



'CBBC was originally launched as Children's BBC in September 1985 as a strand of programming for children aged 6–13. The first idents consisted of Children's on top of a large BBC is a similar style to a rushed scribble, generated live on air by a **BBC Micro** computer. However, 2 years after launch, the idents were replaced by an animated sequence of the letters spelling out Children's with an outline of an object corresponding to that letter. This was replaced by a computer generated sequence in 1990.

In 1991, the BBC corporate revamp meant that Children's BBC was given a makeover. The result was a logo centred on a stylised Children's with a corporate BBC logo at the bottom of the screen. In 1994, the Children's BBC idents changed in style; many featured cartoons or computer generated graphics where the stylised Children's and the BBC corporate logo would feature somewhere.

Children's BBC was officially renamed CBBC in October 1997, with the production of appropriate idents. The idents all had a yellow background, and black subjects and often in the cartoon style. When CBBC was given its own channel on the digital terrestrial platform on 11 February 2002, the CBBC "blob" ident was created. These animated 'bugs' were designed by Lambie-Nairn, and were always green in colour. The blob was later refreshed and given a 3D appearance in 2005.

CBBC relaunched again in the autumn of 2007, with a new logo revolving around the letters of CBBC, each in a different style. A new set of idents followed these up, revolving around scenes including each of the 4 letters before coming together at the end. These scenes could involve cartoon figures, or stars of current CBBC programmes. In 2010 the logo was updated to look more 3D. These idents were changed on 13 September 2014.'



The test above was taken straight from the internet so that I could analyse it.

The first ident that CBBC had looked like it was made by a child with some chalk and colouring pencils, even though this ident does what it is supposed to (show that this is a different channel and designate it to a certain type of audience) it lacks certainty. When looking at the ident you may take a bit of time to figure out that this is a kids TV channel just by looking at the ident.

When you look at what the idents are like today you can clearly tell that the show is for younger audiences because of the colour and the childish themes such as the image above with 'Shaun the Sheep'.

From looking at how much CBBC's TV ident has developed I can see how much I could improve my ident for a channel. I could do this by trying to do something animated or draws and see them change on the screen.

### TV ident questionnaire

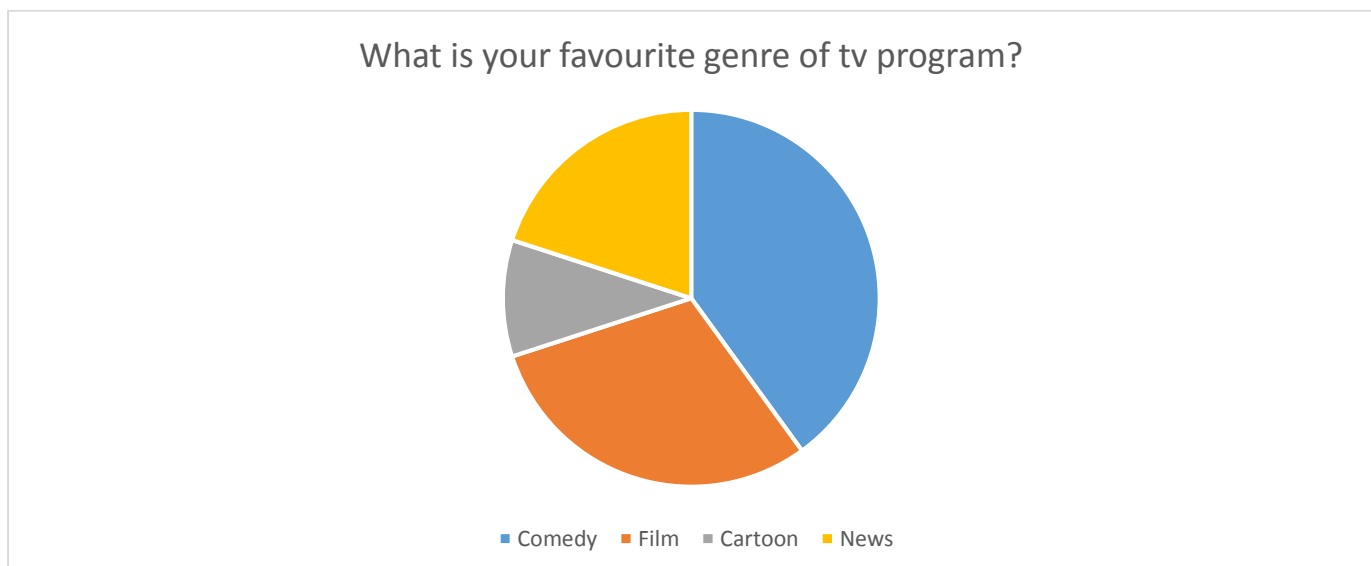
What is your favourite genre of TV program?

Comedy- 4

Film- 3

Cartoon- 1

News- 2



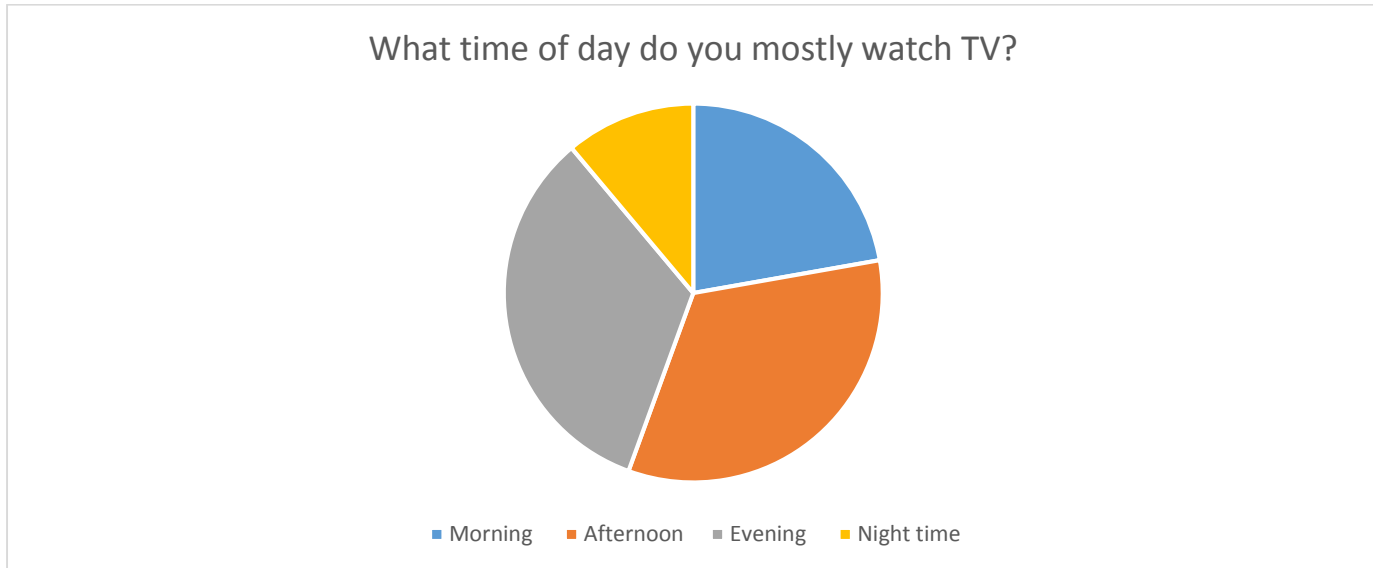
What time of the day do you mostly watch TV?

Morning- 2

Afternoon- 3

Evening- 3

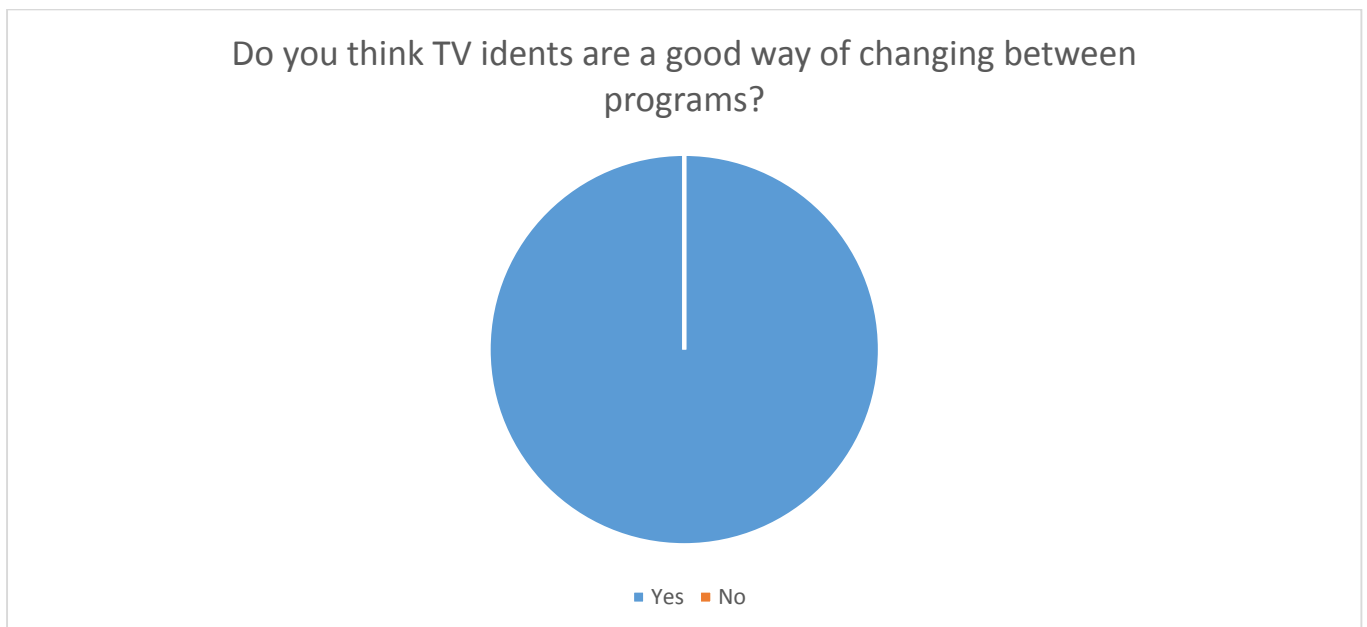
Night time- 1



Do you think TV idents are a good way of changing between programs?

Yes-10

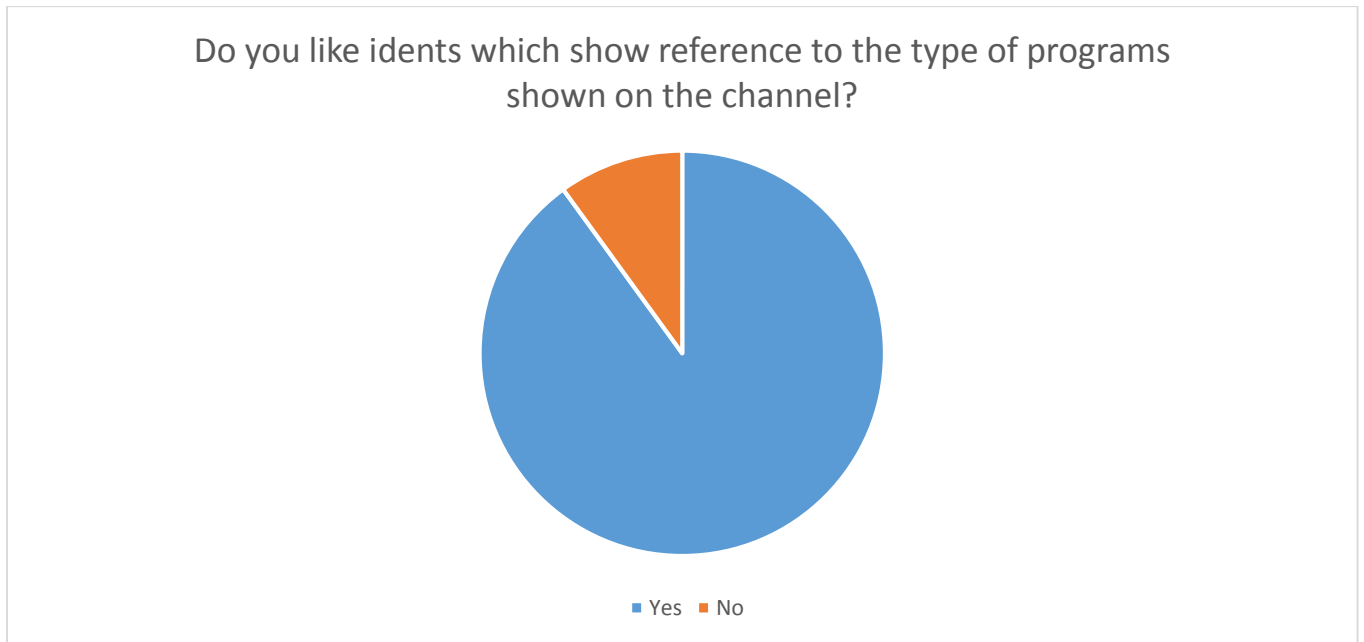
No- 0



Do you like idents which show reference to the type of programs shown on the channel?

Yes- 9

No- 1

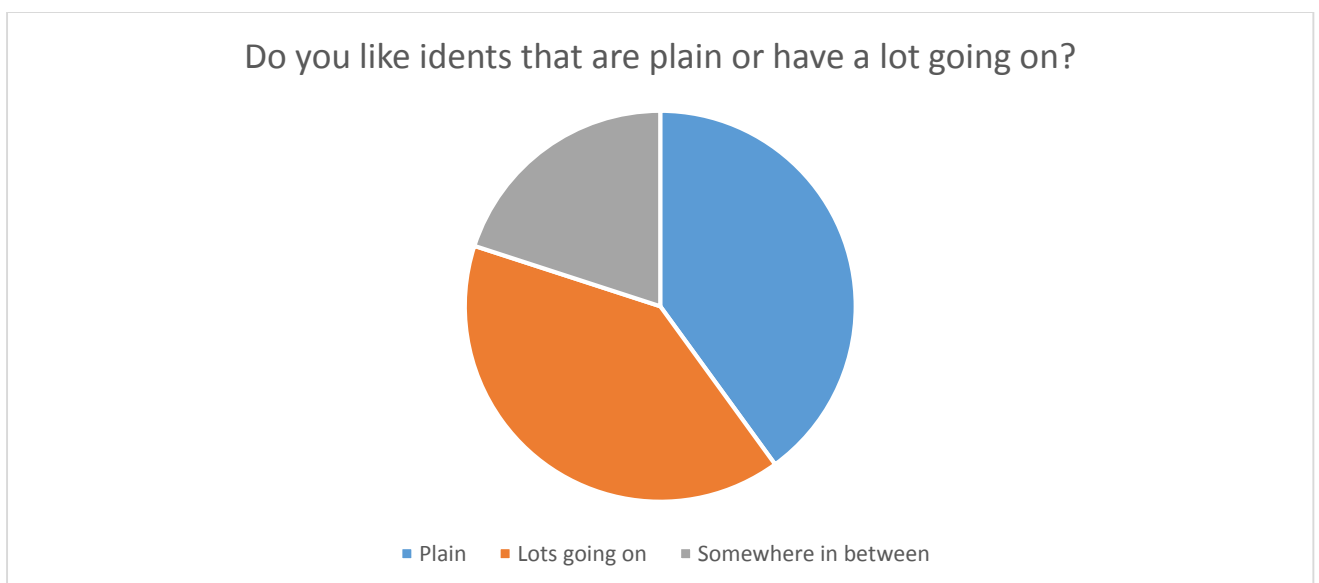


Do you like TV idents to be plain or have loads going on?

Plain- 4

Lots going on- 4

Somewhere in between- 2



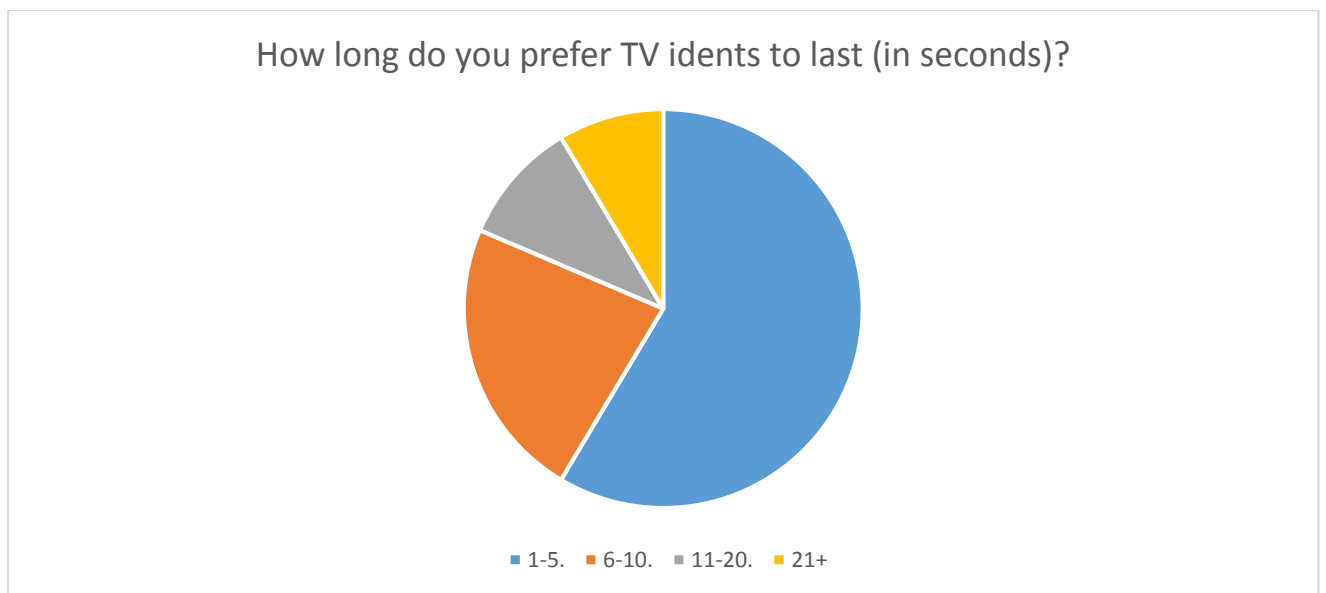
How long do you prefer TV idents to last?

1-5 seconds- 0

6-10 seconds- 3

11-20 seconds- 4

21+- 3



### **Budget**

Nikon D3300 (camera) - £279

Tripod- £24.99

Cameraman- £21ph

Film/Sound Editor- £13.23ph

Total- £338.22 min

## Characters

Girl 1 - She is shown putting on shoes and drinking outside, and we see her with head in her hands suggesting she has had a rough night.

Girl 2 - See her getting ready, but only see her drinking at home.

Boy 1 - Seen switching off lights and using TV remote. He also lays on the sofa emphasising the idea of a 'hangover'.

Boy 2 - Only featured at the beginning and midway through the video looking through pictures of a girl being drunk.

Band members - Only seen during the chorus playing music and showing a band spirit.

## Song lyrics/Script

It's just another boring Saturday night,  
That's filled with alcohol and drunken fights,  
That's filled with MDMA and paradise,  
Paradise for some,

And ideally attempt to look our best,  
But all the flashing lights I light are sweat,  
And stella stains that lay upon her dress,  
We're just disasters,  
We're just disasters in distress,

And her stilettos have seen better days,  
Sat by the toilet,  
It's not even late,  
Guess that her mind goes along with the pain,  
With the pain,

But anyway,  
Send my blessings to the remix tracks, and dancers who don't care,  
Send my best to the scents of lynx and the Smirnoff in the air,  
Whilst you're there tell the stoners who buy after nine o'clock,  
And them perverts on the dance floor,  
Who attempt to touch you up,

It's just another boring Saturday night,  
And this time baby maybe, I'm alright,  
I think I'd much rather prefer the sights,  
Of Game of Thrones and all that other shite, on TV,

Waiting for me when I'm just sat at home,  
Under the duvet I ignore my phone,  
And you can join me if you want to show,  
But I'm sure your Snapchat will soon let me know,

It's just another boring Saturday,  
And I'd been thinking about the memories made,  
And you'll make none of yours stuck in that state,  
And I'm in a state to see you stuck this way,

But anyway,  
Send my blessings to the remix tracks,  
And the dancers who don't care,  
And send my best to the scents of lynx and Smirnoff in the air,  
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Narrative structures

Non Linear -because the footage in the video is not in order of a night out and then a hangover. Instead we see little sections of different parts of the night at random points.

Realist - It shows real experiences the audience should be able to relate to, it does not include any element of Sci-Fi.



## Treatment

Showing the effects of a night out. We can see footage of both the drinking and the aftermath. The lyrics talk about a Saturday night as though the cliché of going out and getting drunk is overrated because of the feeling you get the morning after.

Identify costume, location reece, talent, equipment etc.

Costume

Girl 1 - Black dress, high heels, curly hair, not any make up.

Girl 2 - Pink dress, curled hair, eye and lip make up.

Boy 1 - Tracksuit bottoms and T shirt (casual wear).

Boy 2 - Jeans and a T-shirt

Band members - Casual clothes to give the impression they are practising together, rather than doing a performance.

Reece

<u>Location</u>	<u>Description</u>	<u>Suitability</u>	<u>Overall suitability</u>	<u>Availability</u>
Music Room	Open space with tables and keyboards.	It is good because it is a suitable size for us to film loads of different angles. However, does not have the required instruments readily available.	Bad	After 3pm
Band Room	Small area with instruments already in position.	Closed off and away from excess noise, instruments readily available and set up in a band position.	Good	Fridays and after 3pm
Sixth Form common room	Large area with sofas and tables.	Table for use to put the pictures on and sofas for the character to sit on.	Good	Any time
Hallway/Stairs	Small enclosed stairway with banister.	Suitable as it has a steep incline so the camera would not have to be moved around too much.	Good	At convenience
Bathroom	Large sized bathroom with a bath, shower, sink and toilet.	Gives loads of room allowing to opportunity for different camera angles to be explored.	Good	At convenience
Lounge	Long length lounge with sofas, TV etc.	The size of the lounge allows the camera to be able to show a wide view whilst still being focused on the character.	Good	At convenience.

## **Talent**

Reece- actor

Megan- actor

Charlotte- actor

Daniel- actor

Dave- singer

Rest of band- music artists

## **Equipment**

1. Velbon EF-41 Tripod - This is to hold the camera steady when filming.

2. Nikon D3300 DSLR Camera - This is to film the actual footage, it has to be a high quality camera to be able to produce a sharp image.

Develop detailed final shooting scripts, treatment, production roles, prop list, shot list

<u>Day/Date</u>	<u>Part of song</u>	<u>Camera movements, angles and continuity</u>	<u>Description</u>	<u>Characters/Actor (s)</u>	<u>Location</u>	<u>Props</u>
Day 1 -	Verse 6	Camera movements: Takes: 4 Angles: over shoulder. Close up. Out of focus in the mirror. Continuity: Same people	Boy of sofa watching TV, phone goes off. He presses ignore and goes under duvet. Girl putting lipstick and mascara on. Flicks hair back.	Actor 1 – male (Megan’s brother). Actor 2 – Female (Megan).	Filmed at Megan’s home in the lounge, bathroom and bedroom.	Phone Duvet Lipstick Mascara
	Verse 10	Camera movements: Pan. Takes: 3 Angles: Birds eye angle. Continuity: Same people	Girl pouring drink into a glass. Boy under duvet Phone lights up and boy presses ignore. Girl moves alcohol out the way to find the one she wants.	Actor 1 – Male (Megan’s brother). Actor 2 – Female (Megan)	Megan’s lounge and conservatory.	Wine bottles Glasses Phone
Day 2 -	Verse 7	Camera movements: Takes: 1 Angles: Straight on Continuity: Same people	Girl pulls dress down legs. Boy flicks through photos of girl on the phone. Boy then puts head in hands.	Actor – Girl (Megan) Actor – Reece’s hands and Reece.	Megan’s bedroom and lounge.	Phone
Day 3 - 4	Chorus	Camera movements: Pan – vertical and horizontal. Takes: 1 Angles: Low shot, high shot, close up, wide shot. Continuity: Same people	Band playing in the band room.	Band	Band room.	Drums Guitars Microphone
	Verse 9	Camera movements: Takes: 2 Angles: Straight on, close shot. Continuity: Same person	Focusing in on a lipstick being put away. Wine being taken out of a wine holder. Focus out on makeup. TV flicking through game of thrones.	Actor – Girl (Megan’s hands).	Megan’s bathroom, kitchen. Charlotte’s lounge.	Lipstick Wine Make up
	Line 1 – 2 verse 5	Camera movements: Takes: 1 Angles: Side view. Continuity: Same person	Girl drinking glass full glass of alcohol.	Actor – Girl (Megan)	Megan’s conservatory.	Glass and alcohol.
Day 5 -	Verse 5 Lines 3 -4	Camera movements: Takes: 1 Angles: Straight on. Continuity: Same site for viewing game of thrones.	Fireplace. Flicking through game of thrones.		Megan’s lounge. Charlotte’s lounge.	
Day 6 -	Verse 1	Camera movements: walking up the stairs – side view. Pan. Takes: 5 Angles: On stage – low angle. Close ups. Continuity: Same person	Guy walks up steps onto stage and sits on chair with guitar and music begins. Light switched on. Remote button pressed. Guitar strings plucked. Pan of wine bottles.	Actor – Boy (Reece) Actor – Boy hands (Megan’s brother)	School stage. Megan’s lounge and conservatory.	Alcohol bottles Guitar Wine bottles
Day 7 -	Verse 2	Camera movements: pan vertical. Takes: 3 Angles: Continuity: Ok but a different girl used.	Flicking through clothes hangers. Unfocused flashing lights pan. Girl outside drinking. Gas lighted – repeated twice.	Actor – Boy (Reece’s hands) Actor – Girl (Charlotte)	School backstage. Megan’s room. Megan’s kitchen. Charlotte’s garden.	Clothes hangers Glass
	Verse 3	Camera movements: Vertical pan. Takes: 2 Angles: Low shot Continuity: Ok	Focus on shoes being put on. Focus on female bathroom sign. Pan upwards of girl sat with head in her hands. Focusing in and out of lights.	Actors – one girl (Charlotte).	Charlotte’s bathroom. School	shoes

## Production roles

Megan: Acted as Girl 2, filmer, editor.

Charlotte: Acted as Girl 1, filmer, editor.

Reece: Acted as Boy 2, filmer, editor.

Daniel (Megan's brother): Acted as Boy 1.

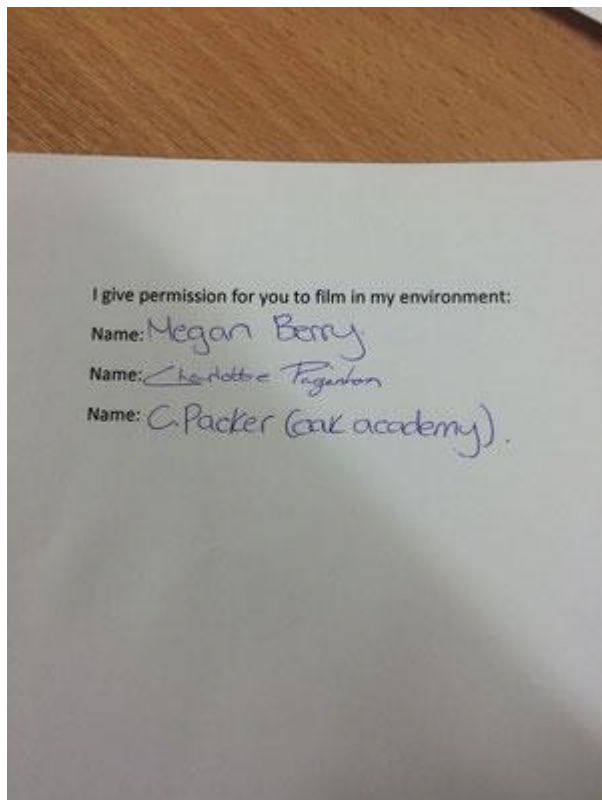
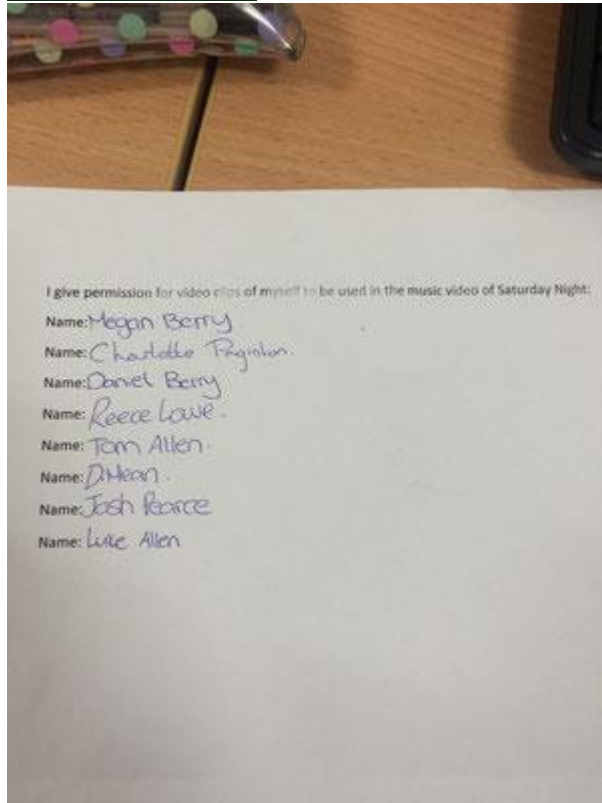
Band Members: Band members used for chorus.

Develop a final risk assessment and model release form

Risk assessment

Hazard	Persons who may be harmed	Property which may be harmed	Risk controls already in place	Risk assessment LOW, MODERATE, HIGH, EXTREME	Further action required to control risk
Wires(Band room)	Actors and crew	Filming equipment and instruments.	None.	Moderate	Ensure all wires are tucked away from walking spaces.
Water(bathroom)		Filming equipment	Taps turned off when not being used, water cleaned up if spilt on the floor.	Moderate	Ensure there is no running water.
Stairs(hallway)	Actors and crew	Filming equipment	Banister to hold for support.	Low	Ensure the actor is especially careful when walking up the stairs.
Furniture(lounge, sixth form)	Actors and crew	Filming equipment	Pushed to sides of the room.	Low	Ensure actors and crew are careful when walking around furniture and also make sure no furniture is not out of its required place.
Duvet(Lounge)	Actors and crew	Filming equipment	None.	Low	Make sure the duvet is not left on the floor during the filming or preparing process.
Glass(bottles)	Actors and crew		Glass is thick which makes it less likely to smash.	Low	Ensure they are placed safely on to the table so there is no possibility of them being knocked off and smashed.

## Model release film



I give permission for Reece to use my music in his video.

Rehearsals - practised the band playing before we filmed.

And took several different pieces of footage for each scene and chose the one which was filmed the best.

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### **Timescales**

Task	Time given for task	Time taken
Gathering instruments for image	1	
Taking image	1	
Editing	5	
Draw storyboard and plan	2	

### **Management and roles**

Photographer- Reece (Me)

Editor- Me

Instrument gatherer- Me