the Homeless” Presenter and is not partially sea-through.
Next Steps	Eztli suggested taking all her clothes into the filming shoot, but we agreed against it. Luckily, she did agree to send me a phot through Teams of her Smart-Casual Clothing.
Budgeting	Eztli mentioned that she “couldn’t comment” on a budget for if they need to purchase any clothing. This is a backup option because Eztlyli does not I have a large array of smart-casual clothing.  Eztli complained that she often has trouble finding trousers which fit her.
Make Up and Eyeliner	Eztli Thompson asked if she me if she was allowed make-up and eyeliner on the day of filming so I suggested that I would consider this query and get back to her once decided if I against or for make-up/eyeliner during filming the Presenter.
Transport	Eztli lives in Normandy near Guildford in Surrey, the UK. They do not know Aldershot very well, but their mother does. Hence, Eztli will be getting a lift to her filming shoot.
Call Times / Dates / Filming Locations	I can confirm that Eztli has reinforced that she is happy to be filmed at Upper Union Street in Aldershot, on Saturday 4 <sup>th</sup> of January 2023, at 13:00 (this time is subject to change). She has also confirmed her willingness to be cast as Presenter for my “Helping the Homeless” Documentary.
Thoughts Towards my Script	When asking Eztli Thompson to be my Presenter “Helping the Homeless”, I sent her the first draft of my script for this Homelessness Documentary. Upon reflecting on this action in me and Eztli’s meeting, Eztli showed that she liked my script and had excitement for my “Helping the Homeless” Documentary.
Showreel	During my meeting with Eztli, I mentioned my “2022 Showreel” to her and its purpose of online promotion towards my video content. Part of this showreel includes Eztli Thompson, Cassidy Stew (a former student), and Kyle Parry (Performing Arts 2 <sup>nd</sup> Year Student) within it from my first-year short film “Dreams and Dilemmas”.  Eztli does not have any preferences to how this showreel is posted and couldn’t comment on whether the other personnel would mind. However, she predicted that Cassidy would not mind with how my showreel has been posted.
Summary of The Meeting Outcomes	
Eztli Thompson has agreed to wear black jeans alongside a black and white top. Eztli has no preferences towards how she would want the “2022 Showreel” to be posted online and will be getting a lift to her filming shoot at 13:00 on the 04/02/2023 in Upper-Union Street from her mother. It has also been notified that Eztli has not got a budget in mind regarding costumes and props.	



# Pre-Production

## Call Sheet (sample)

### Call Sheet



Generic Call Details					
Call Time and Date	09:40 AM, 10:00 AM 06/02/2023	Call Location	Union Street (outside the Union Yard construction site)	Wrap Time	11:00 AM
Weather Forecast	TBC	Director	Matthew Williams	Producer	Matthew Williams
Production Office			Nearest Hospital		
Farnborough College of Technology Boundary Rd Hampshire, UK GU14 6SB			Frimley Park Hospital Portsmouth Rd Frimley, Surrey, UK GU16 7JU		

#	Filming Location	Scenes	INT/EXT	Address	Time	Contact
	Union Street (outside the Union Yard construction site)	1	INT	Union Street Aldershot Hampshire, UK GU11 1EW	10:00 AM to 11:00 AM	07778 594821

Personnel Call Times					
Cast	Role	Call Time	Location	Wrap Time	Contact Details
Martin Tennant <i>Deputy Leader and Major Projects for Rushmoor Borough Council</i>	Interviewee for the Regeneration of <u>Rushmoor</u>	10:00 AM	Union Street Aldershot Hampshire, UK GU11 1EW	11:00 AM	<a href="mailto:Martin.Tennant@Rushmoor.Gov.UK">Martin.Tennant@Rushmoor.Gov.UK</a> 07778 594821
Crew	Role	Call Time	Location	Wrap Time	Contact Details
Mars Taylor	All audio is to be recorded via a NTG3 and Zoom H4N Pro connected via a Boom Pole and XLR Cable.	09:40 AM	Union Street Aldershot Hampshire, UK GU11 1EW	11:00 AM	<a href="mailto:20237309@farn-ct.ac.uk">20237309@farn-ct.ac.uk</a>
<u>Marton</u> Andras	<u>Marton</u> will be bringing an LED Lighting Kit	09:40 AM	Union Street Aldershot Hampshire, UK GU11 1EW	11:00 AM	<a href="mailto:20231474@farn-ct.ac.uk">20231474@farn-ct.ac.uk</a>

Kit Management					
Equipment	Notes	Scenes	Locations	Responsible Personnel	Contact Details
Camera	I will have hired out a Canon EOS RP.	Scene 1	Union Street (outside the Union Yard construction site)	Matthew Williams	<a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a>
Audio	Mars will be bringing the Audio Setup: an NTG3 and Zoom H4N Pro attached using a Boom Pole and XLR Cable.	Scene 1	Union Street (outside the Union Yard construction site)	Mars Taylor	<a href="mailto:20237309@farn-ct.ac.uk">20237309@farn-ct.ac.uk</a>
Grips	I will have hired out a TH650 Libec Fluid-Head Tripod	Scene 1	Union Street (outside the Union Yard construction site)	Mars Taylor Matthew Williams	<a href="mailto:20237309@farn-ct.ac.uk">20237309@farn-ct.ac.uk</a>
Lighting	<u>Marton</u> will be bringing an LED Lighting Kit as hired out by myself.	Scene 1	Union Street (outside the Union Yard construction site)	<u>Marton</u> Andras	<a href="mailto:20231474@farn-ct.ac.uk">20231474@farn-ct.ac.uk</a>
Costumes	Black, smart-casual clothing will be worn by crew.	Scene 1	Union Street (outside the Union Yard construction site)	All Personnel Involved.	N/A
Make-Up	N/A	NA	N/A	NA	NA
Arts Department	N/A	N/A	N/A	N/A	N/A
Other	N/A	N/A	N/A	N/A	N/A

For each shoot of “Helping the Homeless”, I sent a Call Sheet to all my personnel on that shoot. This shows Problem Solving because I am ensuring that nobody is unsure on where and when to meet per shoot, alongside what resources to bring. This shows Professional Practice because the Call Sheets enabled me to effectively communicate important information and logistics regarding each shoot.

I have segregated all the cast and kit into different roles and presented my Call Sheet as a piece-by-piece Spreadsheet. This makes my Call Sheet easy to read, reliable, efficient and efficient because it makes it easier to read and thus makes it easier to understand where different people are needed for which location, resources that they need to bring and their roles and responsibilities for that day.

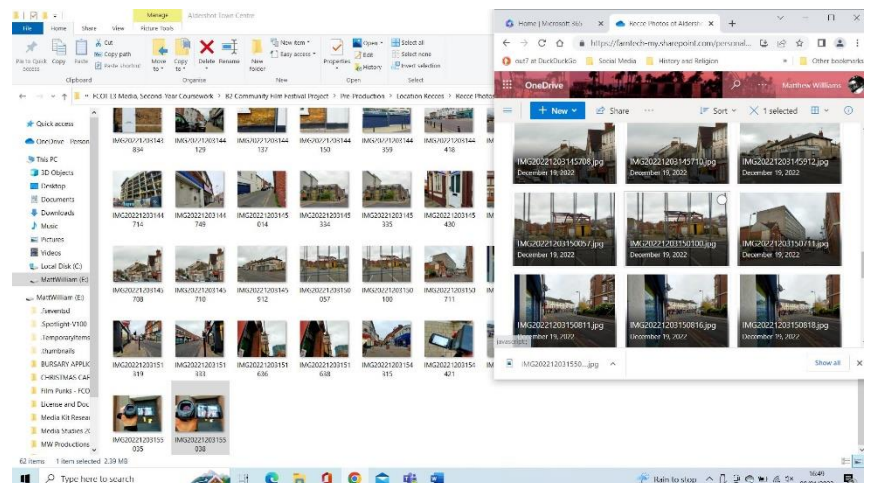
# Pre-Production

## Downloading my Recce Photos

When undergoing Location Recces, I would usually take the photographs on my smartphone so that I can email them to myself, helping to create a workflow which is productive, efficient, and reliable through the phone giving me better and quicker access to my Location Recce Phone so that I can recover the photos in good time, ensuring that I give myself to do the documentation productively, professionally, and efficiently without rushing.

However, the quantity of photographs that I had taken made emailing the photos to myself extremely slow. Eventually, I never received the email to myself at all as they were queued. This is most likely because my phone struggled with the number of photographs that I was trying to send myself.

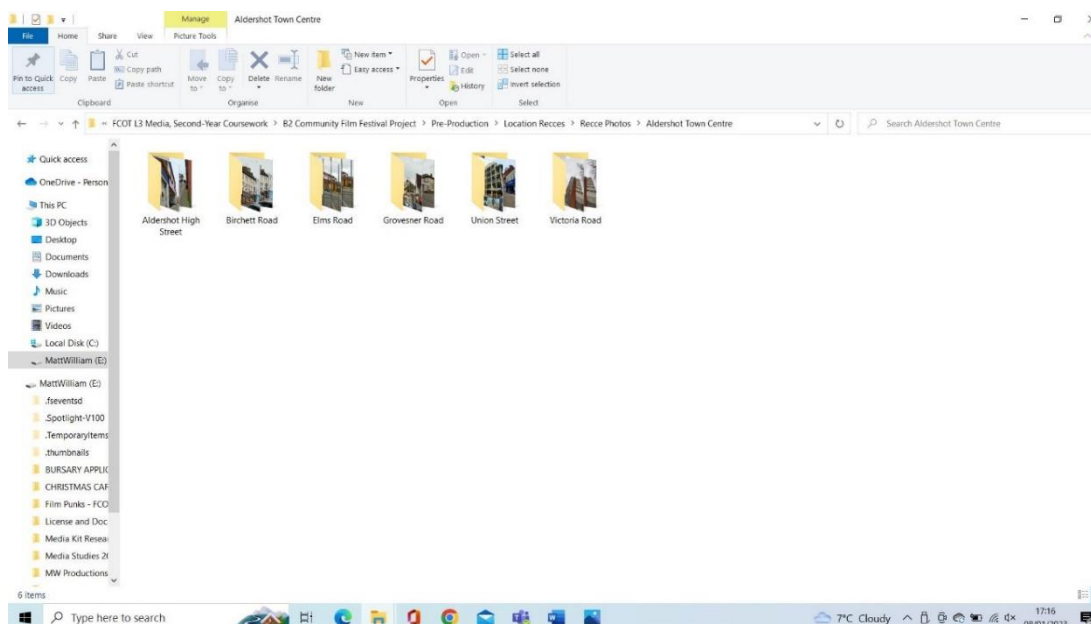
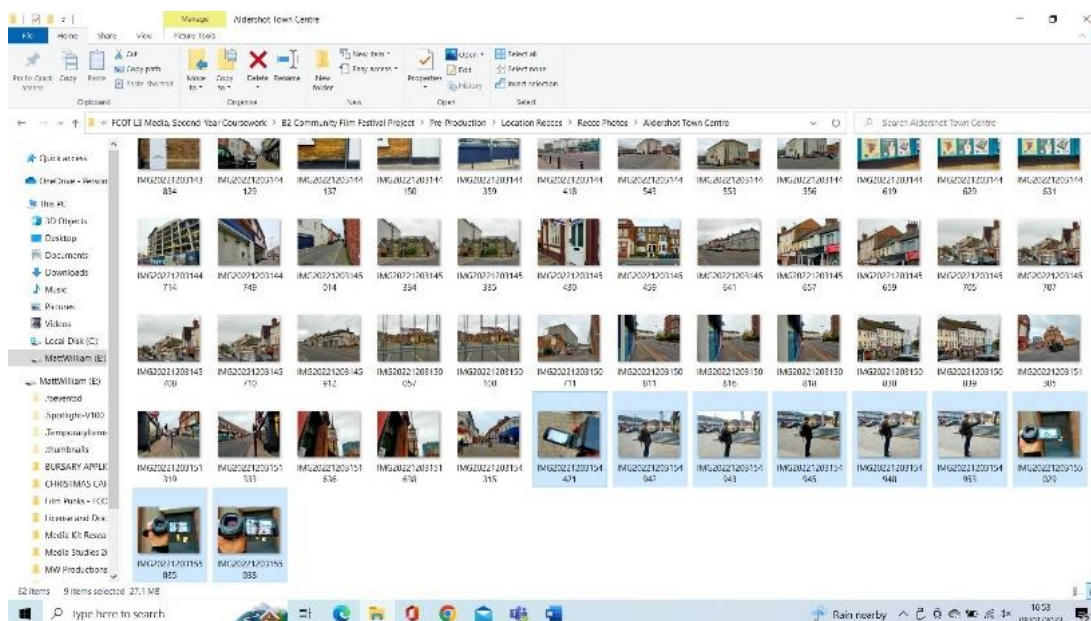
To henceforth show Problem Solving, I have uploaded the photographs onto OneDrive. This is because I do not use OneDrive for storing much of my college work, ensuring that it have enough Space to upload my Recce Photos there. This is also because OneDrive saves your work automatically (preventing myself from losing any important progress) and is usually very quick. This enabled me to download my photos back productively, reliably, and efficiently onto my subfolder of “Aldershot Town Centre” in my recce folder called “Location Recce.”



# Pre-Production

## Sorting my Location Recce Photos

For my Location Recce photos, I decided to make my filming systems much more concise, organised, and professional. This was achieved (as seen in the provided screenshots) by separating my photographs into folders named based on their location. I based the folders' names on the locations so that I could correctly match my Location Recces with the correct photos, thus making my coursework credible, accurate, professional, and efficient for filming with. This also ensured that all my Risk Assessments were concise, accurate and professional – enabling me to be as safe as possible when filming.









# Pre-Production

## Location Recces

### The Importance of Location Recce's:

- Hazard Perception** – The most obvious important of doing a Location Recce is that it shows evidence of me visiting my various settings and visually seeing the hazards that could play out, even if they are unlikely. As a Filmmaker, you must hope for the best yet fear for the worst, thus staying optimistic whilst always prepared for anything to backfire. By doing Location Recce, I could memorise hazards of each setting to explain them in detail via my Risk Assessments. This helped me to implement Safety Measures to best counteract any risks. This helped me to ensure that both me, my crew and all kit used remained safe during the production phase of “Helping the Homeless”.
- Idea Generation of Possible Cinematography** – When I do Location Recces, I do not just do them purely for Health and Safety. Each setting has its own range of possible Cinematography that I can film: Evidence of this is in my Recce Photos as I used the ECU of the Construction Fence Window, the Extreme Long Shot of the ‘Civic Quarter’ Construction Fence and the Close-Up of the tree with accommodation as the backdrop (which was developed into a Focus Pull when filming) in my “Helping the Homeless” Rough Cuts. My reason for considering cinematography during Location Recces is because certain locations may limit the variety of cinematography that is feasible to film or may not look right for the scene when visiting the location in-person. This approach to Location Recces has helped me to experiment with my Cinematography and tell a story for “Helping the Homeless” by relating each setting to the topics / storyline for “Helping the Homeless”.

#### LOCATION RECCE

Prepared by	Matthew Williams	Date	09/01/2023
Location Details	Westmead is currently a green space with many trees and a dark-grey concrete path next to the old, demolished Farnborough Leisure Centre. On the opposite of this space is also a water fountain and just before the Civic Quarter (as you go past Kingsmead) is Farnborough Library.		
Scene/Purpose of filming	The footage of Westmead will be used as B-Roll to show progression/change within the community. This will be achieved through denoting what Farnborough and Aldershot currently look like juxtaposed with the council's ambitions of what they want Farnborough and Aldershot to look like once the towns' regenerations have been completed.		
 		 	
Site Contact Name	David Clifford	Site Address	Farnborough Civic Quarter, Hampshire, UK, GU14
Contact telephone	07802 958020	Point of access	The nearest bus stop to Farnborough's upcoming Civic Quarter is in Kingsmead South. From there, walk westwards towards the car park beside Iceland. Follow the pavement and pass the library to reach the upcoming Farnborough Civic Quarter.

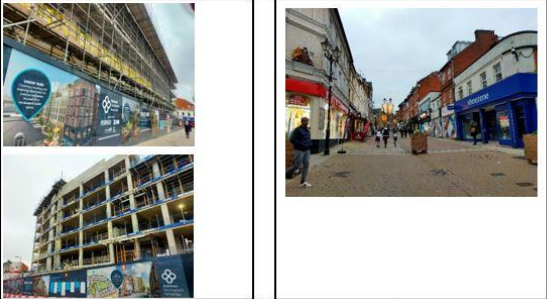
Permissions	Rushmoor Borough Council	Availability	This location is available to film during the weekends, on Tuesday afternoon and Friday afternoons. I have thus chosen to film here on Sunday 5 <sup>th</sup> of February 2023
Points of Interest	I am particularly interested in filming in the green space within what will be Farnborough's Civic Quarter and the demolished leisure centre.	Suitability/Possible shots	<ul style="list-style-type: none"> <li><b>WS</b> – An establishing shot of the area</li> <li><b>Extreme Long Shot</b> – The area being regenerated to show what it currently looks like and what it will look like (showing progression and change)</li> <li><b>CU</b> – Focusing on the fences view of the regeneration. Focus Shift from the fence to the demolished leisure centre.</li> </ul>
Safety Issues?	Please refer to Risk Assessment	Electricity Supply	Batteries will have been supplied for the kit being used to produce “Helping the Homeless”.
		Sunlight	Any sunlight will be shaded off by the trees in the green space of what will become Farnborough Civic Quarter.
		Windows	There are no windows within the area of the Civic Quarter where I plan to film.
		Noise	There may be faint noise from distant noise and overhead noise from the flightpath to/from Farnborough Airport.

# Pre-Production

## Location Recces (continued)

### Union Street (Aldershot) Location Recce


#### LOCATION RECCE

Prepared by	Matthew Williams	Date	09/01/2023
Location Details	The high regeneration building is currently made of concrete and is uncladded with a blue fence to keep out any trespassers. The floor is hard, brown brick with several shops with concrete walls opposing/facing it.		
Scene/Purpose of filming	I aim to record/film an interview on Martin Tennant discussing the regeneration of Farnborough and Aldershot in <u>Rushmoor</u> , Hampshire, UK.		
			
Site Contact Name	David Clifford (Leader of <u>Rushmoor</u> Borough Council)	Site Address	Union Street, Aldershot
	Martin Tennant (Deputy Leader of <u>Rushmoor</u> Borough Council)		
Contact telephone	David's Mobile: 07802 958020 Martin's Mobile: 07778 594821	Point of access	Union Street can be accessed via Barracks Road and Grosvenor Road from the west alongside High Street and Victoria Street from the East.

			To get the Aldershot, you can take the bus from Farnborough, Frimley Camberley, Old Dean and Yateley.
Permissions	Martin Tennant David Clifford	Availability	This location is available for interview on 06/02/2023 from 10:00 AM. The interview should be completed by around 11:00 to 11:10 AM At the latest.
Points of Interest	I want to interview Martin Tennant with his back to the concrete building that will be the regenerated Union Yard.	Suitability/Possible shots	<ul style="list-style-type: none"> <li>• Mid Shot</li> <li>• Medium Close-Up</li> <li>• Dutch Angle</li> <li>• Low Angle</li> </ul>
Safety Issues?	Please refer to Risk Assessment	Electricity Supply	Spare Batteries will have been provided for filming/recording the interview.
		Sunlight	The weather will mostly be likely to cloudy.
		Windows	There are no windows except for the shop windows of the shops' that are on Union Street.
		Noise	There may be noise from pedestrians. However, a Boom Pole and NTG3 will ensure that only dialogue is recorded.

### Albert Road Location Recce

#### LOCATION RECCE

Prepared by	Matthew Williams	Date	23/01/2023
Location Details	The east end of Albert Road (nearest to Aldershot Station and backing onto Windsor Way) had an old, run-down, neglected, abandoned warehouse. The space between the end of Albert Road and Windsor War has large, wide-bodied areas of pavement.  Just before the warehouse (on the opposite side of the warehouse) is a car park. The majority of Albert Road is lined with houses but the street itself is Council-owned.		
Scene/Purpose of filming	I aim to film/record the Homelessness Scene Recreation/s, Presenter's Dialogue and Establishing Shots of the fencing and old, abandoned warehouse here on Saturday 4th February 2023.		
			
Site Contact Name	David Clifford	Site Address	11 Albert Road Aldershot Hampshire, UK GU11 1SZ
Contact telephone	07802 958020	Point of access	From Aldershot Station, follow Station Road ahead to the right, then turn right again onto Windsor Way. Albert Road is the road that backs onto Windsor Way at the first corner you see – it can be

			recognised by spotting an old, abandoned building by it.
Permissions	I have written permissions to film here from Councillor David Clifford.	Availability	This location is available for filming from 13:00 to 16:30 on Saturday 4th February 2023.
Points of Interest	I will be filming at the end of <u>Albert</u> Road (backing onto Windsor Way) because of its wide paving creating plenty of room for filming. I will have the "2000 Banners" building as a backdrop to all cast with me on 04/02/2023.	Suitability/Possible shots	<ul style="list-style-type: none"> <li>• Wide Shot</li> <li>• Two-Shot</li> <li>• Mid Shot</li> <li>• Med CU</li> <li>• CU</li> <li>• ECU</li> <li>• Dutch Angle</li> <li>• Low Angle</li> <li>• High Angle</li> </ul>
Safety Issues?	Please refer to Risk Assessment	Electricity Supply	There are no Plug-In Points at this location. All electricity supplies will be provided through pre-charged batteries which are compatible for the kit producing "Helping the Homeless".
		Sunlight	The weather forecast will be checked nearer the time.
		Windows	The windows by the abandoned buildings are broken and cracked and should not be touched consequently.
		Noise	Albert Road is a quiet location with noise from traffic on Windsor Way and the occasional car from Albert Road itself.

# Pre-Production

## Risk Assessments

### Location Details and Hazard Checklist Sample:

#### RISK ASSESSMENT

Permissions and Project Information			
Prepared By	Matthew Williams	Prepared On	17/01/2023 18/01/2023
Location Required	High Street, Aldershot	Location Address	High Street Aldershot Hampshire UK, GU11
Event/Activity	I will be filming Scene Recreations of someone living with homelessness at High Street in Aldershot, Hampshire, UK. I have chosen to do Scene Recreations because of the health and safety risks of working with real people who are homeless. This will be done outside Aldershot Pharmacy to add irony and tragedy in that the homeless person is in the right shot, but still unable to get the help that he needs.		
Production Title	Helping the Homeless		
Production Type	Documentary		
Director	Matthew Williams		
Producer	Matthew Williams		
Signature and Contact Details of Assessor 1			
Signature: Matthew Williams Name (PRINTED): MATTHEW WILLIAMS Date: 16/10/2022 Email: <a href="mailto:20221381@farn-ct.ac.uk">20221381@farn-ct.ac.uk</a> Telephone: 07538 567954			
*ACCEPTANCE – I am happy with the measures put into place and will allow the following activity to proceed:  Signature: D. Clifford Name (PRINTED): DAVID CLIFFORD Date: 10/01/2023 Email: <a href="mailto:David.Clifford@Rushmoor.Gov.UK">David.Clifford@Rushmoor.Gov.UK</a> Telephone: 07802 958020  Note – David Clifford is the Leader of Rushmoor Borough Council and thus owns the land which I am doing this Risk Assessment for. *ACCEPTANCE – I am happy with the measures put into place and will allow the following activity to proceed:  Signature: Josh Sparkes, Peter Marmont-Emery Names (PRINTED): JOSH SPARKES, PETER MARMONT EMERY Date: 05/01/2023 Email: <a href="mailto:J.Sparkes@farn-ct.ac.uk">J.Sparkes@farn-ct.ac.uk</a> , <a href="mailto:p.marmont-emery@farn-ct.ac.uk">p.marmont-emery@farn-ct.ac.uk</a> Telephone: 01252 407261, 01252 407064			

KEY

Y = Yes (this is a hazard)

N = No (this is not a hazard)

Hazards

Environmental	Y/N	Personnel Related	Y/N	Other	Y/N
Fire Building Safety	N	Allergic Reactions	N	Food Hygiene	Y
Poor Accessibility	N	Disease / Illness	N	Risk of Damage to the Filming Equipment	Y
Access and Doorways	Y	Anxiety / Stress / Psychological Factors	N	Theft	Y
Lack of Permissions	N	Physical Exertion ( <i>exerting your muscles for any given reason</i> )	N	Risk of Damage to Local Surroundings	Y
Poor Lighting	Y	Lifting Heavy Equipment	N	Electricity ( <i>including portable appliances</i> )	N
Weather	Y	Static Body Posture	N	Lighting Equipment	N
Slips and Trips	N	Lack of Food and Water ( <i>e.g. dehydration or starvation</i> )	N	Lack of Power Supplies	Y
Uneven Ground Surface	N	Hypothermia / Exposure to the cold	N	Risk of Collision	Y
Cold or Hard Surfaces	Y	Special Needs and Disabilities	N	Vehicles	Y
Office Equipment and Obstructions	N	Personal Belongings	N		
Storage	N				
Confined Spaces	N				
Audience Control	Y				
Noise ( <i>Equipment, Music, Headphones, Surroundings, Traffic, And Other People etc.</i> )	Y				
Animals / Nature	N				

### Expanding my Hazard Checklist:

In previous risk assessments, I have simply put “Yes” and “No” under the “Key” section. However, I now feel that this is not concise and clear enough for describing what is an is not a Hazard. Hence, I changed “Yes” to “Ys (this is a hazard)” and “No (this is not a hazard)” to “No”. This shows progression because I am improving my Risk Assessments by creating new keys to emphasis whether a factor is or is not a hazard.



# Pre-Production

## Council Offices:

Although I eventually was unable to film at the Rushmoor Borough Council Offices, I still did a Risk Assessment for this location.

This is because of how close I did get to filming there. This is also because if I had suddenly been able to film in the Council Offices, I would still needed to have had a completed Risk Assessments.

This is because as a filmmaker and director, it is my duty to ensure the safety of all personnel and kit during any filming.

Completing a Risk Assessment for where I

want to film regardless of whether I do film there or not, doing a Risk Assessment enables me (as Director of “Helping the Homeless”) to implement certain measures, rules and regulations that successfully cater for a wide range of scenarios / risks / hazard by reducing those risks and hazards. This enables any filming/recording to go ahead so that I can successfully produce “Helping the Homeless” for my B2 Community Film Festival.

*Here are some examples of the measures put in place below for the Rushnoor Borough Council Chamber in Farnborough, Hampshire, I have included this location to show a variety of filming locations – one that us quiet and outdoors, another that is busy and outdoors, and another that is indoors:*

Accessibility (getting to the shoot)	It is vital to manage how my cast and crew get to each filming shoot to ensure that I have enough personnel. Not having enough personnel means that I cannot produce “Helping the Homeless” to a professional quality. This will cause delays to “Helping the Homeless” and could cause it to be cancelled, thus not having a Final Cut to submit to the Community Film Festival in March 2023.	High	It is vital to manage how my cast and crew get to each filming shoot to ensure that I have enough personnel. Not having enough personnel means that I cannot produce “Helping the Homeless” to a professional quality. This will cause delays to “Helping the Homeless” and could cause it to be cancelled, thus not having a Final Cut to submit to the Community Film Festival in March 2023.
Manging my Kit & Personnel	For “Helping the Homeless”, it is vital for me to manage both the personnel involved and the resources that I use to create my Final Cut of this Homelessness Documentary. Failing to do so could risk my “Helping the Homeless” Documentary from becoming low quality, poorly received by my target audience or even worse – cancelled. This would affect me as the project’s director because this would prevent me from submitting a decent Final Major Project to my client, the Community Film Festival.	High	A group chat will be created for the “Helping the Homeless” 04/02/2023 shoot personnel. This group chat will be used to communicate important information such as call times, call dates and settings etc.  <b>Here is who will collect the following kit:</b> <ul style="list-style-type: none"> <li>I will be collecting a TH650 and a Canon EOS RP. I will also bring a Canon Alegria to the shoot on 04/02/2023so Billy can record a behind-the-scenes video.</li> <li>Mars will collect the Boom Pole, NTG3 and Zoom H4N Pro.</li> <li><u>Marton</u> will collect the LED Lighting Kit.</li> </ul> Billy Ward (a first year Media Practice Student) will collect a Hama Tripod
Food Hygiene	This refers to how I intend to deal with food/drink and is extremely relevant to this shoot because of <u>Rushmoor</u> being one of the most deprived areas in		Personnel involved with “Helping the Homeless” must avoid any contact or conversation with people passing by. Billy Ward (a First-Year Media Student) has also agreed to help film the behind-

	Hampshire. The poverty thus increases crime rates, compromising the safety of all involved with “Helping the Homeless” who are filming outdoors in Aldershot with me.  Substance Abuse could cause a range of factors such as nausea, psychotic effects and so on. The nearby pub could also contribute to rowdiness in the local area. However, filming will try and avoid said pub for this very reason.		the-scenes footage of my filming session at Aldershot on the 04/02/2023.  When <u>Eztli</u> is not presenting, <u>Eztli</u> will help to oversee safety. Billy Ward will also be looking after the safety of my filming in Aldershot on the 04/02/2023.  I will not allow any “Helping the Homeless” personnel to purchase anything from any shops. Any food or drink they bring must be from their home and not from the surrounding environment. Similarly, “Helping the Homeless” Personnel MUST NOT accept any offers/substances from any strangers.
Audience Control	Because of the High Street in Aldershot being a public place, it makes it highly likely for a range of people to pass by. This risks them being caught on camera when not supposed to be or getting in the way of filming “Helping the Homeless” in Aldershot on 04/02/2023. It affects me because of infringing upon their privacy if they are accidentally caught on camera and because I am responsible for who does and does not appear on screen.  This is heightened by the high local	Medium	If anyone approaches us, then they will be spoken to in a nice, polite manner to avoid any confrontations. The Director will then politely ask them to let us resume filming/recording.  None of my “Helping the Homeless” personnel will be consuming any products from the local area nor will they accept any substances from any strangers.  If I or my Production Team feel that anyone
	crime rates, creating hazards such as violence, substance abuse and unpredictability. This affects the whole Production Team filming “Helping the Homeless” in Aldershot with me on 04/02/2023.		approaching us is becoming too aggressive or anti-social, then I will stop filming/recording and ask my Production Team to de-rig.
Access and Doorways	As the High Street has shops and apartments, local shop owners, shop staff and residents will be wanting to access their property. The large amount of kit I intend for me and my Production Team to take with us to Aldershot on 04/02/2023 means that any kit could obstruct an entrance/exit if a personnel place it incorrectly. This affects my “Helping the Homeless” crew for the 04/02/2022 alongside local employees/employers and residents.	Low	The kit used for producing “Helping the Homeless” will be kept out of the way of shop entrances. Any kit that is obstructing a shop entrance MUST be moved by its personnel immediately. If the kit’s operator is unavailable to move it, then the Director will move said kit to somewhere that is safe.
Poor Lighting	An overcast sky could lead to the natural lighting in Aldershot on 04/02/2023 becoming darker. This affects me as I am going to be behind-the-lens and thickly overcast skies would make it harder to correctly light my cinematography.	Medium	The weather forecast will be checked in plenty of time before filming in Aldershot on Saturday 4 <sup>th</sup> February 2023 to accurately predict the lighting levels on the day of filming based on how cloudy the weather conditions will be. If it looks as though it will be overcast and gloomy, then I may ask <u>Marton</u> to bring LED lighting to the shoot.  If the weather looks as though it will cause damage to the kit, then filming will NOT go ahead on the 04/02/2023 and will be rescheduled instead.

# Pre-Production

			Albert Road in Aldershot is near to the town's Train Station which also has a Bus Station within said vicinity.
Weather	Albert Road has very little shelter like most of Aldershot, making both the crew and kit vulnerable and susceptible to extreme weather and harm. For instance, extreme/severe weather (such as rain, sleet, hail, snow, blizzards, storms, strong winds, <u>thunder</u> and lightning) could cause damage to the kit producing "Helping the Homeless", could lead to severe complications to filming/recording and could affect the mood and health of the Production Team of "Helping the Homeless".	High	<p>The weather forecast for the 04/02/2023 in Aldershot will be checked on Tuesday 31<sup>st</sup> January 2023.</p> <p>If the weather only looks cloudy, then filming/recording will go ahead on the 31/01/2023. If I feel that the weather could damage to kit or too many difficulties in filming (such as if there is severe rain, strong winds, thunder, lightning, blizzard, storms, sleet, <u>hail</u> or snow), then filming /recording for the 31/01/2023 will be cancelled till the weather improves. Any cancellation to filming due to weather will be rescheduled.</p> <p>All updates and developments for weather will be forwarded onto my Production Team.</p> <p>All personnel helping me to film "Helping the Homeless" on 04/02/2023 are advised by myself to bring warm clothing to cope with it being cold and because of filming occurring in Winter.</p>
Private Property	Albert Street is lined with people's homes and a Central Estate office. Whilst Albert Street itself is a public space, the actual homes would be privately owned by the homeowners or residents and Central State will be owned by its owned Manager.	Low	Filming/recording will focus on the old, abandoned <u>Penmark</u> House because no one resides there. This means that I would not face any scrutiny from any private property owners. Furthermore, I will be filming from Albert Road via written permission from <u>Rushmoor</u> Borough Council. This is legal because I am entitled to film on a public space by law, and because I have written permission from local authorities to film there should anyone question me.
Slips and Trips (including Cold and Hard Surfaces)	<p>The low curb on Albert Road in Aldershot could cause anyone in the area to slip or trip, as could any litter for instance. This could cause a minor injury or even a major or fatal injury because of the road surface and buildings' walls being very hard, causing risk of fatality/severe injury to all personnel producing "Helping the Homeless" with me on the 004/02/2023.</p> <p>This could risk me being overstretched during the whole of "Helping the Homeless" because of losing a crew member because of injury. This could consequently cause delays to this Homelessness Documentary, thus making it rushed and much lower in its quality.</p>	Medium	<p><u>Ezti</u> will be stood in the middle of the pavement (preferably half a metre from any curbs) to prevent tripping and will remain stationary to reinforce this. Meanwhile, the actors will be by the building wall to keep away from the curb.</p> <p>Filming/recording must also take away from the curb.</p> <p>To achieve this, filming/recording will face down the long, wide pavement; the penultimate wide section before the old, derelict warehouse with a white banner saying "Banners2000". This applies to all crew of "Helping the Homeless" filming/recording with me in Aldershot on 04/02/2023.</p>
Vehicles	Albert Road is a quiet road but also has a car park and will have vehicles traversing from time to time because of it being a road. This affects any road users on Albert Road because they will have a need to react to filming/recording kit and personnel. This also affects the whole Production Team of "Helping the Homeless" because it is vital for all personnel involved to remain safe <u>in order to</u> reduce any risks of serious incidents/fatality, and because any fatality could cause disastrous delays and cancellation to "Helping the Homeless".	Medium	<p>All filming/recording will occur towards a wide stretch of pavement which is outside the old, derelict building. This will ensure that all my "Helping the Homeless" Production Team can remain out of the way of any vehicles.</p> <p>The presenter will have said derelict and abandoned building as their backdrop to relate to homelessness and poverty. This is also because I can frame the vehicles out of shot as reinforced by Albert Road being quieter. Another reason is because if the Presenter were facing the opposite way, then I would be facing a wider wide and open space which looks onto another road.</p>
Lack of Food & Water	There are very little food/drink shops on Albert Road which creates a lack of food and water within this area. Furthermore, any food and water are a few minutes' walk from filming (which would delay filming of "Helping the Homeless", make it more rushed and hence lower its quality and Production Values). Alongside, any food and drink are in Aldershot Town Centre, the area of which has evidence of high crime rates because of a body having been found at Princes Gardens.	Medium	<p>It will be the responsibility of each "Helping the Homeless" personnel to provide their own drinks of water and snacks for if they feel thirsty or hungry during filming/recording/ Eating and drinking MUST be avoided during filming/recording unless food and/or drink is required urgently. Up to five minutes maximum food and drink will be provided at the most.</p> <p>The Boom Operator will have more breaks to stretch his muscles because of how tiring holding up a Boom Pole can become.</p>


## Samples of Risk Assessment Measures for Albert Road:

I had initially planned to film my Homelessness Scene Recreations at The High Street in Aldershot by a closed Pharmacy to connote tragedy and irony. This will have shown tragedy and irony because we will have seen help for the homeless person cut off and literally closed to him/her/they/them.

This was also my initial location because it looks deprived and neglected – matching with my documentary's themes of poverty and homelessness because of homeless people living below the UK's minimum threshold.

However, a class peer strongly recommended that I film somewhere else because they were considered of how unsafe this location is. This was fuelled by the discovery of a body near to The High Street (specifically in Princes Gardens) on Sunday 12<sup>th</sup> January 2023 (2 weeks and four days before I aimed to film in Aldershot Tiwb Centre.

Henceforth, I relocated to a new setting called Albert Road in Aldershot (as recommended by this peer) as it was safer and still looked deprived and neglected to match with the themes of poverty and homelessness in "Helping the Homeless".




CHERRY JACOBS 17/01 13:19

Just saw the idea post in the teams, just saying but it seriously isn't a good idea to do the filming in the middle of Aldershot

There was a dead body found in one of the local parks to the area you'd want to film in on sunday ^

17/01 13:26

Don't worry, I've considered legal and ethical issues and am doing some Risk Assessments. Thank you for the concern though - I really appreciate it.



CHERRY JACOBS 17/01 18:34

Btw I know another place that would be safer for you to film at and it is also, for the most part, safer



# Pre-Production

## Location Release Forms

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### Location Release Form

This Location Release confirms the agreement between Matthew Williams ("Producer") and D. Clifford ("Owner") in which they have agreed to make the location available to the Producer.

DATE: 24/01/2023  
NAME ["Producer"]: Matthew Williams  
NAME ["Owner"]: D. CLIFFORD For RBC  
ADDRESS OF PROPERTY: Albert Road, Aldershot

Owner thus grants to the Matthew Williams ("Producer"), their respective crew members and other team personnel required for the film production (collectively "the Released Parties"), receipt of which is by means of this acknowledged, permission to access, enter upon, and use the Property identified above for the purpose of photographing and recording certain scenes being produced by Matthew Williams ("Producer") as part of the Helping the Homeless (the "Project") on 24/01/2023 (date), as well as in connection with any "behind the scenes" recordings taped, filmed, recorded and/or otherwise produced by Matthew Williams ("Producer"), with regard to the "making of" the Project during production. Furthermore, permission to remain on the Property during the agreed time where the time of access may be prolonged by the Owner if there are changes in the production schedule or else.

This agreement includes the permission to take motion pictures, videotapes, still photographs and/or sound recordings of any and all portions of the Property and all names associated there with or which appear in, on or about the Property. All physical embodiments of filming, recording and photography on the Property shall hereinafter be known as the "Materials." All materials remain in the copyright of the Producer or the Released Parties and Owner agrees with release of all these materials on any social media channels and other distribution channels.

Owner irrevocably grants to Producer and the Released Parties all rights of every kind to the Materials including the right to distribute the Materials globally, in any and all languages, an unlimited number of times, and in any and all media, now known or invented. Also, advertising and promotional purposes including copyright in the Materials shall be and remain vested in Producer and/or the Released Parties. In no manner limiting the foregoing, Producer and the Released Parties shall have the perpetual right to edit, dub, subtract from, add to or modify the

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### The Importance of Permissions for Albert Road:

It was important for me to gain written permission to film at Albert Road in Aldershot (by Penmark House) for Saturday 4<sup>th</sup> February 2023 as the setting related to homelessness. This is because of Penmark House looking like an old, abandoned, derelict, neglected and deprived warehouse. This relates to homelessness because a homeless person will most likely live in a run-down area. Filming here would help to add texture to "Helping the Homeless" so I could illustrate what homelessness looks like and add context regarding the harsh living conditions of those living with homelessness.

Another importance reasons for gaining written permission to film at Albert Road is because my original location (Aldershot Town Centre) is a highly unsafe area because of the local crime rate. Furthermore, filming at Penmark House was cost-effective because it enabled me to film in the same area for most of my shoot.

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Materials in any way, combine the Materials with any other material and/or incorporate it into other types of media.

Owner, according to this agreement, waives any right of inspection or approval of the appearance of the Property in the Materials, and the uses to which such appearance and/or the Materials may be put.

Property includes not only real property but buildings, estate, nature, any fixtures, equipment or other personal property, located at the aforementioned address, with personnel and equipment (including without limitation, props, temporary sets, lighting, camera and special effects equipment) for the purpose of photographing scenes and making recordings of said Property in connection with the production on the agreed date.

Producer and all the Released Parties may set all necessary facilities, equipment and accessories on the Property and agree to remove same after completion of work and leave the property in as good of condition as when received. Producer and all the Released Parties will use reasonable care to prevent damage to said Property.

Owner shall have any right of action against the Released Parties or any other party arising out of the production (including without limitation trespass to real or personal property and/or invasion of privacy) or any use of said Materials whether or not such use is, or may be claimed to be, defamatory, untrue or censorable in nature. In no manner limiting the foregoing, Owner will be entitled to equitable or injunctive relief in conjunction with any claim or action of any kind against the Released Parties.

This agreement also grants all rights of all surroundings, including exterior and interior, and every nature whatsoever to all films and photographs taken and recordings made, including without limitation of all copyrights, and the exclusive right to reproduce, exhibit, distribute, and otherwise exploit such films, photographs and recordings in any and all media, whether now known or in the future.

The Owner warrants that the undersigned has all rights and authority to enter into this agreement. No other authorization (by other person, firm or entity) is necessary to enable Producer and/or the Released Parties to utilize the Property for the purposes stated.

Producer and/or the Released Parties are not obligated to actually use the Property or produce the Project or include the Materials in the Project for which it was shot or otherwise. This is the entire agreement.

No modifications are allowed or valid unless in writing signed by both parties. A copy of this agreement shall be legally valid as the original. This release shall be governed by and construed in accordance with the laws of the United Kingdom ("Country of Location").

\*Drafted by Matthew Williams ("Producer")  
\*\*Any questions direct to 07538 567954 (Phone number) or 202213810@furn-clifford.co.uk (E-mail address)

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### Agreed and Accepted:

Name (Producer): Matthew Williams  
Date: 24/01/2023 Phone: 07538 567954  
Email: 202213810@furn-clifford.co.uk  
Signature: Matthew Williams

Name (Owner): D. CLIFFORD  
Date: 24/01/23 Phone: 07502 958020  
Email: David.Clifford@rushmore.gov.uk  
Signature: Diff 1

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# Pre-Production

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## Location Release Form

This Location Release confirms the agreement between Matthew Williams ("Producer") and D. Clifford (Rushmoor Borough Council) ("Owner") in which they have agreed to make the location available to the Producer.

DATE: 10/01/2023

NAME ("Producer"): Matthew Williams

NAME ("Owner"): D. Clifford (Rushmoor Borough Council)

ADDRESS OF PROPERTY: Union Street, Aldershot, GU11

Owner thus grants to the Matthew Williams ("Producer"), their respective crew members and other team personnel required for the film production (collectively "the Released Parties"), receipt of which is by means of this acknowledged, permission to access, enter upon, and use the Property identified above for the purpose of photographing and recording certain scenes being produced by Matthew Williams ("Producer") as part of the Helping the Heroes (the "Project") on 06/02/2023 (date), as well as in connection with any "behind the scenes" recordings taped, filmed, recorded and/or otherwise produced by Matthew Williams ("Producer"), with regard to the "making of" the Project during production. Furthermore, permission to remain on the Property during the agreed time where the time of access may be prolonged by the Owner if there are changes in the production schedule or else.

This agreement includes the permission to take motion pictures, videotapes, still photographs and/or sound recordings of any and all portions of the Property and all names associated there with or which appear in, on or about the Property. All physical embodiments of filming, recording and photography on the Property shall hereinafter be known as the "Materials." All materials remain in the copyright of the Producer or the Released Parties and Owner agrees with release of all these materials on any social media channels and other distribution channels.

Owner irrevocably grants to Producer and the Released Parties all rights of every kind to the Materials including the right to distribute the Materials globally, in any and all languages, an unlimited number of times, and in any and all media, now known or invented. Also, advertising and promotional purposes including copyright in the Materials shall be and remain vested in Producer and/or the Released Parties. In no manner limiting the foregoing, Producer and the Released Parties shall have the perpetual right to edit, dub, subtract from, add to or modify the

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Materials in any way, combine the Materials with any other material and/or incorporate it into other types of media.

Owner, according to this agreement, waives any right of inspection or approval of the appearance of the Property in the Materials, and the uses to which such appearance and/or the Materials may be put.

Property includes not only real property but buildings, estate, nature, any fixtures, equipment or other personal property, located at the aforementioned address, with personnel and equipment (including without limitations, props, temporary sets, lighting, camera and special effects equipment) for the purpose of photographing scenes and making recordings of said Property in connection with the production on the agreed date.

Producer and all the Released Parties may set all necessary facilities, equipment and accessories on the Property and agree to remove same after completion of work and leave the property in as good of condition as when received. Producer and all the Released Parties will use reasonable care to prevent damage to said Property.

Owner shall have any right of action against the Released Parties or any other party arising out of the production (including without limitation trespass to real or personal property and/or invasion of privacy) or any use of said Materials whether or not such use is, or may be claimed to be, defamatory, untrue or censorable in nature. In no manner limiting the foregoing, Owner will be entitled to equitable or injunctive relief in conjunction with any claim or action of any kind against the Released Parties.

This agreement also grants all rights of all surroundings, including exterior and interior, and every nature whatsoever to all films and photographs taken and recordings made, including without limitation of all copyrights, and the exclusive right to reproduce, exhibit, distribute, and otherwise exploit such films, photographs and recordings in any and all media, whether now known or in the future.

The Owner warrants that the undersigned has all rights and authority to enter into this agreement. No other authorization (by other person, firm or entity) is necessary to enable Producer and/or the Released Parties to utilize the Property for the purposes stated.

Producer and/or the Released Parties are not obligated to actually use the Property or produce the Project or include the Materials in the Project for which it was shot or otherwise. This is the entire agreement.

No modifications are allowed or valid unless in writing signed by both parties. A copy of this agreement shall be legally valid as the original. This release shall be governed by and construed in accordance with the laws of The United Kingdom ("Country of Location").

\*Drafted by Matthew Williams ("Producer")  
\*\*Any questions direct to 07538 567954 (Phone number) or 202213810@furn-cb.co.uk (E-mail address)

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### Agreed and Accepted:

Name (Producer): Matthew Williams

Date: 10/01/2023 Phone: 07538 567954

Email: 202213810@furn-cb.co.uk

Signature: Matthew Williams

Name (Owner): D. Clifford

Date: 10/01/2023 Phone: 07802 958020

Email: david.clifford@rushmoor.gov.uk

Signature: D. Clifford

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# Pre-Production

## Talent Release Forms



### TALENT RELEASE

I, Billy Ward understand there is a visual/audio recording being taken of me on this date 04/02/2023. I hereby assign and authorise the producer Matthew Williams the right (All Rights) in and to such visual/audio recording. I also authorise said producer, without limitation, the right to reproduce, copy, exhibit-publish or distribute any such video, and waive all rights or claims I may have against your organisation and/or any of its Affiliates, Subsidiaries, or Assignees other than as stated in this agreement.

[Signature]  
Signature of Talent

04/02/2023  
24/03/2023  
Date

Matthew Williams  
Signature of Producer(s)

24/03/2023  
Date



### TALENT RELEASE

I, MARTIN FEARNHEAD understand there is a visual/audio recording being taken of me on this date 06/02/2023. I hereby assign and authorise the producer Matthew Williams the right (All Rights) in and to such visual/audio recording. I also authorise said producer, without limitation, the right to reproduce, copy, exhibit-publish or distribute any such video, and waive all rights or claims I may have against your organisation and/or any of its Affiliates, Subsidiaries, or Assignees other than as stated in this agreement.

[Signature]  
Signature of Talent

06/02/2023  
Date

Matthew Williams  
Signature of Producer(s)

06/02/2023  
Date

### Billy Ward's Talent Release Form:

Billy Ward's Talent Release Form was perhaps the most vital because of his role acting out what a lifestyle of homelessness would look like. This makes the written permissions for this role perhaps the most important of all my Permission-based forms, because of how easy it could be to misrepresent homelessness or give a false stereotype of the actor themselves.

### Eztli Thompson's Release Form:

For Eztli Thompson's Talent Release Form, I printed off a blank Talent Release Form and asked one of her peers called Georgia Turner for forward the form to her. This is because of Eztli losing her previous Talent Release Form.

To make sending it easier, I stated that Etli could write on her provided Talent Release Form and scan it in or photograph it. However, this confused Eztli.

To prevent any further inconvenience, Eztli took the decision to write in a Word Document and send it to me on Microsoft Teams, which shows Problem Solving. I printed Eztli's signed Talent Release Form off, signed it when printed and re-scanned it. This helped to ensure that I could keep the Talent Release Form as authentic as possible and so that the person looking at it can tell where I have signed via my handwriting, showing professionalism.



### TALENT RELEASE

I understand there is a visual/audio recording being taken of me on this date 04/02/2023. I hereby assign and authorise the producer the right (All Rights) in and to such visual/audio recording. I also authorise said producer, without limitation, the right to reproduce, copy, exhibit-publish or distribute any such video, and waive all rights or claims I may have against your organisation and/or any of its Affiliates, Subsidiaries, or Assignees other than as stated in this agreement.

Eztli Thompson  
Signature of Talent

18/01/2023  
Date

Matthew Williams  
Signature of Producer(s)

24/02/2023  
Date

# Pre-Production

## Finding a Replacement for The Hope Hub

On Friday 27<sup>th</sup> January 2023, I received an email from The Hope Hub saying that they would be happy to commit to “Helping the Homeless”. However, a day or so later (on 24<sup>th</sup> January 2023), they emailed me again – this time to cancel their participation entirely for “Helping the Homeless”. At the time of this email, there had been very cold weather which had increased the workload faced by The Hope Hub, making it unfeasible to commit to anything other charity work and putting them under greater pressure to help those nearby living with homelessness.

This placed me in a difficult position because a major objective of “Helping the Homeless” was to celebrate charities helping the homeless, and my only charity that had agreed to help with my documentary had now pulled out, leaving me with no charity to interview whatsoever. Hence, I referred back to my Contingency Plan and emailed many local charities.

By this point, Step by Step were unable to help which is a shame as they deal with young people and could have related to my Target Audience.

One of the charities contacted was Farnborough Foodbank – as when I initially contacted them a month prior, they were unable to organise anything because of when I had called and because of a recent bereavement within their organisation. Despite them not dealing the homeless, they did recommend The All-Night Café when sending me an email response on Friday 27<sup>th</sup> January 2023.

I decided to email Carole Anne Cole (founder and director of the All-Night Café in Camberley) who willingly let me interview The All-Night Café. This ensured that I still have a charity to interview so that my Documentary could stay true to its synopsis.



farnborough info <info@farnborough.foodbank.org.uk>  
To: Matthew Williams

☺ ↶ ↷ ↸ ...  
Fri 27/01/2023 10:12

**WARNING: This is an external email, originated outside of FCoT.  
Do not click links or open attachments unless you know they are safe.**

- Be Alert!
- Check the sender's email address and any URLs (web page links) are accurate.
- If in doubt contact Computer Services at [itsupport@farn-ct.ac.uk](mailto:itsupport@farn-ct.ac.uk)

Hi Matthew,  
Just to give you a heads up. We do not directly work with Homeless persons, just the organisations that meet them face to face. But I think you could get a good overview if you contact Camberley Night Cafe...Phone .07562 763615 Email [camberleyallnightanddaycafe@gmail.com](mailto:camberleyallnightanddaycafe@gmail.com). Hope this helps

Kind regards

Pat Carroll (Admin)

### Meeting Record Client Sheet

Meeting Aims and Objectives	The aim of this meeting is to confirm at least one interview with The All-Night Café. This is considering The Hope Hub cancelling their interview for “Helping the Homeless”.
Participants and Roles	Carole Anne Cole <i>Director and Founder of The All-Night Café in Camberley, Surrey</i>
Date of Meeting	Thursday 2 <sup>nd</sup> February 2023
Meeting Duration	12:05 - 12:17 (approximately)
Location of Meeting	Emerging Technology Centre (ETC) Farnborough College of Technology Boundary Rd Farnborough Hampshire, UK GU14 6SB
Apologies for Absences	N/A



# Pre-Production

## Finding a Replacement for The Hope Hub

Meeting Notes	
Points of Discussion	Meeting Outcomes
Information about “The All Night and Day Camberley”	<p>“The All Night and Day Camberley” is not just a café. For instance, it has a foodbank at the Holy Trinity Church in Camberley and the Food Outreach Team also delivers hot meals to clients of this company: Further research shows that these meals include freshly filled baguettes, hot panini’s, cakes, soups, delicious fresh foods, breads, and pastries.</p> <p>Food is distributed via warehouses which “The All Night and Day” volunteers collect the food from at night. Alongside this, The Grange Community Infant School also collects food donations to forward to “The All Night and Day Camberley”.</p> <p>“The All Night and Day Café” has fridges and refrigerators.</p>
Deadlines	I stated to Carol King from “The All Night and Day Café” that I am expected to have my first Rough Cut on 13/02/2023 with a Documentary Trailer by 10/03/2023. I also expressed a wish to be filming next week and probably during half term.
Previous Producers for “The All Night and Day Camberley”	Overall, The All-Night Café has had producers create media content for them in the past, such as there being a video on their website. However, not all producers have successfully been able to film the full scope of The All-Night Café.
Possible Filming Dates / Times / Locations	<p>Below are some possible filming dates offered by the “The All Night and Day Camberley”:</p> <ul style="list-style-type: none"><li>• Holy Trinity Church – Thursday, Friday, Saturday, Sunday (usually at 20:00 PM)</li><li>• Food Outreach – Tuesday, Wednesday, Saturday (mornings)</li><li>• Shop – Anytime</li><li>• Grange Infants – Food is collected by “The All Night and Day Camberley” once a week.</li><li>• Warehouses – 21:30 to 23:30</li></ul>
<b>Summary of The Meeting Outcomes:</b> <p>This meeting has been successful as I have been provided with plenty of opportunities to film the All-Night Café and its variety of services and have learnt about how this charity operates. Importantly, I know that the All-Night Café in Camberley focuses on giving a range of free food to those in need of it and that volunteers look after collecting food from a local school, church, donations, and other supermarkets.</p>	

*To discover what happened about interviewing the All-Night Café, please read “Filming on 07/02/2023” (which can be found on Page 86).*

# Production



## Test Shoot on 1<sup>st</sup> February 2023

By 1<sup>st</sup> February 2023, I had made good progress with my poster and generic “Helping the Homeless”, giving me lots of availability and flexibility during the morning of that Wednesday. Henceforth, I rented out a Canon EOS DSLR 600D and a TH650 Libec Tripod to test my Homelessness Scene Recreation.

Please note that a lanyard was worn during this shoot as it was only a Test Shoot. As I had forgotten to inform my actors to take off their lanyard, this issue was noted by myself and corrected by asking Billy Ward to do so when filming the Homelessness Scene Recreations with him on 04/02/2023.

On the day of filming on 01/02/2023, I bought as many props as possible as this shoot had been planned around a day prior. This included coins and cash, a mug from home, and a sleeping bag so that I had as many props based around homelessness as possible.

The prop which troubled me the most was The Money Mug as it had to have a very specific and strict appearance: It needed to be as basic as possible as anything which looked too clean or elaborate would hence look too wealthy, making the themes of homelessness feel faked. I had planned to use an old mug which had basic painting of cars on and looked childish. This is because its basic appearance felt like something which a homeless person would drink from, and its general condition made it feel old. However, I had to switch to a cup of a house windows instead as the car cup is my father's, and he wanted it to stay at home when I informed about the Test Shoot.

Thankfully though, using a different mug with a House Window as opposed to a painted mug with cars on did not make my Homelessness Scene Recreation any less convincing and the window itself fitted with “Helping the Homeless”, If anything, it adds tragedy because the homeless person is drinking from a cup which symbolises the shelter that he does not have.

This enabled me to decide which props created the best cinematography for showing homelessness and enabled me to encounter any possible issues so that I could efficiently solve them before filming “Helping the Homeless”.



# Production

## Albert Rd Shoot on 04/02/2023

For shooting my Presenter's Dialogue, Texture Shots and Homelessness Scene Recreations, I used a TH650 Libec Tripod and a Canon DSLR 600D for the footage. This was used because the TH650 and Canon DSLR Camera Models are lightweight, highly portable, and thus easier to transport to set. The booking for a 600D was because all the Canon EOS Rp's were already booked by other peers well-in advance of 04/02/2023. Henceforth, I knew that my next favourite and the closest model to the RP would be the 600D, hence this was the model used to ensure high quality footage and so that I could utilise its flip screen if need be.

On the day of filming, I was supposed to have Mars recording the Audio to which he had agreed to do in writing via Microsoft Teams. This would have been done using an NTG3 and Boom Pole with an XLR Cable connecting this shotgun mic with a Zoom H4N Pro. However, Mars unexpectedly having to cancel his attendance to shoot on that day left me with no way of recording separate, high-quality of sync audio. As Mars did not respond to the messages I left him, I had to record the audio with a Lapel Microphone instead. I chose a Lapel rather than a Microphone Stand because of its high-quality audio and lightweight portability. At the time of borrowing the Lapel from Barry, I was already carrying my camera and tripod due to filming beforehand so a mic stand, DAR and shotgun mic would have made me overstretched.

For filming on 04/02/2023, the Presenter's Dialogue was filmed on a wide area of paving facing the derelict, old, and abandoned Penmark House. This decision was taken (as per dictated by my Risk Assessment) to ensure that all personnel helping me to film on 04/02/2023 were kept safe from risks such as vehicles. This is because filming on the road will have caused collision with vehicles and consequently harm/injury and/or damage to the kit, placing me in serious trouble.

### Action 3:

Marton holds up the script next to the camera, so that Eztli can remember what to say. This also prevents Eztli from being nervous because of the camera because it is not within their gaze.



### Action 2:

With the Lapel Microphone's audio being input into the Tascam and there Camara rolling simultaneously, I now sync both my Camera and the Audio to make both parts easy to edit together. This is achieved with a clap as it creates a Peak that can be used for matching both visuals and audio. This is also because I did not have Clapper Board with me on 04/02/2023, meaning a Clap the best utility to implement for syncing the footage with the correct audio at the time.

### Action 1:

Eztli has prepared the Tascam DR (which the Lapel Microphone is connected to) for Audio Recording her dialogue. They then begin Audio Recording.

Eztli has been placed in charge of their own audio as they are the people who wear the Microphone, giving them greater control over Audio Recording.



# Production

## Filming on 06/02/2023

On Monday 6<sup>th</sup> February 2023, I filmed my Regeneration Interview with Martin Tennant. The purpose of filming an interview on Rushmoor's regeneration was to inform viewers on how the regeneration will affect the local economy. This was linked to my core topic of Homelessness by mentioning a report which states Rushmoor as one of the most deprived areas of Hampshire, the UK. I also asked my interviewee on the environment because of him mentioning this topic and because young people have become aware of the environmental issues we face in recent years. Martin Tennant also mentioned the purpose of the regeneration which I followed up because of it involving 100 student flats in Aldershot's Union Yard for the nearby University of Creative Arts (UCA) in the UK town of Farnham in Surrey.



Luckily, Mars was able to join me on this shoot which enabled us to use the Boom Pole, Zoom H4N Pro, NTG3 and an XLR Cable to connect the Shotgun Microphone (NTG3) and Digital Audio Recorder (referring to the Zoom H4N Pro) together. This resulted in high-quality audio dominated by Martin's speech as the Shotgun Mic pointed towards where his Dialogue was coming from. It also prevented audio only recording one channel – a technical issue I had faced when recording the Presenter's Dialogue two days prior.

Also helping me on that day was Marton Andras.

The ISO was kept to around 200 to prevent grainy footage and the White-Balance was set to Daylight because of the weather being bright and sunny. However, filming in unlit areas created stark contrasts between darkness and light (however, this was corrected in Adobe Premiere Pro). Meanwhile, an LED Light pointed to Martin to ensure that he was correctly lit, but the shot still could have perhaps done with a little more lighting on Martin Tennant. Regardless, the Lighting was still very good, and the quality and framing were of a high quality.

I had initially set the LED Light to Neutral so that I could Colour Grade my Footage in Post-Production. However, Mars recommended increased its temperature to a warm Kelvin, giving it a Yellow Tint. This helped to match with the sunny weather on that day.

# Production

## Filming on 06/02/2023 (continued)

Mars eventually swapped Audio Recording for filming some behind the scenes footage. This is because the coldness of 06/02/2023 caused more fatigue.



Having planned for an interview with Rushmoor Borough Council's 'Outreach Team' from 12:30, Maton unexpectedly had to leave after filming Martin Tennant. This is because of Marton moving homes at that point in time. This was unexpected because Marton had not notified me of this prior. I still decided to go ahead with filming the Outreach Team though because I still had Mars. However, I eventually cancelled filming the Outreach Team when Mar was called away because of one of his relatives being very ill.

Mars and Marton having to leave after Martin's Tennant interview left me in charge of all the kit, meaning that I had no choice to cancel the Outreach Team interview for that because of too much kit and not enough to help.

I aimed to get a lift to the council Offices from my father (who had agreed to take Mars and Marton there too). Had this option been available then it would have been cost-effective and efficient alongside giving me greater control of both kit and personnel to ensure the success of all filming/recording on 06/02/2023.

However, I got a lift straight home instead and (after eating some lunch) returned some of the kit. This is because I had rented this kit out till Tuesday 7<sup>th</sup> February 2023 and carrying all the kit would have been impossible because of its weight and how much kit I had been left with. This included my cameras, tripods, Boom Poles, a DAR, NTG3, a cable and LED Lighting.

So, I concluded that if I took some of the kit back to my Media Technician, I could still have an appropriate weight load to deliver the remaining kit back to the supplier by 07/02/2023. This enabled me to deliver all my kit by the 7<sup>th</sup> of February 2023 without causing any muscle strains or injury to myself from over-exertion.

# Production



## Filming on 07/02/2023

The Hope Hub had contacted me on 24<sup>th</sup> January 2023 with the decision to pull out of “Helping the Homeless”, a day after they agreed to participate with my Homelessness Documentary. With the constant rescheduling of my Outreach Team interview alongside now having no charity to interview, I now began re-emailing a swathe of charities into an interview for “Helping the Homeless”. This included calling Farnborough Foodbank and (as requested in that phone call) sending them an email about my “Helping the Homeless Project. Unfortunately, they were unable to help as they do not deal with the homeless.

However, they thankfully recommended another charity called The All-Night Café in Camberley, Surrey. Despite all my initial Secondary Research on local Homelessness Organisations being thorough and extensive, I had not heard of the All-Night Café because it is not very known and lost its main-base during the Covid-19 pandemic. This gave me little chance to research them (although I did look at the webpage and Facebook account), which was further reinforced by considering other upcoming filming shoots on 03/02/2023, 04/05/2023 and 06/02/2023. This meant that I mistakenly thought of the All-Night Café shop as a literal shop when it is a charity providing free food for the community.

This had a major effect on how I undertook my interview with the All-Night Café on 07/02/2023 in the UK town of Camberley in Surrey. For a start, I decided not to use the Interview Questions because of them referred to the charity as a commercial shop (something which the All-Night Café is not). This misconception was cleared by my interview, Carole Anne Cole, during a 20-minute discussion with her immediately before filming/recording on 07/02/2023.

Instead, I underwent the interview by initially asking who the interviewee is, how she started All-Night Café and what the charity does. This led to a setup consisting of follow-up questions and was structured like a free-flowing conversation.

For filming, I used a TH650 Libec Tripod, Canon DSLR 600D and a Lapel Mic (with a Tascam-07 as my Digital Audio Recorder). This choice of kit was used because this was the only shoot that I did alone. The reason for me doing this shoot alone was because it was organised very late-on with little time to gather crew to help me with filming/recording. Anyone that I did ask already had plans for Tuesday 7<sup>th</sup> February 2023.

Choosing a TH650, 600D and Lapel created a light weight-load, making it easier for me to operate the kit independently and making my shoot as stress-free as possible. Furthermore, it ensured that I used the same camera for each shoot so that my “Helping the Homeless” documentary remained to the same, standardized, high quality throughout.



# Director's Cut



## Producing my Director's Cut

For producing my Director's Cut, I used a Canon Algeria because of its being lightweight portability, making it easy to use. Another for using an Alegria is because I wanted to make my Director's Cut music more raw with its footage, personal and intimate. Furthermore, two DSLR;s would have added extra weight and will have meant that the Director's Cut will have taken longer to set up, delaying filming of "Helping the Homeless".

I filmed Behind-The-Scenes Videography to demonstrate how I filmed "Helping the Homeless" on a lightweight HAMA Tripod because of it being easy to use. This helped to add an authentic Mode of Address to my "Helping the Homeless" Director's Cut because we are seeing its production aa it happened.

I also filmed myself on my Alegria during Field Trips on Location Recces, to show the process of planning "Helping the Homeless", thus adding variety to my Director's Cut. Again, this was done to create a much rawer, intimate, authentic, and personal Mode of Address, helping us as a viewer to understand the decision making behind "Helping the Homeless".



# Director's Cut

## Editing my Director's Cut

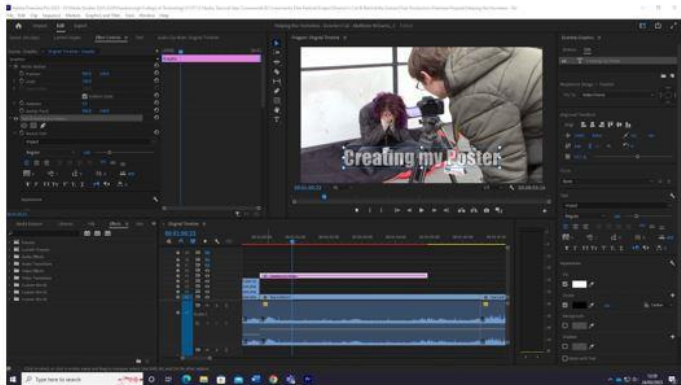
Below are some samples describing how I edited the Director's Cut for "Helping the Homeless":

### Editing my Director's Cut

#### Adding Fonts for Each Chapter

After creating an initial sequence, I then added text in a large font so that I could separate my footage into chapters. This helped me to organise my Director's Cut so that it makes sense to the viewer and is thus more appealing to watch.

For my "Creating my Poster" typeface, I made the font a lower opacity so that it did not distract from the cinematography as the cinematography demonstrates the making of "Helping the Homeless". However, I only lowered it so that we could still see the text so that the viewer knows where they are in the Director's Cut. This helps to make my "Helping the Homeless" Director's Cut easy-to-follow, and more appealing to watch.



### Editing my Director's Cut

#### Adding Audio Commentary

Next, I added Audio Commentary to Narrate the creation of Helping the Homeless. This included what I did, how I did it and why I did it to make my Audio Narration descriptive, interesting, and explanatory.

To ensure that my commentary remained authentic, I recorded myself doing it because of me being the Director of "Helping the Homeless"

In one clip where we see Rushes from the DSLR of me interviewing Carole Anne Cole, my Audio Narration also stated how I began recording this interview (mentioning how I tested the audio levels and why I clap at the start of the clip). This was recorded in Present Tense to make the clip feel current and relevant, thus making it more authentic. State what I am doing in Carole's interview rushes also make the Audio Commentary feel more convincing because I am explaining everything as it happens in real-time, hence why I recorded this section of Audio in Present Tense.





# Marketing

## Analysing Posters

The noun "20 photos" alongside the imagery of the subject with a camera connotes the documentary/film as being artistic, unique, abstract, exciting, and probably unpredictable. This is because the artist is connoted to be an artistic, creative and imaginative stereotype because of their camera – with the graffiti reinforcing an abstract feel. This approach will most likely appeal to young viewers and would appeal to Channel 4.

The colour scheme against the wall uses bright colours which are prevented from being vibrant. This is because the Saturation and Contrast has been lowered to create Low-Key Lighting (which is usually used to conventionally show a sinister, or negative mode of address). This makes the photo feel somewhat dimmed, perhaps aiming to reflect the sadness felt because of the harshness of homelessness. This makes us question whether the subject is taking photographs as a distraction from their troubles.



In the poster, we can see people's name written down with how they contribute to the Media Production. This is an important feature of the poster because it gives acknowledged credits to those who helped, encouraging said personnel to help with another Media Production by "Annette Cohern". This also means that the poster can be used as part of the personnel's portfolio's / showreels, giving them evidence of their involvement.

Denotation of brand logos to promote the Documentary and trust Consumer Trust that the product will be of high quality because of being sponsored by these brands.

Use of a dark red also connotes conflict, that the Documentary will be gritty and relates to dirt – which connects with sleeping on the floor and consequently poverty/homelessness.

The copy is connoted to look as though the Title has been brushed/painted onto the poster, making it look artistic. This adds creativity for young viewers and connotes the documentary as being insightful, unique, unconventional, imaginative, creative and exciting. Furthermore, it looks like Calligraphy as this type of font often uses brush strokes. This may relate to a Asian Audience in Far Eastern Countries (such as China, Korea, and Japan) who view Calligraphy as a tradition, adding patriotism and traditionalism to these people in this poster.

Another reason for the brush-like heading could be because homeless people may not be able to afford writing which is polished and refined because of living below the UK threshold.

## Analysing Posters

To gain insight into how to layout my poster professionally, I gained inspiration by analysing other posters. This helped to inspire my own Poster Designs for "Helping the Homeless" because analysing how other people lay their posters out to look professional helped me to generate idea on how I should lay out my poster, and what content to include that would make my "Helping the Homeless" poster impactful, gritty, hard-hitting, compelling, meaningful, and evocative.

## Analysing Posters

The denotation of laurels around these awards also adds an identity of the documentary being culturally rich as The Roman used to wear Laurel Crowns. Henceforth, this will appeal to a European Audience as reinforced by "Berlin",

The awards/film festivals are placed around the Heading/Title in large font so that they are noticed by the poster's viewers. This creates connotation of excellence, professionalism, and high quality with this documentary – in turn creating an ideology of "Shelter" being a luxury to watch.

Acknowledgement of Crew Members to give credit to everyone who helped – this makes this poster legal, ethical, and fair and encourages those who helped to work with Director again.



The lighting helps to connote emotions/feelings such as hope, resilience and optimism because of the White shown through High-Key Lighting. This is because being homeless, the project's Director has not resorted to misery and thus is connoting that whatever the challenge, the subject will always succeed through hardship. This makes the poster feel uplifting, motivational, emoting, poignant, emotive, and inspiring.

"Shelter" connotes homelessness because of the ragged clothing and dirty fingers of the subject. The synopsis then tells us the Documentary's subject to make the poster relatable and provide context. Meanwhile, the Director's name is in slightly larger font than the other Credit to denote that this is their film.

"Shelter" also uses the same colour scheme as the backdrop, making the poster coherent, and visually appealing.

The homeless person wears colloquial, ragged clothing to symbolise that he cannot afford nice clothing and the harshness of homelessness. Similarly, his fingers are dirty to represent not being able to afford clean water, a decent shelter and the poor, unsanitary living conditions because of these circumstances.

This is made noticeable through the Focus being on the person to emphasize themes such as homelessness and poverty.



# Marketing

## Developing my Poster's Initial Design-Ideas

### Developing my Poster Designs

Before deciding on which Poster Design to pursue further, I created several poster ideas and drew them (three of which are to the left of this paragraph). This informed my production process of "Helping the Homeless" because during my Test Shoot, I took several Poster Photographs, each one with their own design.

I was initially keen on the top design of the sketches, whereby we see the homeless person holding out their Money Mug. This is because I felt that it helped to symbolise the themes of kindness and good-will connoted by organisations helping the homeless.

I edited the Poster Photos in Adobe Photoshop. This is because of it being industry-standard, adding reliably and professionalism to my Posters. A main reason for this is because Photoshop is designed for high-quality, detailed Photo Editing.

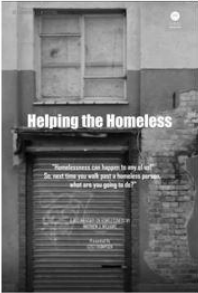


1 | Page

### Developing my "Helping the Homeless" Poster

Despite initially being keen on the Mug poster, another design grew on me, whereby we see Mars with his hands in his head holding a money mug whilst sitting on the floor. I felt that this poster better suited "Helping the Homeless" because of it showing their harshness and despair felt by those who live with homelessness, making this design much more impactful, compelling, emotive, evocative, and poignant.

I pursued this new design further and named it "Mars and the Mug" to make this Poster Design accessible.



2 | Page

# Marketing

## Creating my Poster on Adobe Photoshop

A lot of my poster included experimentation. This is because I used to use Photoshop as part of GCSE Photography but had not used it since. At first, using Photoshop was confusing and frustrating when things did not go to plan. However, it was also fun to experiment with a variety of settings in Adobe Photoshop as I found it to be a very creative and interesting experience.

I used the Frame Ratio of 4050 by 600 pixels to make my Poster as professional as possible, making the poster portrait based. This is because most posters are this Frame Ratio in filmmaking and leaves enough room to put information about my project beside the poster when creating the Community Film Festivals brochure.

### Editing my "Helping the Homeless" Poster

In this photo, we can see Mars' lanyard, making the portrayals of homelessness feel staged and fake.



#### Replacing my Photo:

I liked the idea of Mars sitting down with a money mug as the poster backdrop. However, this photo I had taken of Mars doing this action (with his face covered on) also continued his Lanyard. This was frustrating as it made the poster feel fake as a homeless person would not have a lanyard. Furthermore, it denoted that the poster was staged and out of acting rather than convincing its viewer that Mars is homeless.



Henceforth, I decided to reshoot this photo on 23<sup>rd</sup> February 2023, I reshoot said photo during a college lesson as Mars was available at that time and it was not outside of campus. This time, I had the Lanyard off to make my poster for "Helping the Homeless" feel much more authentic, life-like, believable, and convincing that Mars is homeless.

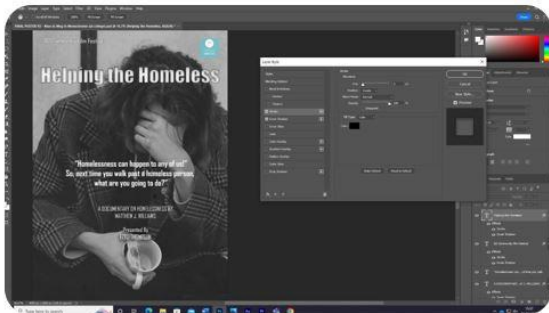
### Editing my "Helping the Homeless" Poster

#### Editing my Text

Based on feedback from Media Lecturers and a few peers, I decided to add further Visual Effects to my poster through editing my text. This included adding an Inner Shadow to add a Grey shadow-like effect inside the font of "HELPING THE HOMELESS" and adding a Stroke to outline my title in "Black", thus making the title more interesting and appealing to look at and enabling it to match the tones evoked the photo more appropriately.

I also moved this title to over Mars' face to make my poster's layout more professional, central, appealing, and nicer to look at.

Further, I used Strokes to add further black outlines outside other text and increased said typeface to make my "Helping the Homeless" poster easier to read, thus giving a better idea of what to expect from "Helping the Homeless" to make my Poster as impactful, hard-hitting, compelling, and evocative as possible.

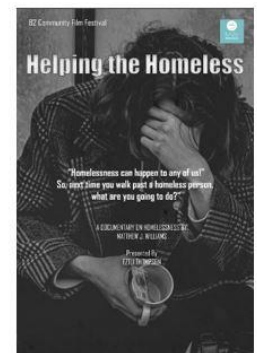


### Editing my "Helping the Homeless" Poster

#### Colour Grading:

My final piece of editing for my "Helping the Homeless" poster revolved around Colour Grading as my Programme Manager (whilst liking the design) felt that the image looked a little flat.

To make my "Helping the Poster" more hard-hitting, I increased the Contrast and experimented with various Colour Grading aspects. This resulted from the poster look flat and neutral to the poster giving a much more evocative, impactful, bleak, gritty, eye-catching feel.



# Marketing

## Analysing Documentary Trailers

Here is an example of me analysing a Trailer. This is a crucial component of the process of creating my “Helping the Homeless” trailer, because it informs what my trailer will look like. This is because analysing other trailers has helped me to generate ideas on how I can make my “Helping the Homeless” trailer gripping, gritty, and evocative to match its hard-hitting subject area of homelessness.

## Inspiration for the music in my own Trailer

My choice of music for “Helping the Homeless” was inspired by a Documentary called “Warship: Life at Sea” and a separate Documentary on the HMS Queen Elizabeth. These documentaries inspired my music because they remained tense through their tense melodies, their intense rock guitars, and slow pace. This made their music impactful, hard-hitting, tense and gripping. More importantly, it was not over the top.

I wanted to use this same approach to music in my “Helping the Homeless” Documentary’s Trailer. This is so that my Target Audience could focus on the dialogue. This is because my Trailer’s dialogue reveals interesting facts about each character which make them feel evocative, meaningful, and relatable – enabling me to connote that “Helping the Homeless” will be hard-hitting, and compelling.

I also wanted to add more suspense than “Warship Life at Sea” and the HMS Queen Elizabeth documentary by adding another track of the same music. The specific of audio used slowly rises in volume, preventing it from being distracting whilst also making my trailer more engaging, thrilling, gripping and suspenseful for my Target Audience.

## Netflix Trailer – Lead Me Home

### Dialogue

The Dialogue denotes how people have become homeless – connoting that the filmmakers have interviewed people who are homeless. This connotes that this is the homeless peoples’ story, as told by the homeless themselves. This makes the Dialogue and denotation of peoples’ stories feel personal, intimate, and authentic so that we as a viewer can relate to the harshness of homelessness. This henceforth makes “Lead Me Home” feel as though it will be accurate, trustworthy, credible, and convincing.



The dialogue is very emotive and descriptive – connoting that the Documentary will be hard-hitting, impactful, evocative, emotive, and poignant. Adding to this are lines such as “He’s gonna end up killing me!”, which connotes themes such as power, conflict, and violence – connoting that “Lead Me Home” will be unsuitable for children and young teens.

This concise, emotive dialogue alongside other comments made on this page furthermore connotes an ideology of “Lead Me Home” potentially being an informative, insightful, and though-provoking Documentary.

The dialogue where “will harm the surrounding neighbourhood” (where someone opposes an accommodation build for the homeless) reinforces my interpretation of “Lead Me Home” being hard-hitting. This is because it makes us question the ethical and morals of how what we build may affect other people and whether the homeless people or the local populous have priority over housing rights. This could be seen as cynical by some Film Directors but nevertheless makes “Lead Me Home” feel as though it will be compelling and fascinating to watch.



## HMS Warship: Tour of Duty

### Link

<https://www.youtube.com/watch?v=uXg9QSdf79k>

### Comments on the Music

The music tends to change tone – switching between being inspiring and at other times; tense, gripping and meaning. This creates connotations of the music have a split personality, helping to add interest to this trailer. This also makes the music versatile, flexible, and adaptable to the scenes that it conveys.

A good example of when the music is tense is from 0.50 to 1.08 – as achieved when we hear a base rum-beat and other audio effects slowly getting louder as Russian jets intercept HMS Queen Elizabeth and HMS Queen Elizabeth threatens to “take action”. This creates tension, suspense, drama, and conflict to both scare, grip and engages us as a viewer. It makes us worried because the rising intensity of the music makes it feel as though something bad is going to happen – connoting themes such as power, conflict and loss because of the cinematography being on a warship. This makes us fear for the safety of those on-screen.





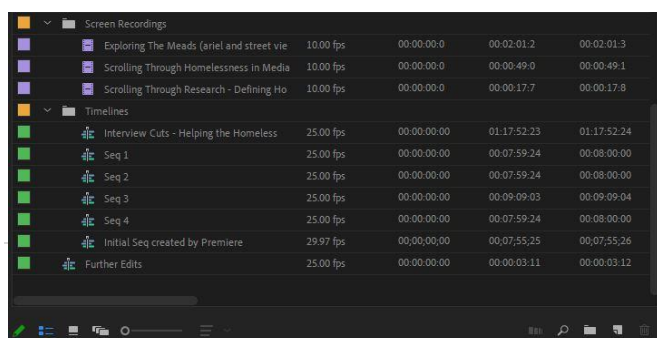
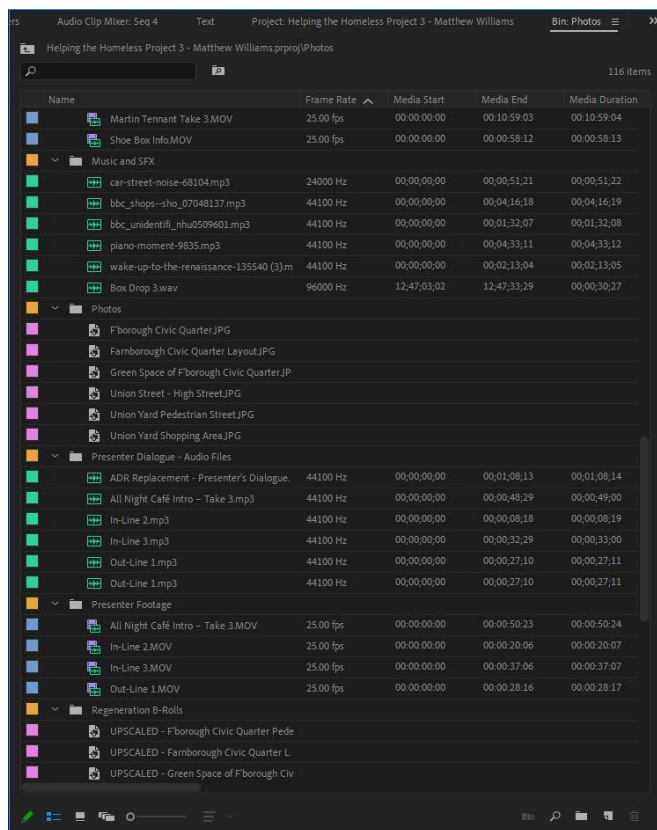
# Marketing

## Creating my Documentary Trailer for “Helping the Homeless”

On this and the next page are screen grabs of how I edited my Documentary Trailer for “Helping the Homeless” in Adobe Premiere Pro.

Whenever creating a Project, I would import my files into Premiere before adding them into my Timeline. This was done to convert said files to a format which would work better in Premiere.

I then organised all my imports into Bins (folders) by going onto the “Libraries” section in the “Workspaces” tab of “Windows”. This enabled me to organise my project reliably, efficiently, effectively, and professionally. It also enabled me to progress well with editing and be productive with my time management.



## Editing my “Helping the Homeless” Trailer

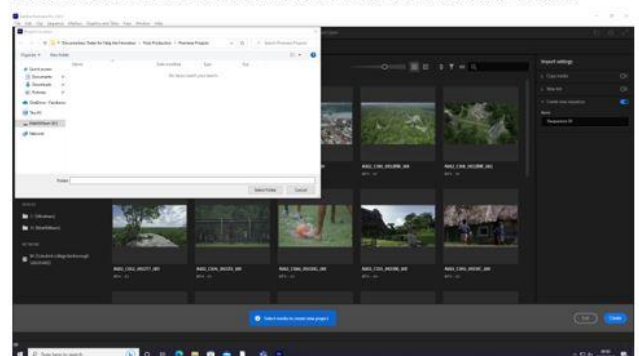
### Part 1 – Creating my Trailer’s Premiere Project

Upon post-Producing my Documentary Trailer for “Helping the Homeless”, I created a separate Adobe Premiere Pro project for this task as opposed to doing everything in the same area. This was done to professionally, reliably, efficiently, and effectively organise each edit to avoid any confusion and make all edits for “Helping the Homeless” as accessible as possible.

Within my Project Name, I included “Trailer”, and the Project Title of “Helping the Homeless” to ensure that again, my Trailer was well organised to make it as accessible as possible and prevent confusing it with any other edits.

These examples of organisation are also evident in the fact that I saved my Trailer Project on my Disk Drive to make it accessible and easy to edit on multiple devices, enabling me to use my time productively.

For my trailer, I chose 25fps with the Frame Aspect of 1920 by 1080p primarily because it is being professional and industry standard. Furthermore, these settings helped to match with previous settings from video-based exports of “Helping the Homeless”. This enabled me to make the trailer as professional, successful, appealing, and high quality as possible.



## Editing my “Helping the Homeless” Trailer

### Part 2 – File Organization and my first Sequence

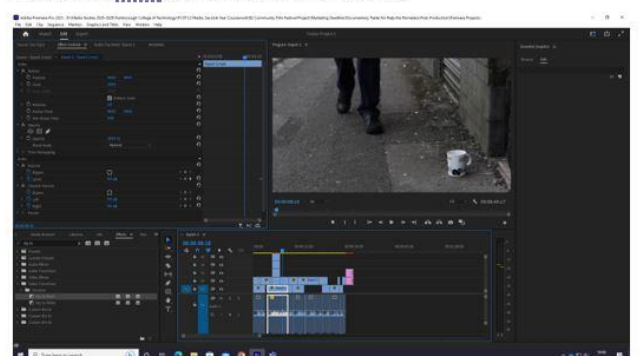
Secondly, I imported an Exported Full Cut of “Helping the Homeless” into my Trailer’s Premiere Project and into a Bin entitled “Exported Documentary Cuts”

I then dragged this Cut of “Helping the Homeless” from that Bin and into my Timeline, then using the Razor Tool to Splice / keep certain parts of my Documentary. The areas of “Helping the Homeless” to keep had to be brief as my Trailer needed to be 20 and 30 seconds long, and they needed to give an idea of what my Documentary would be about without giving away too much information and thus making my Final Cut of “Helping the Homeless” less effective.

So, I opened with an In-Line of the presenter saying a quick line about Homelessness. This was to immediately denote the topic and make my trailer relatable for viewers. I then followed this up with a quote by Carole Anne Cole (founder and Director of the All-Night Café) as I felt that this added interest towards my interviewee, made my Documentary’s characters feel relatable and made them compelling form y Target Audience.

These lines were preceded by Martin Tennant stressing the council’s regeneration being a “number one priority”. This helped to add contrast and variety to appeal to young viewers by briefly mentioning a different topic and thus creating interest.

My final quote was the Presenter saying “So what are you going to do next time you see a homeless person?” This made my Trailer’s ending impactful because it questions the viewers ethics, morals and attitude towards homelessness.



# Marketing

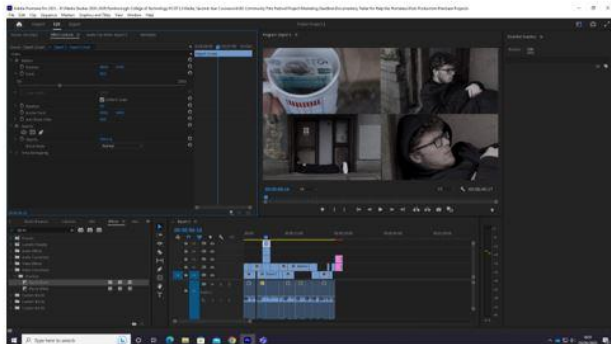
## Creating my Documentary Trailer for “Helping the Homeless” (Con)

### Editing my “Helping the Homeless” Trailer

#### Part 4 – Adding my Favourite and Most Relevant B-Rolls

I decided to add mystery to my trailer for “Helping the Homeless” by not showing the cast as much as possible. To achieve this, I decided to enhance my narrative by adding the best examples of B-Rolls and Cinematography from “Helping the Homeless”. This was partly to make my trailer high-quality.

I Added my favourite B Rolls and Cinematography to my trailer to give my audience an idea of what to expect, thus making the trailer and “Helping the Homeless” seem more relatable for my Target Audience. Because of using the best of my cinematography, it encourages my viewers into being excited towards my documentary and wanting to watch it.



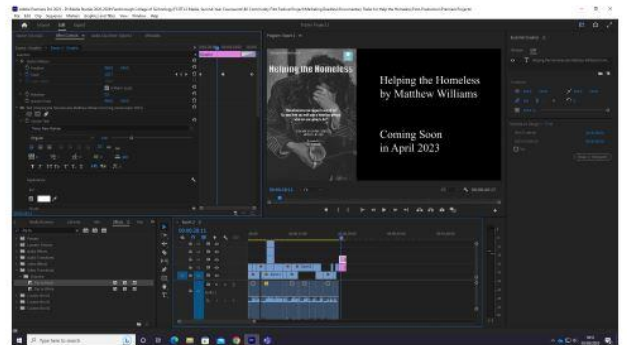
### Editing my “Helping the Homeless” Trailer

#### Part 3 – Creating the End

Thirdly, I decided to focus on creating an ending Title for my “Helping the Homeless” trailer. This was done to communicate to my viewers when the end of the trailer is, thus making it easy to follow and consequently more effective, compelling, and relatable for my Target Audience.

Within my Trailer, I added text saying “Coming soon in April” as lines such as “Coming soon” are a professional, industry practice in filmmaking and whenever releasing trailers. The purpose of saying “Coming Soon” in a trailer is to create excitement within your Audience about an upcoming Media Production (source: <https://apple.co/3Ly4uwi>). This helps to makes films more successful as it attracts more people into wanting to watch them.

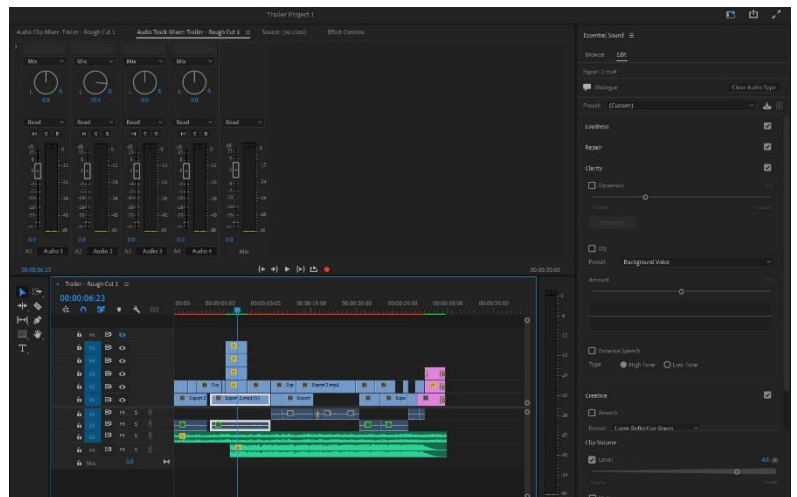
I also used Keyframes to make the text enlarge on its own over a few second, thus making my trailer as entertaining, engaging and interesting as possible. The zoom in was edited to be slow and smooth to prevent overwhelming viewers through over-reliance on Visual Effects.



## Improving my Trailer

For my “Helping the Homeless” Documentary Trailer, I asked a Media Lecturer and my Key Worker for feedback. Both liked the trailer and my Media Lecturer, Peter felt that my Audio Mix sounded professional. However, the Key Worker felt that my Audio was “jumpy” in my first Rough Cut for the trailer advertising “Helping the Homeless”.

This is because of some people being quieter than others. What also did not help is that the Dialogue for my Presenter and the A—Night Café was panned to the left. So, I increased the volume for my Present and Carole Anne Cole whilst simultaneously panning both tracks to the right. This enabled my audio mix to sound more “professional” and reduced how “jumpy” my initial Rough Cut was.



# Marketing

## Choosing my Screen Captures

For the Community Film Festival's Marketing Deadline, I had to produce three screen grabs for them to add to the event's brochure of part of the client's Marketing Deadline. To do this, I went into Adobe Premiere Pro, paused the Timeline at my favourite images and then snipped my favourite Screen Captures, saving them in the Marketing section of my Disk Drive within my B2 Community Film Festival Project to make these files as accessible as possible.

Below are the screen captures I chose and why I chose them.

### Example 1:

I chose this screen capture because it represents homeless, thus giving an accurate ideology of what "Helping the Homeless" is about. I also chose this picture because the facial expression of mental, emotional, and physical pain matches with the hard-hitting, gritty, impactful, emotive, and poignant Mode of Address used within "Helping the Homeless".



### Example 2:

I chose this image because of it relating to the title of "Helping the Homeless" and ideology of local organisations helping those who are living with homelessness. The denotation of a Money Mug inspires the viewer in providing insight into ways of supporting homelessness. However, it also adds tragedy because it denotes something homeless people do not have (which is money).



### Example 3:

I chose this image because it relates to the themes of regeneration in "Helping the Homeless". This hopes to connote an ideology of new beginnings which makes this image feel poignant and emotive.

However, this image does some sadness as it shows destruction and relates to the harshness of homelessness.

Another reason for using this Screen Capture is because we cannot see what is around the Construction Window, creating an intrigue and making us worry for our safety because of the destruction, making this image feel evocative, powerful, compelling, and hard-hitting.





# Marketing

## Creating a Logo for the B2 Community Film Festival

For my B2 Community Film Festival's 'Marketing Deadline'. I also had to produce a YouTube Banner and Event Logo for the Community Film Festival event. This did not have to be a Final Design but instead helped the client in choosing how to advertise the Community Film Festival through the event's Branding Identity.

For this task, I decided to use an online Graphics page called Canva. This webpage enables you to create a range of Graphics on their site for free, making this decision cost-economic, consequently smart feasibly and practical. Furthermore, Canva is professional because of their high quality og Graphics and is also very easy to use, meaning that I could productively use my time management to effectively, reliable, quickly, and efficiently produce high quality content without having to spend too much time on this activity. This enabled me to focus on my Trailer as it takes longer to create than projects on Canva, Final Cut of "Helping the Homeless" and my Director's Cut of said Documentary.

Here is an analysis of my proposed Community Film Festival below:

### Background Colour

Upon talking with a Media Lecturer involved with the Film Festival, I discovered that many of my peers are doing hard-hitting subjects and my Programme Manager informed me that many people passionate about their ideas when pitching them. The colour red reflects this as it connotes hard-hitting subjects such as war, loss, sacrifice, blood and so on. Meanwhile, it also relates to passion.

### Appealing to Ethnic Minorities

In my Logo, I have included the hand of an Ethnic Demographic. This is to appeal to ethnic minorities so that I can make my poster



### LGBT Styled Typeface

Secondary Research showed that Purple, Pink, and Blue are the main colours of the LGBT community. I reflected this into my text by making them these colours.

This makes my Logo inclusive. It also appeals to young viewers as they are the main age range celebrating LGBT, thus making my Logo feel innovative, unique, cutting edge, contemporary, current, and relevant for young people.

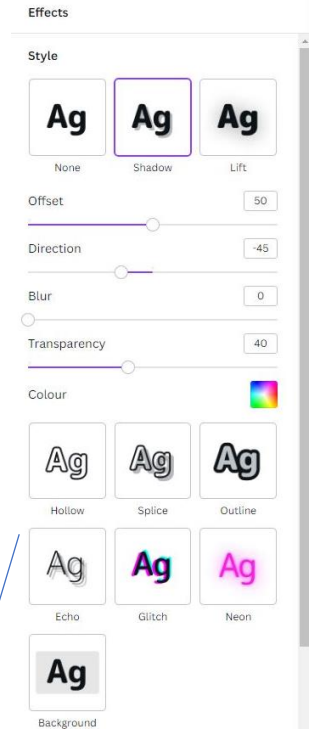
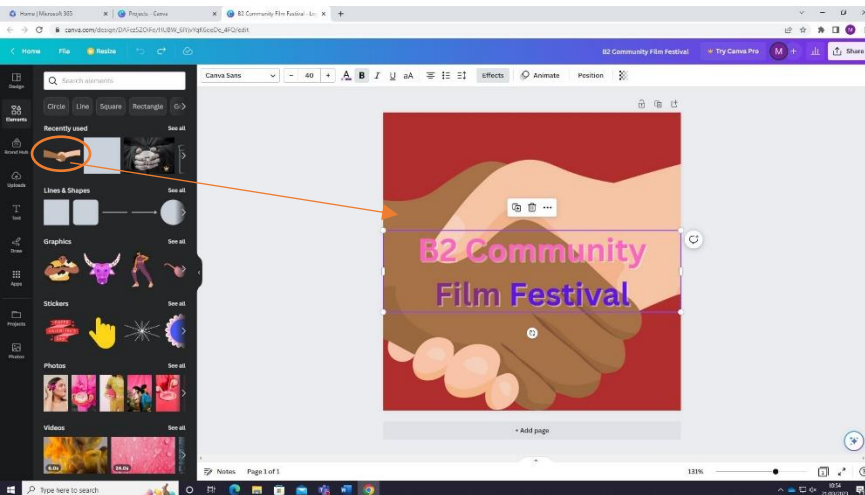
### Example of Symbolisms: Handshake

I have chosen a handshake to symbolise the B2 Community Film Festival as it relates to community. This is because handshakes symbolise people coming g together, and similar themes such as friendship, loyalty, and compassion.

# Marketing

## Screenshot of my Canva Design Settings

*Below are screenshots showing the settings in Canva for both my poster and YouTube Banner:*



## Creating my YouTube Banner

For the YouTube Banner, I felt that the best approach was to create a design which was visually appealing but also simple and more basic. This is because as a YouTuber, I would want the focus to be on my YouTube Content because of this making up the bulk of my YouTube Channel. This also goes for trailers, any previews or the Branding Logo that I would use across all my Media Content.

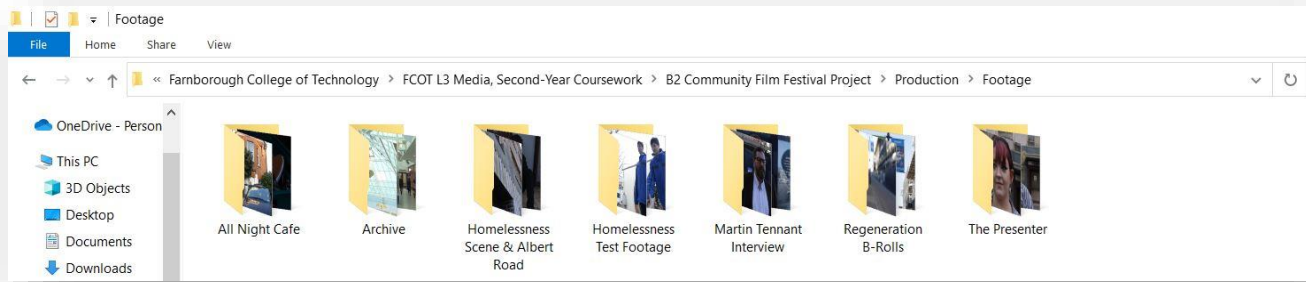


I used the colours of dark red and grey because I do know from one Media Lecturer that there are many hard-hitting subjects being covered in the B2 Community Film Festival. Grey matches this interpretation because it connotes bleakness whilst red also matches with hard-hitting storylines and journalism because of connotations such as loss, and conflict. Furthermore, red could be connoted with passion and love – making my YouTube Banner flexible as it would also match well with people's more lighthearted Media Production submitted for the B2 Community Film Festival.

Furthermore, I used the same red as in my Logo for the B2 Community Film Festival to create a Branding Identity, adding continuity and professionalism to my Community Film Festival YouTube Design to make enable my Target Audience to connect with my Branding.

I used Grey, transparent font to match with the Grey-Box. The grey box enabled the text to stand out and attract its viewers as it made the font separate from the backdrop. I also added Shadows and 3D Graphics to make the font look engaging and visually appealing for my Target Audience. This helps to connote the 3D Film Festival as being innovative.

# Post-Production

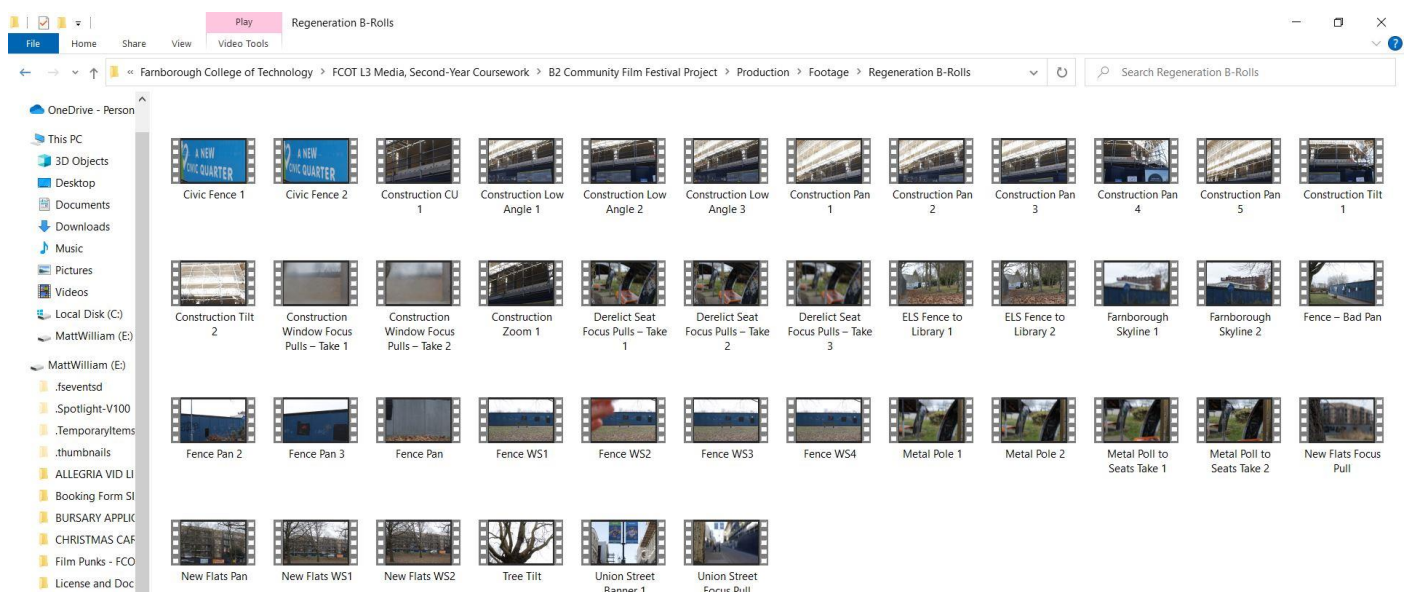


## Managing my Video and Audio Files

After each filming/recording shoot, I would upload all the files from each shoot onto my External Disk Drive to make all my SD Cards empty, giving me the chance to film as much as possible each shoot without losing any crucial video or audio for “Helping the Homeless”. This helped me to edit “Helping the Homeless” to the best of my abilities so that I could make it as compelling as possible.

For transferring files from the Camera to my External Disk Drive, I take out the SD Card used and insert it into a USB HAMA Card Reader. I used a HAMA Card Reader because it is portable, lightweight, fits into most USB Ports on most devices, and is professional. I would then open the SD Card / USB Drive on my Laptop and would Cut & Paste them to my already plugged in External Disk Drive (named after myself). I used a USB 3.0 Cable to connecting the Disk Drive to my Laptop because of its fast speeds.

I would then have my Video and Audio Files separated into different folders based on their content and relation to “Helping the Homeless”.



Above is a file containing the B Rolls edited into the interview regarding Rushmoor’s Regeneration of Farnborough and Aldershot. my proudest example of File Management. This is my best examples of File Management from my Documentary because the footage came from two separate session across two different dates: Westmead in Farnborough on 3<sup>rd</sup> February 2023 and Union Street in Aldershot three days later. This took the most Technical Skill out of other files as it included combining different shoots together without getting confused by the different locations or dates per footage.



# Post-Production

## Samples of my Editors Rushes Logs

Before editing, all my footage was catalogued through filling in editors Rushes Logs for video and audio alike. I had different templates for video and audio because I am focusing on the visuals (alongside more details) when analysing video footage. Meanwhile when cataloguing audio recordings, I mainly focus on the sound (such as what is being said) and its connection with my footage when analysing audio recordings.

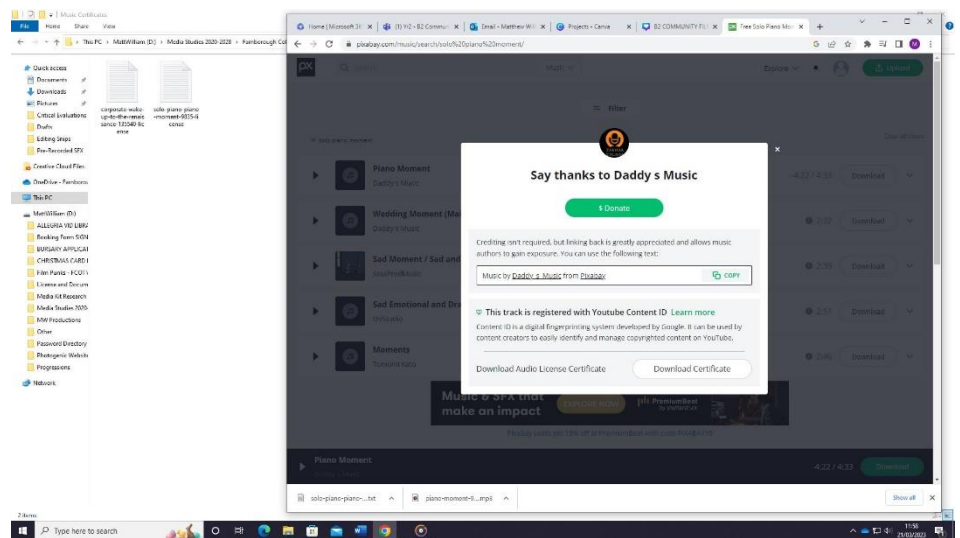
Because of renaming files based on what happened in them, I made each video and audio clip more accessible and recognisable, making it easier to locate files during editing.

For Dialogue (especially the Presenter's Dialogue), I utilised the Editors Rushes Log to match the footage with the audio. To achieve this, I have each audio recording the same name as its accompanying footage and vice versa. This instinctively enabled me to match the high-quality audio recordings correctly and successfully with the footage when editing so that I could maintain as high a quality of audio as possible for "Helping the Homeless". This shows Professional Practice because I am organising my files creating a workflow which is reliable, efficient, effective, and productive.

DR000555	Regeneration Intro Take 2  RENAMED	<u>Ezti</u> introduces the regeneration of Farnborough and Aldershot for my "Helping the Homeless" Documentary.	Recorded for my B2 Project.  Matching Clip = Regeneration Intro Take 2		<b>Issue</b> – The Video Clip for this audio recording is not one of my <u>favourite</u> takes because of it being off-centre.  The dialogue is well-spoken, fluent and concise with lots of takes/retries for variety and to ensure that I have as much decent audio to use as possible. The audio is generally to a good level.
DR000556	All Night Café Intro – Take 1  RENAMED	<u>Ezti</u> introduces the filmed/recorded interview with the All-Night Café for my "Helping the Homeless" Documentary.	Recorded for my B2 Project.  Matching Clip = All Night Café Intro – Take 1	Okay	Good, clear, and concise audio. However, only part of the sentence is delivered with the other half missing.
DR000557	All Night Café Intro – Take 2  RENAMED	<u>Ezti</u> introduces the filmed/recorded interview with the All-Night Café for my "Helping the Homeless" Documentary.	Recorded for my B2 Project.  Matching Clip = All Night Café Intro – Take 2	Good	The first All-Night Café intro from 00:00 to 00:18 is unsuccessful as a line is muddled up. There is also a slight pause at 0:34.  However, the audio produced is to a good quality and the dialogue is well-delivered, concise and fluent when at its best.
DR000558	Rec Fail 2  RENAMED	This is an accidental recording whereby a mishap has made it unusable for post-Production.	Recorded for my B2 Project.	Bad	Mention of "Christ" could be badly received by conservative or religious audiences. Also, no "Helping the Homeless" dialogue is spoken meaning that this clip has no relevance to my "Helping the Homeless" Documentary.
DR000559	All Night Café Intro – Take 3  RENAMED	<u>Ezti</u> introduces the filmed/recorded interview with the All-Night Café for my "Helping the Homeless" Documentary.	Recorded for my B2 Project.  Matching Clip = All Night Café Intro – Take 3	Good	The first run-through is mucked up as <u>Ezti</u> misreads a line. However, the third run-through from 0:30 to 0:47.

MVI_9948 25fps	Regeneration Intro Take 2  RENAMED	Mid Shot	N/A	DR000553 (Renamed to "Regeneration Intro Take 2")	<u>Ezti</u> introduces the interview about <u>Rushmoor</u> Borough Council's regeneration of Aldershot and Farnborough in Hampshire, UK.		First run-through is unsuccessful. However, the second run-through is more successful and fluent with the fourth run-through being the most fluent.
MVI_9949 25fps	All Night Café Intro – Take 1  RENAMED	Mid Shot	#35 Take 1	DR000556 (Renamed to "All Night Café Intro – Take 1")	<u>Ezti</u> delivers the "Helping the Homeless" introduction to the All-Night Café in Camberley.	Bad	The framing in this shot is one of my favourites out of all the Presenter's framing.  However, a person walks across shot from 00:00:29 to 00:00:35 and the camera randomly point up. Furthermore, <u>Ezti</u> does not complete her intro into the All-Night Café.
MVI_9950 25fps	All Night Café Intro – Take 2  RENAMED	Mid Shot	#35 Take 2	DR000557 (Renamed to "All Night Café Intro – Take 2")	<u>Ezti</u> introduces the All-Night Café in Camberley – a charity which provides free food to the local community and homeless people.	Good	The camera is nice and central, and <u>Ezti</u> delivers her line well. The background suits my documentary, and the framing is good.
MVI_9951 25fps	Presenter Bloopers 3  RENAMED	Mid Shot	N/A	DR000558 (Renamed to "Rec Fail 2")	<u>Ezti</u> is about to perform her dialogue because of us already recording. However, all filming/recording stops when people begin to pass from nearby.	Bad	<u>Ezti</u> was about to say her line but and both camera (myself) and Presenter had begun recording on visuals and audio. However, we were forced to stop when <u>Marton</u> warned of there being people coming out way.
MVI_9952 25fps	All Night Café Intro – Take 3  RENAMED	Mid Shot	#35 Take 3	DR000559 (Renamed to "All Night Café Intro – Take 3")	<u>Ezti</u> introduces the All-Night Café in Camberley – a charity which provides free food to the local community and homeless people.	Good	The last run-through of <u>Ezti</u> 's dialogue in this clip is the most fluent and the lines are delivered very well. Also, no one accidentally walks across the screen in this clip.

# Post-Production

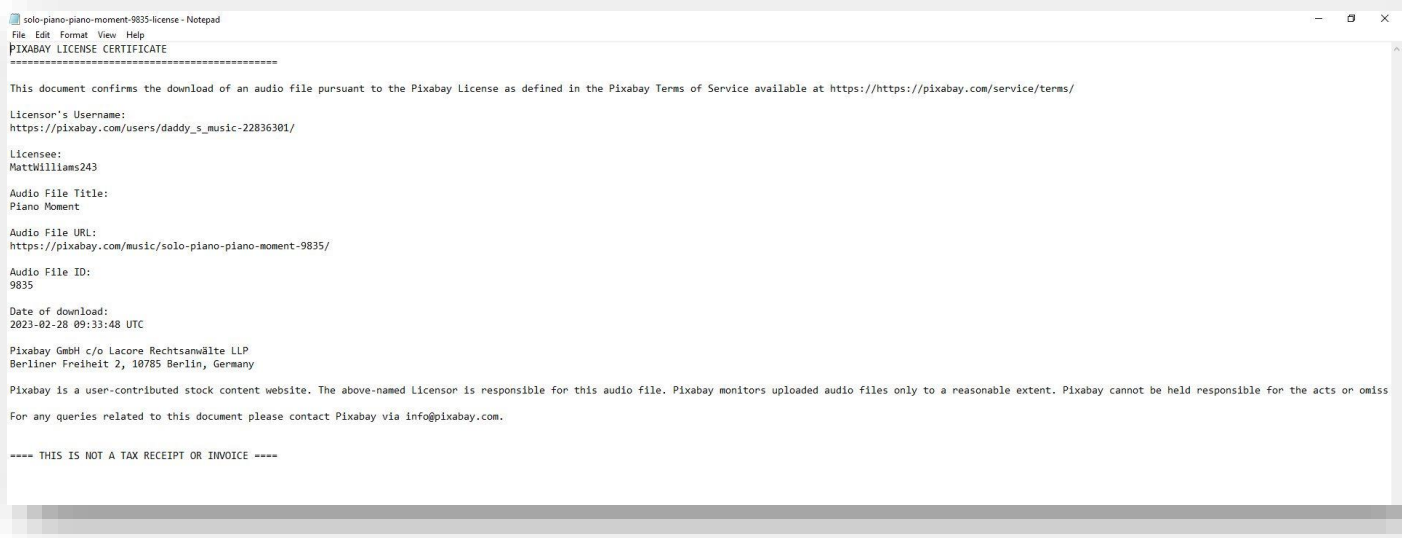


## Downloading Pixabay Music / SFX Certificates

The bulk of my music and SFX came from Pixabay – a website which lets you use royalty-free SFX, and Music which is also copyright-free. Despite this, their Music and SFX are Copyright-Protected. Because they are Royalty-Free this does not result in any legal action. However, it can show up on YouTube as a Copyright Claim.

As a user of Pixabay, I discovered that if you also download a Certificate for each Music and Sound Effect downloaded from Pixabay, then you can use it to Dispute your Copyright Claim. By including information about how/why you intend to use the audio, the certificate details and soon, it is commonplace for the owners of the relevant Sound Effect / Music to release the Copyright Claim.

By downloading License Certificates per Audio Track, I can justify my right to that Music and/or Sound Effect to make my “Helping the Homeless” documentary legal, ethical, moral, and trustworthy.



# Post-Production

## Planned my Editing of “Helping the Homeless”

Before editing “Helping the Homeless”, I carefully considered what to include from my dialogue to appeal to young people. This informed my project as it made it more carefully considered, made me evaluate what my Target Audience are more interested in and enabled me to meet the needs and requirements of my Target Audience to make “Helping the Homeless” more successful.

From this documentation, I discovered that my viewers are interested in student accommodation and the environment.

Another way that it informed my edits of “Helping the Homeless” is that it led me to knowing where I should cut my footage. This enabled me to import the correct sections of footage much quicker, enabling me to have more time to be creative with my editing for “Helping the Homeless” and showing professionalism because I used my time productively.

### Sections of Footage for Use

Questions Asked	Footage to Use	Section to Use
What are your current views on Aldershot and Hampshire as they are?	MVI_9999	00:01:03 to 00:01:22
What can you tell us about the regeneration of Farnborough and Aldershot?	MVI_9999	00:01:32 to 00:01:36 – “As you can see from the construction behind us.”
	MVI_0002	00:00:47 to 00:00:50 00:00:52 to 00:00:54 – “on Union Street”
Follow Up: Does that mean you are trying to attract young people and why?	MVI_9999	00:02:05 to 00:02:36
Why are you anticipating that young people will be attracted?	MVI_0002	00:02:46 to 00:03:00
Will residents be able to enjoy these benefits and why?	MVI_0002	00:02:09 to 00:02:38
Is there anything that could prevent the regeneration of Farnborough and Aldershot? What are the challenges	MVI_0002	00:03:19 to 00:03:41
How will Farnborough and Aldershot cope with all the new residents/visitors that <del>Rushmoor</del> hopes to attract through the regeneration?	MVI_0002	00:04:28 to 00:04:58
How will Farnborough and Aldershot cope with all the new residents/visitors that they hope to attract through the regeneration?	MVI_0002	00:07:49 to 00:08:32
Research shows that <del>Rushmoor</del> is one of the most deprived areas in Hampshire. How will the regeneration change this?	MVI_9999	00:09:18 to 00:09:18 00:09:31 to 00:09:56
	MVI_0002	00:05:14 to 00:05:31 – BEST TAKE
How do the public feel about the regeneration?	MVI_9999	00:10:34 to 00:10:53 00:11:02 to 00:11:15
Why have you chosen Hill to lead your project? Can high-quality buildings be expected from the regeneration because of using Hill?	MVI_0001	00:01:17 to 00:01:35 00:02:03 to 00:02:31
Where can people go for fitness now that Farnborough <del>Leisure</del> Centre has been demolished?	MVI_0001	00:04:26 to 00:04:50 00:04:53 to 00:04:59

## Martin Tennant’s Regeneration Interview

### Part 1: Regeneration Background Information

I want to begin the Regeneration Scene interview by providing background information about the regeneration of Farnborough and Aldershot in ~~Rushmoor~~. This would help to provide context about the project to make it more relatable to my target audience and would go nicely into the reason behind the regeneration. This will include:

- What to expect
- Whether residents will be able to enjoy these benefits

### Part 2: Anticipating Young People

After providing the regeneration’s context, I will show the dialogue on why ~~Rushmoor~~ is being regenerated. This is because it mentions young people and thus will relate to young viewers, especially students between 15 and 25 as the regeneration (as said in the interview) will aim to attract students for the University of Surrey.

This is the second part of my regeneration interview because if it were to be first, it may be harder to relate to because of less context about the project. However, by having this as the second area of discussion, I can attract young viewers to “Helping the Homeless” to this interview from early-on to make my Homelessness Documentary more successful.

### Part 3: Hill and Sustainability

Next, we will be informed about the people responsible for the regeneration, Hill. This includes briefly learning about their high quality of construction but will also have an even larger emphasis on sustainability. Whilst the high-quality sub-section will reassure viewers that they can expect great results, the larger emphasis on sustainability will help to appeal to young viewers. This is because young people are often seen as wanting to support the environment, the most example of this being the young people of Extinction Rebellion and followers of the Swedish activist Greta Thunberg.

### Part 5: The Future

Part 5 will focus on what the future holds of the regeneration. This will be to create audience anticipation of what to expect of the future ~~Rushmoor~~. This will create interest amongst viewers and will create continuity by moving forward in time.

### Part 6: Altering Poverty

Part 6 of the interview will tackle local poverty, as ~~Rushmoor~~ is one of the most deprived areas on Hampshire. This is the last section of my interview because the rest of my interviews will focus on homelessness. Covering local deprivation in this section will enable me to link with the homelessness interviews to create continuity and to attract viewers into learning more about poverty.



# Post-Production

## Editing “Helping the Homeless” (samples)

### Editing “Helping the Homeless”

#### Step 5 – Replacing my Camera Audio

With my Interview Footage now in the correct Timeline for editing further, I next replaced the camera audio for my interview with separate files containing Sync Dialogue. This measure was taken to improve the audio quality of “Helping the Homeless” as camera audio is often distorted and of a low quality.

This also included cutting via the Razor Tool to remove any irrelevant parts of footage or areas which I felt would not add to my Documentary.



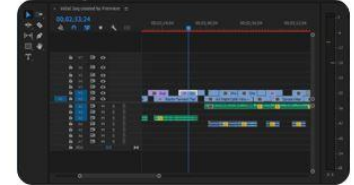
#### Step 6 – Splicing my Interviews

After replacing my Camera Audio with separately recorded Sync Dialogue, I then used the Razor Tool to cut where the interviewee’s dialogue began and ended. This helped me in deciding which areas of dialogue to improve so that I could best appeal to young viewers in the local community.

### Editing “Helping the Homeless”

#### Step 7 – Creating my Rough Cut Sequence

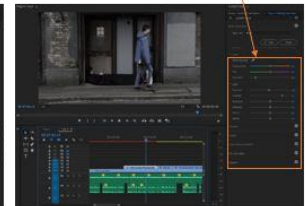
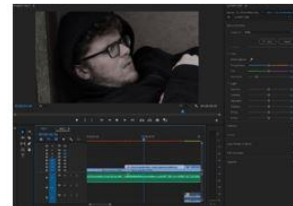
Upon having chosen areas of interview dialogue to include, I added it to my ... Timeline with B-Roll remaining above it. This enabled me to create the Audio/Video Sequence of my first Rough-Cut for “Helping the Homeless”. Furthermore, it enabled me to gain an idea of how my final edit of “Helping the Homeless” would be structured.



#### Step 8 – Colour Grading

Although “Helping the Homeless” flowed nicely and made sense, its appearance needed to be adjusted to better suit the tones and feeling evoked for “Helping the Homeless”. Based on this, I colour graded so that I met the tones required for “Helping the Homeless”, thus making my documentary more impactful, compelling, meaningful, and evocative.

The Colour Grading which I am most proud of is the Homelessness Scene Recreation of “Helping the Homeless”. This is because I successfully lowered the Saturation to Whitewash my Scene Recreations, slightly darkened the Exposure to show bleakness and experimented with Contrasts, Whites/Blacks and Highlights. This resulted in an almost-Monochrome appearance for my Homelessness Scene Recreations. This was intended to show how bleak the harsh living conditions are for those living with homelessness.



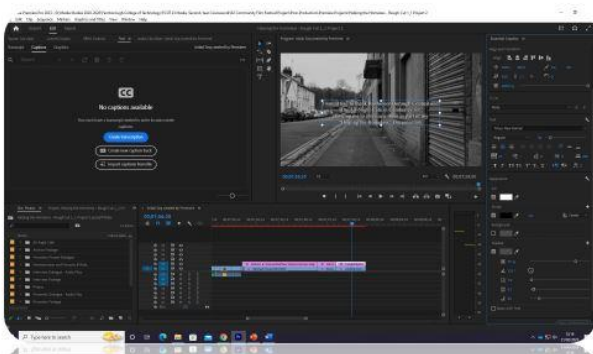
### Editing “Helping the Homeless”

#### Step 10 – Developing my Credits

The penultimate stage of creating my “Helping the Homeless” Rough-Cut was to develop my Closing Credits Sequences. To achieve this, I had my font rolling upwards amongst cinematography of the poverty-ridden, deprived, neglected and somewhat derelict Albert Road. This added texture to my documentary which reinforced its links with Homelessness.

My Closing Credits were Times New Roman to add professionalism by making them easier to read for the viewer. To ensure they were readable, I also made them white, evident in the use of Black “Strokes” to separate them from the backdrop and prevent them from blending in. The Strokes (black outline) was kept thin and subtle to separate from the backdrop as having it bold would have made the font look too distracting, garish, and harder to read.

To denote that the typeface was Closing Credits, I selected “Roll” as it is industry-standard to have the credits rolling upwards in films. Furthermore, it connotes the end of the story.



### Which editing skill am I most proud of?

For “Helping the Homeless”, the Editing Skills which I am the proudest of is my Colour Grading. This is because I used this technique to add clarity to my shot and thus add detail, consequently enhancing my narrative by revealing those final details.

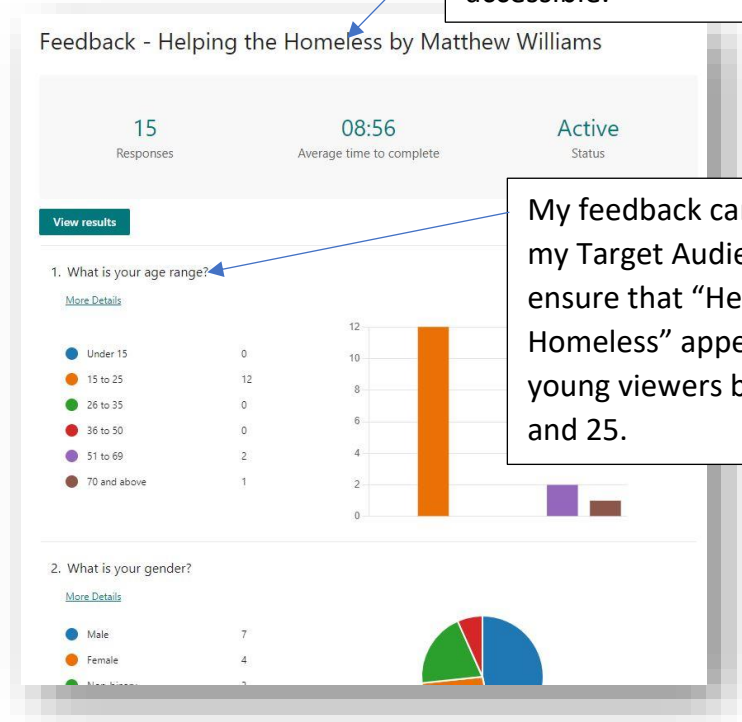
Another and much more significant reasons for my Colour Grading being the best of my editing for “Helping the Homeless” is because I was also able to tell a story with it. This is because I white-washed the Homelessness Scene Recreations to represent how harsh homelessness is. I then added more colour when the homeless person is given a sandwich, thus connoting that his mood has improved and giving the viewer hope and good-will.

# Post-Production

## Feedback for “Helping the Homeless” (samples)

For asking my Target Audience for feedback, I showed Technical Skills by creating a Feedback Form on Microsoft Forms to collate all my comments into one online location. This shows Professional Practice because I am organising my feedback effectively, efficiently, and reliably. This also shows Technical Skill because by saving all my feedback into one area, I am also making it accessible because of it being easier and quicker to get to. This means that I have more time to implement that feedback into “Helping the Homeless”, showing Professional Practice because I am using my time productively.

I have included my name, the project and form’s purpose to make my form and its feedback accessible.



My feedback came from my Target Audience to ensure that “Helping the Homeless” appealed to young viewers between 15 and 25.

### Taking on Feedback

#### Main Issue: Audio

2	anonymous	Sound quality sometimes unevenly balanced. This was a little disorienting.
3	anonymous	maybe could've focused more on the Aldershot interviewee
4	anonymous	i thought everything was well done but some audio sounded echoey??
5	anonymous	The audio in parts when Ezzli is talking is single channel so you can only hear it from 1 ear when using headphones, there are ways to make it dual channel in audio settings. There is one irrelevant shot of Marton drinking water, it feels out of place and also repeated shots of the same clip.

The most common issue noted within my Feedback Forms was of audio. This is because some areas of Lapel-recorded Audio were only Single Channel. This mainly applied to the Presenter's Dialogue which also felt as though it was squeaking when I listened back to it.

To counteract this issue, I panned Carole's audio to the right due to it being too far left and will pan it further right upon exporting a Sequence containing just visuals, dialogue and SFX to make all my audio levels equal. This will improve my audio quality and ensure that all listeners will hear what is being said to make my “Helping the Homeless” meaningful, compelling, emotive, evocative, hard-hitting, and impactful.

13	anonymous	audio can be hard to hear people speak and they sound unclear at points
14	anonymous	Audio only coming through left channel for some aspects of the documentary, recommend going into premier pro and fixing this. Replace all clips of you using google maps and actually go out and film in said locations, Farnborough is down the road. Also would be good to get some clips of actual homeless people as it will improve/reinforce the message (this is from my view point so if your not comfortable filming them then don't)

### Taking on Feedback

#### Main Issue: Audio (continued)

I also decided to produce Automated Dialogue Response for the Presenter's Dialogue because of it sounding too far left and as though it was squeaking. I decided to produce ADR because of it being easier and cost effective. Another reason is because of Ezzli's talent as an actor.

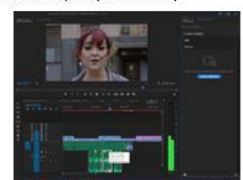
This was initially set to be completed on Friday 10<sup>th</sup> March 2023 but was cancelled because my Presenter (called Ezzli) had to film a Promotional Video as part of a group. This is because Ezzli is also a Media Student at Farnborough College of Technology – much like me.

Hence, I asked said personnel to do it in their own time on a DAR to ensure high-quality, professional audio. As I did not receive any recording from them on the same night or the night after (which they had promised to do), I followed this up face-to-face and received an ADR Recording from Ezzli (the Presenter) on Microsoft Teams. To ensure that this was high quality and professional audio, I rigorously listened back to it in Adobe Audition to simultaneously check that the Audio was not Single-Channel.

helpingthehomeless.m4a

sorry it took me so long to actually send it  
also if i missed anything let me know 😊

With the ADR being successful, I then edited the Presenter's ADR into my Premiere timeline of “Helping the Homeless”, helping to improve the Presenter's audio quality to make my Homelessness Documentary more successful.





# Critical Reflection

## Critical Evaluation

In my Critical Evaluation for “Helping the Homeless”, I refer to Eztli Thompson as they/them. This is because they are non-Binary and is consequently NOT a grammatical error.

### Critical Evaluation – Helping the Homeless



For the B2 Community Film Festival, I had to produce a Short or Documentary celebrating “community”. This made the project fun and flexible as there are a variety of communities in existence – meaning that initial ideas included friends, family, those with similar hobbies and interests alongside deeper subjects including the cost-of-living crisis and the Autistic Spectrum. However, I eventually decided to produce a Homelessness Documentary because I felt this Homelessness would be the most compelling, meaningful, and impactful idea to produce a Documentary on.

I am proud towards how I chose Homelessness because I did not rush into this idea.

Contrary to this, homelessness was one of my last ideas and during my Idea Generation, I fully explored each idea. I even made a list of advantages and disadvantages for producing a Short Film / Documentary per idea.

#### Idea 4: Spectrums

##### Synopsis/Intent

A documentary on the social limitations in the Autistic spectrum.

##### Chapters / Possible Points of Discussion

- What is Autism (commenting on family/friends to segue into the next chapter)
- The Impacts of Special Needs on Socialisation
- What does normal mean? Is it really necessary to be “normal” and how do we become “normal”?
- Helping people with Autism / lowering strict expectations of behaviour

##### Advantages

- I am Autistic so I would know how to direct “Spectrums”.
- Special Needs are not always so visible due to the theme of “Hidden Disabilities”. This theme could make “Spectrums” more engaging, mysterious, insightful, interesting and compelling.
- The theme of Hidden Disabilities could create a cliff hanger where I question the target audience on whether they know their close friends as well as they think. This could make “Spectrums” more thrilling, mysterious, secretive and engaging for my viewers.
- I could experiment with psychedelic / atmospheric bright colour and a hazy/lightly out-of-focus VHS to symbolise that people on the Autistic Spectrum may have mind fades from time to time (when the “zone out” / “glaze over”).

#### Idea 3: Helping the Homeless

##### Synopsis/Intent

This is a documentary exploring how we as a community can help the homeless.

##### Chapter

- Opening Title – An introduction to what homelessness is and data/statistics provided from my Secondary and Tertiary Research.
- Homelessness in the Community – Chapter 2 looks at the most deprived areas in the local area.
- Supporting the homeless – Interviewing someone from a foodbank on homeless shelter. Peter suggested that I could link in religion as he knows as a church which also acts as a homeless shelter for the homeless.

##### Alternative way of showing homelessness

I could produce a short film where the protagonist informs the side character on homelessness.

##### Advantages

- Peter said that no other student he has taught has done a documentary on homelessness before.
- The topic has the potential to be insightful, informative, compelling and perhaps even emotive.
- Documentary is a national issue, enabling my documentary to relate to more people.
- Showing homeless can raise awareness of this issue and to help those who are homeless.
- I could link in the Cost of Living crisis with homelessness due to rising prices etc.
- Letting people know that they should not be ashamed or embarrassed of being homeless.

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### Critical Evaluation – Helping the Homeless

Despite now having a compelling idea, I struggled and found in challenging to think of how I would show Homelessness. This is because Secondary Research shows that Homelessness includes vulnerability to substance abuse, violence, crime, and bad weather – putting myself, other people and the kit used for filming/recording in potential danger. Alongside this, there were legal and ethical issues such as respecting a homeless person’s privacy, protecting them from their increased vulnerability to harm, and the fact that homeless people may not want to be filmed as they may not want to be seen as being homeless because of how harsh their lifestyle is.

Based on these Legal and Ethical Considerations, I adjusted my idea from focusing on Homelessness to celebrating how charities help the homeless. Hence, I named my Homelessness Documentary “Helping the Homeless”.

It was a relief to know that my idea would be popular with my Target Audience.

Whilst Homelessness was not the most frequently picked topic by people during Primary Research, many of them did like my Homelessness Ideas more than my ideas for showing Autism. Alongside this, the Cost-of-Living also proved a popular topic in one of my questions. Hence, I chose to interview Martin Tennant from [Rushmoor Borough Council](#) on the authority’s regeneration of Farnborough and Aldershot in Hampshire. This helped to relate to the Cost-of-Living by exploring economy and poverty. This relates to homelessness.

Even better, I had managed to phone up Martin and confirm an interview with him before filming, as I had also done with the council’s Outreach Team who work directly with the homeless.

Legal and Ethical Considerations		
Legal and Ethical Issues	Description	Solution
Privacy	This refers to keeping the person’s identity anonymous.	To avoid infringement of privacy, there will NOT be any filming/recordings of real homeless people in my documentary and an actor will be used instead.  During interviews, names and job roles will be used for people’s identity (unlikeably only their first name). Any Personal Information MUST NOT be used in my Final Cut and will be kept strictly confidential.  *Note – I am open to requests from the interviewees regarding privacy. If my interviewees effectively inform me of any request during filming or prior, then their requests can be incorporated into my Final Cut of “Helping the Homeless”.
Defamation / Libel / Slander	This is when an untrue statement is said without evidence, usually to ruin the person reputation.	A disclaimer or text will denote that any cinematography showing the homeless is a scene recreation. This is to avoid confusion and to prevent my homelessness documentary from misleading my viewers.
Discrimination	This refers to unfair treatment of a particular group of people.	The Presenter and Visual Language of my documentary will be impartial / neutral when discussing homelessness to prevent any offence caused by any biased/future dialogue and monologue.  It will be made clear that footage showing a homeless person are Scene Recreations and not of real people.

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# Critical Reflection

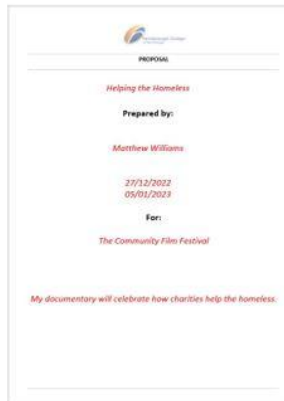
## Critical Evaluation (continued)

### Critical Evaluation – Helping the Homeless

I eventually got the “Green Light” to go ahead with “Helping the Homeless” after pitching my Documentary on 5<sup>th</sup> January 2023. Prepared with my pitch was a Proposal and a Feasibility Study / Research File. As it was too expensive to print (it was 101 pages long), I emailed it to the Community Film Festival instead. However, it was because of contacting my interviewees and booking interviews with them that I receive the go-ahead.

To improve for future pitches, it was noted that I should use research to justify my idea, not as a separate section. It was also recommended that I incorporate a definitive storyline into “Helping the Homeless” and that I hire someone else as a Presenter instead of myself, as I planned for my Documentary to be Participatory Mode (where the filmmaker engages with his subject). To adhere to this feedback, I adjusted my Homelessness Scene Recreation so that the Homeless Person is given food at the end of my Documentary, thus improving his mood. I also noted in my edit that this was Scene Recreation and not a real person.

For Presenting, I hired Ezti Thompson because of their previous experience in Performing Arts and because I have worked well with that student in the past.



### Critical Evaluation – Helping the Homeless

For the Presenting and Scene Recreations, I initially decided to film in Aldershot Town Centre but was urged not to by a peer for health and safety reasons. This is because a body had been found the previous Sunday. Hence, I relocated to Albert Road as it looked old, neglected, abandoned and deprived. It was also a cost-effective decision as I could film both the Presenter and Homelessness scene recreations from there.



For that day, I had to use a Lapel Mic as Mars pulled out at the last minute and had all the audio kit for filming the Presenter and scene recreations. Despite contacting Mars, they did not respond to my messages.

On 6<sup>th</sup> February 2023, I filmed Martin Tennant discussing Rushmoor's regeneration with his back to the Union Yard to illustrate the regeneration project. Luckily, Mars was able film me on that day. I had also rescheduled the Outreach Team's interview to 06/02/2023 because of illness. However, I had to yet again reschedule once Mars and Marton were called away from set after completing Tennant's interview.

The Hope Hub's interview on how they help homeless people in Surrey Heath also had to be cancelled on 24<sup>th</sup> January 2023 as a recent cold snap in the UK's weather had increased their workload and made them unable to commit to my project. This was frustrating but I coped by contacting as many local homelessness charities as possible.



### Critical Evaluation – Helping the Homeless



After emailing Farnborough Foodbank, I was able to secure an interview when they directed me to Carole Anne Cole, the Founder and Director of the All-Night Café in Camberley. With Carole's interview being on 7<sup>th</sup> February and there being several shoots in-between, I had little time to research and thus relied on follow-up questions when prompting information out of Carole. This turned the interview into a casual, free-flowing conversation.

I am proud of my visuals and how hard-hitting and gritty my Rough Cuts of “Helping the Homeless” were. To make them into a Final Cut, I created Feedback Forms to organise comments into one area, thus showing Technical Skill and Professionalism. I improved my Audio as this was commented on the most due to it being Single-Channel. This included Ezti recording ADR for her dialogue in her spare time because of her being busy with producing a Promotional Video when seeing them for our initial recording session. This also included replacing Screen Recordings of Google Maps with Archive Footage of the location themselves to make watching “Helping the Homeless” more appealing.

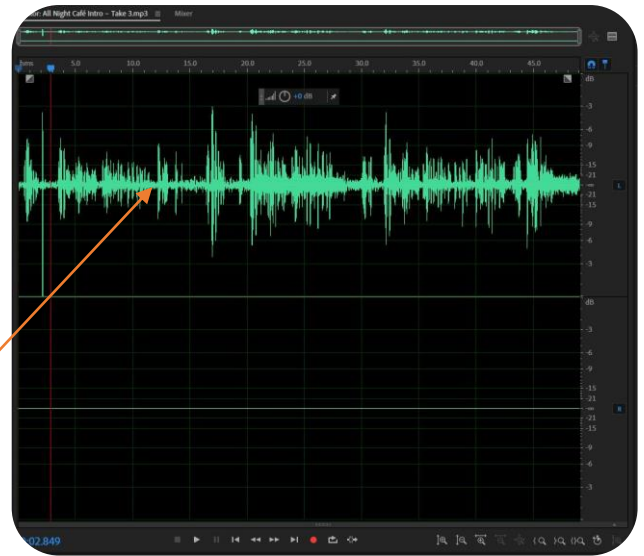


# Critical Reflection

## SMART Targets

The original Sync Dialogue for the Presenter is only playing on the Left Audio Channel – as evidenced by the denotation of the Wavelengths on the top half of the audio track.

To resolve this, I asked Eztli to re-record ADR (Automated Dialogue Response) of their Presenter's Dialogue, which resulted in dialogue across both Audio Channels and consequently a much higher quality of Audio.



## Audio Recording on a Lapel

When recording with a Lapel Mic, the audio was often panned too far on the left Audio Channel meaning that no audio emerged on the right Audio Channel. This creates an uneven imbalance of audio playback and increases the risk of Peaking and the audio becoming distorted. Next time, I will pay closer attention to which Audio Channels the audio is coming from before audio recording.

## Pitching my Media Productions

When pitching “Helping the Homeless”, explaining my Research felt separate from my Documentary’s content. This is a disadvantage to my Pitching Technique as it makes my Research less effective at supporting my idea/s, because of a lack of connection. To counteract this risk when next pitching an idea, I will go through the idea, then the content supporting it then back to my other ideas and will repeat this process to ensure that all ideas per Media Production are supported through trustworthy research.

### Qualitative Research

#### Regeneration of Rushmoor

Which areas are going to be regenerated?

- Industrial Estate
- Local shops, offices
- The railway station
- Shopping centre
- Housing (the quarter)

#### Regeneration of Rushmoor

Who is commissioning the regeneration?

- All: on a joint venture, the regeneration will be a mix of public and private sector. The regeneration will be a mix of public and private sector. The regeneration will be a mix of public and private sector.

**What is Qualitative Research?**

This refers to word-based, written research and is thus subjective and has a tendency to be more opinionated.

**What are my findings?**

In other research, Rushmoor's re-development is being led by a hill, an "award-winning" creator of homes which are sustainable. The client, Rushmoor Borough Council hopes to bring sustainability and prosperity to its areas being regenerated with the aim of holding events to attract visitors and create a new cultural and leisure centre for the regenerated, vibrant Farnborough Civic Quarter.

(Source: Rushmoor Borough Council)

**Feasibility Study Page Reference:**

To view my Research of Rushmoor's regeneration, please refer to 80 to 83.

# Bibliography

## Primary Research

Reference Information	Reference Source
<b>Title:</b> B2 Community Film Festival Ideas: Matthew Williams <b>Author:</b> Matthew Joseph Williams <b>Company:</b> MW Productions <b>Publication Type:</b> Survey for my Primary Research <b>Publication Date:</b> 7 <sup>th</sup> December 2022	<a href="https://bit.ly/3IjJyM">https://bit.ly/3IjJyM</a>

## Secondary Research

### Defining Homelessness, its Causes & Effects

Reference Information	Reference Source
<b>Title:</b> "Homelessness is devastation, dangerous and isolating" <b>Author:</b> N/A <b>Company:</b> Crisis.Org <b>Publication Type:</b> Blog <b>Publication Date:</b> N/A	<a href="https://www.crisis.org.uk/ending-homelessness/about-homelessness/">https://www.crisis.org.uk/ending-homelessness/about-homelessness/</a>
<b>Title:</b> "10 Root Causes of Homelessness" <b>Author:</b> N/A <b>Company:</b> Human Rights Careers <b>Publication Type:</b> Blog <b>Publication Date:</b> N/A	<a href="https://www.humanrightscareers.com/issues/root-causes-of-homelessness/">https://www.humanrightscareers.com/issues/root-causes-of-homelessness/</a>
<b>Title:</b> "What is the Main Cause of homelessness in the UK?" <b>Author:</b> N./A <b>Company:</b> Greater Change <b>Publication Type:</b> Blog <b>Publication Date:</b> 8 <sup>th</sup> June 2022	<a href="https://www.greaterchange.co.uk/post/what-is-the-main-cause-of-homelessness-in-the-uk">https://www.greaterchange.co.uk/post/what-is-the-main-cause-of-homelessness-in-the-uk</a>
<b>Author:</b> N/A <b>Company:</b> Homeless Link <b>Publication Type:</b> Blog <b>Publication Date:</b> 7 <sup>th</sup> April 2022	<a href="https://bit.ly/3irGoa7">https://bit.ly/3irGoa7</a>



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## Homelessness in Media

Reference Information	Reference Source
<b>Title:</b> Belfast soup kitchen fills the body and spirit <b>YouTuber:</b> NEWS CENTRE MAIN <b>Video Type:</b> Outside Broadcast (OB) <b>Publication Date:</b> 6 <sup>th</sup> May 2022	<a href="https://www.youtube.com/watch?v=4IQz7fcn514">https://www.youtube.com/watch?v=4IQz7fcn514</a>
<b>Title:</b> Helping Homeless People this Christmas – BBC London <b>YouTuber:</b> BBC (London) <b>Video Type:</b> Observational Documentary <b>Publication Date:</b> 19 <sup>th</sup> December 2019	<a href="https://www.youtube.com/watch?v=JhK1xYqpDJs">https://www.youtube.com/watch?v=JhK1xYqpDJs</a>
<b>Title:</b> How Finland Ended Homelessness <b>YouTuber:</b> Second Thought <b>Video Type:</b> Expository Documentary <b>Publication Date:</b> 3 <sup>rd</sup> September 2021	<a href="https://www.youtube.com/watch?v=kbEavDqA8iE">https://www.youtube.com/watch?v=kbEavDqA8iE</a>
<b>Title:</b> A city in crisis: How fentanyl devastated San Francisco – BBC Newsnight <b>YouTuber:</b> BBC (Newsnight) <b>Video Type:</b> Participatory Documentary <b>Publication Date:</b> 5 <sup>th</sup> May 2022	<a href="https://www.youtube.com/watch?v=GWBzxr3c29s">https://www.youtube.com/watch?v=GWBzxr3c29s</a>

## Local Organisations Helping the Homeless

Reference Information	Reference Source
<b>Title:</b> Reuse and Recycle <b>Author:</b> N/A <b>Company:</b> The Salvation Army <b>Publication Type:</b> Blog <b>Publication Date:</b> N/A	<a href="https://www.salvationarmy.org.uk/recycle">https://www.salvationarmy.org.uk/recycle</a>
<b>Title:</b> Contact Us <b>Author:</b> N/A <b>Company:</b> The Hope Hub <b>Publication Type:</b> Contact Form <b>Publication Date:</b> N/A	<a href="https://thehopehub.org.uk/contact/">https://thehopehub.org.uk/contact/</a>
<b>Title:</b> Volunteering and Donating <b>Author:</b> N/A <b>Company:</b> The Hope Hub <b>Publications Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://bit.ly/3VELxcw">https://bit.ly/3VELxcw</a>
<b>Title:</b> Home <b>Author:</b> N/A <b>Company:</b> Footsteps <b>Publication Type:</b> Homepage <b>Publication Date:</b> N/A	<a href="https://footsteps.org.uk/">https://footsteps.org.uk/</a>

<b>Title:</b> Number 5 Hub <b>Author:</b> N/A <b>Company:</b> The Riverside Project <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.riverside.org.uk/in-your-neighbourhood/surrey/care-and-support/number-5-project/">https://www.riverside.org.uk/in-your-neighbourhood/surrey/care-and-support/number-5-project/</a>
<b>Title:</b> Supporting people in Surrey who need it the most <b>Author:</b> N/A <b>Company:</b> The Surrey Care Trust <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.surreycaretrust.org.uk/">https://www.surreycaretrust.org.uk/</a>
<b>Title:</b> Providing the skills people need to thrive <b>Author:</b> N/A <b>Company:</b> The Surrey Care Trust <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.surreycaretrust.org.uk/what-we-do/providing-the-skills-people-need-to-thrive/">https://www.surreycaretrust.org.uk/what-we-do/providing-the-skills-people-need-to-thrive/</a>
<b>Title:</b> Helping families to flourish <b>Author:</b> N/A <b>Company:</b> The Surrey Care Trust <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.surreycaretrust.org.uk/what-we-do/enabling-the-support-families-need-to-flourish/">https://www.surreycaretrust.org.uk/what-we-do/enabling-the-support-families-need-to-flourish/</a>
<b>Title:</b> Nurturing wellbeing through nature <b>Author:</b> N/A <b>Company:</b> The Surrey Care Trust <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.surreycaretrust.org.uk/what-we-do/working-with-nature-to-nurture-wellbeing/">https://www.surreycaretrust.org.uk/what-we-do/working-with-nature-to-nurture-wellbeing/</a>
<b>Title:</b> Welcome to the Society of St James <b>Author:</b> N/A <b>Company:</b> The St James Society <b>Publication Type:</b> Homepage <b>Publication Date:</b> N/A	<a href="https://ssj.org.uk/">https://ssj.org.uk/</a>

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## Regeneration of Rushmoor

Reference Information	Reference Source
<b>Title:</b> Town centres and regeneration <b>Author:</b> N/A <b>Company:</b> Rushmoor Borough Council <b>Publication Type:</b> Information Page <b>Publication Date:</b> N/A	<a href="https://www.rushmoor.gov.uk/town-centres-and-regeneration/">https://www.rushmoor.gov.uk/town-centres-and-regeneration/</a>
<b>Title:</b> Hill / Created for Living <b>Author:</b> N/A <b>Company:</b> Hill <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.hill.co.uk/">https://www.hill.co.uk/</a>
<b>Title:</b> Rushmoor Borough Council outlines plans up to 2025 <b>Author:</b> N/A <b>Company:</b> InYourArea <b>Publication Type:</b> Article <b>Publication Date:</b> 21 <sup>st</sup> March 2022	<a href="https://www.inyourarea.co.uk/news/rushmoor-borough-council-outlines-plans-up-to-2025/">https://www.inyourarea.co.uk/news/rushmoor-borough-council-outlines-plans-up-to-2025/</a>
<b>Title:</b> Hill to lead £300m regeneration of Farnborough and Aldershot town centres <b>Author:</b> N/A <b>Company:</b> Professional Housebuilder and Property Developer <b>Publication Type:</b> News Article <b>Publication Date:</b> 22 <sup>nd</sup> October 2018	<a href="https://phpdonline.co.uk/news/hill-to-lead-300m-regeneration-of-alder-shot-and-farnborough-town-centres/">https://phpdonline.co.uk/news/hill-to-lead-300m-regeneration-of-alder-shot-and-farnborough-town-centres/</a>
<b>Title:</b> Rushmoor Borough Council is taking p[positive action to boost the long-term future of Farnborough town centre to make it a more attractive and vibrant destination to spend time <b>Author:</b> N/A <b>Company:</b> Rushmoor Borough Council <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.rushmoor.gov.uk/your-council/news-and-your-views/council-news/news-releases/july-2022/vibrant-vision-for-farnborough-town-centre/">https://www.rushmoor.gov.uk/your-council/news-and-your-views/council-news/news-releases/july-2022/vibrant-vision-for-farnborough-town-centre/</a>
<b>Title:</b> Masterplan for the civic quarter <b>Author:</b> N/A <b>Company:</b> Rushmoor Borough Council <b>Publication Type:</b> Webpage <b>Publication Date:</b> N/A	<a href="https://www.rushmoor.gov.uk/town-centres-and-regeneration/farnborough-civic-quarter/">https://www.rushmoor.gov.uk/town-centres-and-regeneration/farnborough-civic-quarter/</a>



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## Archive Research

### Homelessness Statistics

Reference Information	Reference Source
<b>Title:</b> Rough Sleeping in the UK: 2002 to 2021 <b>Author:</b> N/A <b>Company:</b> Office of National Statistics (ONS) <b>Publication Type:</b> Report <b>Publication Date:</b> N/A	<a href="https://bit.ly/3Z1JCSr">https://bit.ly/3Z1JCSr</a>
<b>Title:</b> Homelessness statistics <b>Author:</b> N/A <b>Company:</b> UK Government (gov.uk) <b>Publication Type:</b> Report <b>Publication Date:</b> N/A	<a href="https://bit.ly/3G2niiE">https://bit.ly/3G2niiE</a>

### Government Report on Rough Sleeping:

[Statutory Homelessness Stats Release Apr-Jun 2022.pdf](#)

### Importance of Organisation Helping the Homeless

Reference Information	Reference Source
<b>Title:</b> Hygiene-related Diseases <b>Author:</b> N/A <b>Company:</b> Centres for Disease Control and Prevention <b>Publication Type:</b> Information Browser <b>Publication Date:</b> N/A	<a href="https://www.cdc.gov/hygiene/disease/index.html">https://www.cdc.gov/hygiene/disease/index.html</a>
<b>Title:</b> New research reveals the scale of violence against rough sleepers <b>Author:</b> N/A <b>Company:</b> Crisis <b>Publication Type:</b> Article <b>Publication Date:</b> N/A	<a href="https://www.crisis.org.uk/about-us/latest-news/new-research-reveals-the-scale-of-violence-against-rough-sleepers/">https://www.crisis.org.uk/about-us/latest-news/new-research-reveals-the-scale-of-violence-against-rough-sleepers/</a>

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## Channels for Broadcasting “Helping the Homeless”

Reference Information	Reference Source
<b>Title:</b> “All Shows” <b>Author:</b> N/A <b>Company:</b> Channel 4 <b>Type of Publication:</b> Company Browser <b>Publication Date:</b> N/A	<a href="https://www.channel4.com/categories">https://www.channel4.com/categories</a>
<b>Title:</b> “Monthly viewing by channel/service” <b>Author:</b> N/A <b>Company:</b> BARB <b>Type of Publication:</b> Statistics Table on View per TV Channel <b>Publication Date:</b> October 2022	<a href="https://www.barb.co.uk/monthly-viewing/">https://www.barb.co.uk/monthly-viewing/</a>

## Pre-Production

### Resources List

Product	Product Link
Product: Canon EOS RP Supplier: Amazon	<a href="https://www.amazon.co.uk/Canon-EOS-24-105mm-4-7-1-STM/dp/B084N4G7WN?source=ps-sl-shoppingads-lpcontext&amp;ref=fplfs&amp;psc=1&amp;smid=A19GAJANPYW40K">https://www.amazon.co.uk/Canon-EOS-24-105mm-4-7-1-STM/dp/B084N4G7WN?source=ps-sl-shoppingads-lpcontext&amp;ref=fplfs&amp;psc=1&amp;smid=A19GAJANPYW40K</a>
Product: Rode NTG3 / B3 Shotgun Microphone Kit Supplier: CVP	<a href="https://cvp.com/product/rode_ntg-3">https://cvp.com/product/rode_ntg-3</a>
Product: Zoom H4N Pro Recorder Supplier: CVP	<a href="https://cvp.com/product/zoom-h4npro-black-recorder">https://cvp.com/product/zoom-h4npro-black-recorder</a>
Product: Dracast X Series LED Lighting Kit 2 Supplier: CVP	<a href="https://cvp.com/product/dracast-drxlk2-x-series-led-lighting-kit-2">https://cvp.com/product/dracast-drxlk2-x-series-led-lighting-kit-2</a>
Product: K-Tec AXC25 XLR Cable Supplier: CVP	<a href="https://cvp.com/product/k-tek_axc25_xlr_cable">https://cvp.com/product/k-tek_axc25_xlr_cable</a>
Product: 8GB SD Card Website: eStore Supplier: Farnborough College of Technology	<a href="https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-8gb-integral-sd-card-predominantly-for-audio-recording">https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-8gb-integral-sd-card-predominantly-for-audio-recording</a>
Product: 32 GB SD Card Website: eStore Supplier: Farnborough College of Technology	<a href="https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-32gb-integral-sd-card">https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-32gb-integral-sd-card</a>
Product: HAMA SD Card Reader USB 3.0 Website: eStore Supplier: Farnborough College of Technology	<a href="https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-hama-sd-card-reader-usb30">https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-hama-sd-card-reader-usb30</a>
Product: 1TB Seagate Expansion Drive Website: eStore Supplier: Farnborough College of Technology	<a href="https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-1tb-seagate-expansion-drive">https://estore.farn-ct.ac.uk/product-catalogue/media/course-materials/media-1tb-seagate-expansion-drive</a>

Product: Adobe Creative Cloud Webpage: Adobe Creative Cloud for Students Supplier: Adobe	<a href="https://bit.ly/3liutGd">https://bit.ly/3liutGd</a>
Product: DELL XPS15 Laptop Website: DELL Technologies Supplier: DELL	<a href="https://www.dell.com/en-uk/shop/laptop-computers-2-in-1-pcs/xps-15/spd/xps-15-9520-laptop/bn95210sb">https://www.dell.com/en-uk/shop/laptop-computers-2-in-1-pcs/xps-15/spd/xps-15-9520-laptop/bn95210sb</a>
Product: Bus Tickets Supplier: Stagecoach	<a href="https://bit.ly/3jAMHse">https://bit.ly/3jAMHse</a>
Title: Film Production Crew Rates in 2023 Author: N/A Company: Video Collective Publication Type: Article Publication Date: N/A	<a href="https://www.freelancevideocollective.com/filmmaker-resources/production-crew-rates-film-tv/">https://www.freelancevideocollective.com/filmmaker-resources/production-crew-rates-film-tv/</a>
Title: Hoqwmuch does it cost to hire an actor? Author: Adam Winograd Company: Veed Me Publication Type: Article Publication Date: 26 <sup>th</sup> December 2018	<a href="https://www.veed.me/how-much-does-it-cost-to-hire-an-actor/">https://www.veed.me/how-much-does-it-cost-to-hire-an-actor/</a>
Product: CampTech Water Resistant Sleeping Bag Supplier: Amazon	<a href="https://shorturl.at/cFRVW">shorturl.at/cFRVW</a>
Product: Skinny Stripe Shirt in Black and White Supplier: ASOS	<a href="https://www.asos.com/asos-design/asos-design-stretch-skinny-stripe-shirt-in-black-and-white/prd/202433271?affid=16746&amp;freelisting=yes">https://www.asos.com/asos-design/asos-design-stretch-skinny-stripe-shirt-in-black-and-white/prd/202433271?affid=16746&amp;freelisting=yes</a>
Product: Ornamin 220ml Green Mug Supplier: Amazon	<a href="https://www.amazon.co.uk/Ornamin-high-quality-everyday-tableware-institutions/dp/B01JT5MZ6S?source=ps-sl-shoppingads-lpcontext&amp;ref=fplfs&amp;psc=1&amp;smid=A1KD56F5U60Z6M">https://www.amazon.co.uk/Ornamin-high-quality-everyday-tableware-institutions/dp/B01JT5MZ6S?source=ps-sl-shoppingads-lpcontext&amp;ref=fplfs&amp;psc=1&amp;smid=A1KD56F5U60Z6M</a>

## Further Reading

Reference Information	Reference Source
Title: 94 Examples of Community Problems Author: John Spacey Company: Simplicable Publication Type: List Publication Date: 22 <sup>nd</sup> June 2021	<a href="https://simplicable.com/en/community-problems">https://simplicable.com/en/community-problems</a>
Title: Analyzing Community Problems Contributor: Bill Berkowitz Company: Community Tool Box Publication Type: Report Publication Date: N/A	<a href="https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/analyzing-community-problems/main">https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/analyzing-community-problems/main</a>
Title: "Communities provide the best solutions to their own problems" Author: Rachel Pugh Company: The Guardian Publication Type: News Article Publication Date: Wednesday 29 <sup>th</sup> March 2017, 08:00 AM BST	<a href="https://bit.ly/3F1ap9z">https://bit.ly/3F1ap9z</a>