MADT 351
Format Project

Working in teams of two, students will develop ideas for television formats. The goal of the assignment will be to create a concept that can be sold internationally. In other words, your program/format should be pitched to US TV producers, with the understanding that this format should also work well internationally. In order to do so, students will develop the concept, research the potential international market for the format (pick one broad region: Latin America, South East Asia, Europe, Northern Europe, etc. where you think the format could be successful), create a paper format, and pitch the project. This document is a "live document": I will be adding resources as the due date for each assignment approaches.

Review this checklist to become familiar with some factors you should consider. Make sure you also review the Resources in the next page.

Please create a google doc (and give me access: cfferrari@mail.csuchico.edu) to record your work flow and each group member's responsibilities.

Program Proposal – 20 points
A program proposal is due on October 22, 2018. This proposal should be approximately a one-page (typed, one full single-spaced page) outline of the basic idea of the program. The description should follow a narrative form (not bullet points).

Grade Breakdown – 20 points
Program Concept – 10 points
Explanation of idea – 10 points

Analysis of Market – 40 points
A market analysis for your program is due on November 26, 2018. This analysis should be 5 pages (typed and double spaced). In this paper you will explore the target market for your program by looking at the ratings information for similar programs. The paper needs to show evidence of research among domestic programs that are similar in nature - at least 2 - (target a similar audience, follow similar genre conventions, air in a similar time slot, are produced by a comparable network/media company, and so on). You will also consider a potentially successful international market by examining key elements of their culture, and more specifically, the types of programs that have been picked up globally. Also in this case you must provide evidence of market and industrial research.

READ:
Television Audience Measurement: Proposals of the Industry in the Era of Digitalization

Promoting profit model innovation in animation project in northeast Asia: Case study on Chinese cultural and creative industry

Grade Breakdown – 40 points
Analysis of target domestic market – 15 points
Analysis of international market (reference theories of global media) – 20 points
Writing Style/Format – 5 points

Paper Format – 40 points
A long-form paper format is due on December 17, 2018. This paper format should look professional and organized. It should be typed and **single-spaced**. A long form paper format is:

> a very detailed description that would give you most of the information required to produce a program. There is no set length, but generally they do not extend much beyond 10 pages, otherwise they appear intimidating to read (I expect a 8-10 single spaced page long paper)

Your paper should include (at least) the following separate headings:

- Program title
- Similar programs/original elements
- Target audience
- Suggested time-slot
- Length (in minutes)
- Brief outline (2-3 sentences)
- Detailed synopsis
- Sample games/questions or sample storylines
- Illustrations/Storyboard
- Suggested presenters or stars
- Set design information
- Merchandising opportunities
- Potential international market (audience, cultural elements, elements of adaptation/localization, etc.)
- References to global media theories (all throughout the paper, they should not be limited to one section of the paper)

It might be helpful to also follow this checklist to complete your paper (aka, include these categories as well). Make sure that each section/heading of the paper includes an in-depth discussion supported by evidence (either from academic or professional sources).

Grade Breakdown - 60 points (without pitch) - please let me know by December 3
Information/Research – 30 points
Clarity of information – 10 points
Format/Presentation – 10 points
Writing Style – 10 points

Pitch – 20 points (opt in) - no pitch for finals
Pitches will take place in class on December 17, 2018. Each group will have about 6-7 minutes to present its format and explain its benefits. Pitches should be professional and organized. The practice of pitching will be discussed in greater detail in class.
Some advice on pitching
How to Pitch a Show
How to Pitch a Show (2)
Secrets to the perfect pitch (broader than just TV)

Grade Breakdown – 20 points
Clarity and organization – 10 points
Professionalism – 5 points
Energy and creativity – 5 points

Resources
How to Write and Pitch an Idea for a TV Show
How to Write a Format
Format: Generating Ideas
Format: Developing Ideas