

Learning aim D

For pass standard learners explanations of project management will **make reference to aspects of logistics, finance and the creative processes**. The explanations will be limited and may not address fully the different elements of pre-production and project management.

For merit standard, recommendations for improvements to the project management must be relevant and related to financial, logistical and creative processes specific to the project. The analysis will make reference to one or more elements of pre-production and will include different aspects of project management such **as time management, monitoring progress and personal management**.

For distinction standard, learners will make direct correlations between their project management of logistics, finance and creative processes during pre-production and the **overall success** of the planning for the digital media production.

PASS/MERIT/DISTINCTION - FOR 1 POINT MISSING FROM THIS IS THE FINANCE AND OTHER PRE-PRODUCTION DOCUMENTS!

Managing the financial elements within the project was an important part of the pre-production of my project. I included a budget to manage the finances available to me and ensured that I included the cost of all elements of the project – including equipment hire, casting costs and props and costumes. This budget allowed me to manage my spend across all elements of the project and ensured that I was aware of all financial outgoings. I also created a contingency plan for all elements of the production as part of my pre-production plan. This document contained a range of measures to ensure minimal cost implications in the case of a range of unexpected factors – including adverse weather or emergency equipment requirements (Be specific about what you included!). These documents altered throughout the pre-production document as information became available, e.g. following auditions, reces, risk assessments and so were vital in the smooth running and success of the pre-production of the product. Without proper financial planning it would have been very difficult to run the project to time, sticking to the planned pre-production schedule and to ensure that the project ran to the available budget. Similarly the contingency plan was vital in allowing for a fluid project, where emergency changes could be made without it occurring huge financial losses, because it is important to stick to the budget otherwise it could compromise the whole film, as the narrative may have to be changed, the lack of props may reduce the realism of the film. Less time spent in post-production could impact on the overall success of the film as it could ruin the aesthetics of the film. This may affect backing from funders due to the changes made as well as the success of the film for audiences. Therefore keeping within budget and monitoring it throughout the pre-production process, ensures that the production remains on budget and the initial idea can be created fully.

I then managed the paperwork digitally, for example by adding call sheets to a google drive folder and I ordered them by shoot dates, so they were organised to ensure that anyone working on the shoot would be able to access the relevant information they needed for each day. This benefit of having a call sheet in a separate folder for each day was good because it enabled the production crew and cast to see the call time for each day and having them in separate folders, prevented any mishaps from occurring, i.e. following the wrong call sheet, because they were all in the same folder, however, if the internet suddenly went down or the people were in a remote area this could cause issues for crew, therefore it would be beneficial to have both print and digital versions on the day of the shoots just in case. I made sure that these call sheets were completed at the same time, although

I recognise that after the first shoot they may need amending as I will know more what it will be like to film and where delays may occur. **The use of Google Drive was effective because it enabled all production staff, crew and cast to access the relevant documents before the shoot and during the shoot remotely on their iphones, without the loss of paper! Therefore cast could learn the script, production staff could contact people if someone's arrival was delayed for any reason, easily as all contact details for the cast and crew were on the call sheet. A call sheet ensures everyone knows where they need to be each day and at what time, so filming can begin on time. The call sheet can also be sent out on the day of the shoot via email, to ensure everyone has checked the correct call sheet, as any last minute changes could occur and they may have checked it before the shooting date.**

Learning aim D: Review pre-production of a digital media product		D.D3 Evaluate the effectiveness of the project management, referring to its impact on pre-production.
D.P6 Explain how logistics, finance and the creative processes were project managed during pre-production.	D.M5 Analyse the project management of your media product with reference to specific elements of pre-production.	