

The background is a dark blue gradient. There are several thin green circles of varying sizes scattered across the page. A solid green rectangle is located in the top right corner.

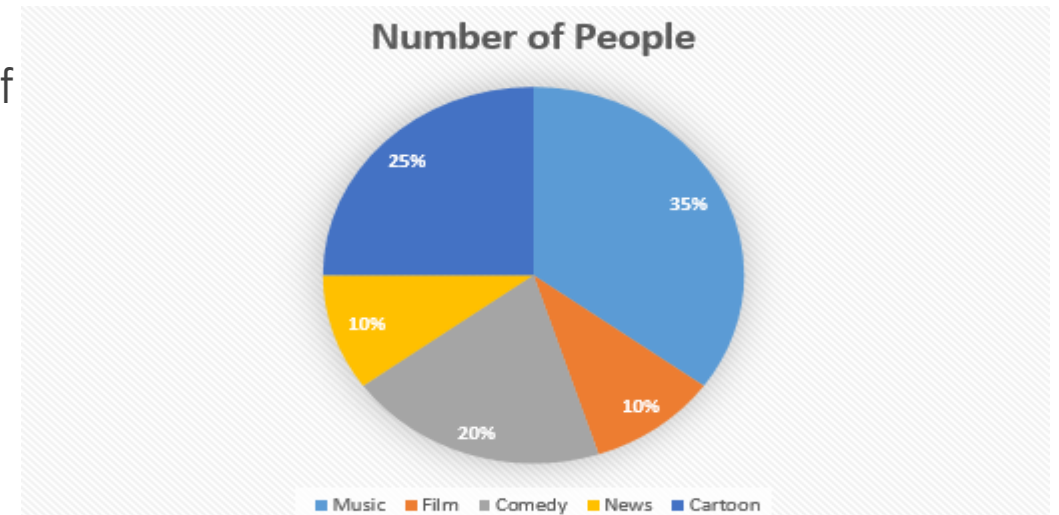
Ident Proposal- #HIPMUSIC

Outline of idea

- ▶ To sum up my ident I would say 'A simple slideshow'. The ident doesn't have lots of flashy and exiting things for you to constantly try and find, with my ident you know what is going on as not much is happening at all, because of this I believe that my ident will be a nice change to viewers as most idents aren't as simplistic as this one. The ident wont only be images I have also added music to the background that I think fits in quite well with a music channel.

Why I chose my selected genre

- ▶ I chose to do a music themed channel purely because I like music channels myself and that lots of people like music channels so this channel would appeal to a wide range of people.
- ▶ I carried out a survey of people aged 10-29 about what types of TV channel are the favourite. The majority liked music channels the most so this also helped me decide which genre to chose.



Cost and Crew

- ▶ Equipment list/Budget-
- ▶ Camera (Nikon d3300)- £279
- ▶ Tripod- £15
- ▶ Computer (Dell OptiPlex 3030)- £505
- ▶ Actors- £15ph
- ▶ Camera- £21ph

- ▶ Total- £835 minimum

Location and times

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

Audience

- ▶ The target audience for this ident would be 10-29 year olds of all genders and backgrounds as it doesn't matter who you are or where your from everyone likes music.

USP

- ▶ My Unique Selling Point is the simplicity of this ident combined with the 'wacky' images and that the images is rather unusual therefore it is eye catching because it is different and not something you see everyday.