

Idea/Concept:

- ~ Main girl finds out her boyfriend is cheating on her
- ~ She gets annoyed and then carries on with life
- ~ She has flashbacks remembering ways he was distant to her (I'm wide awake)
- ~ He tries to confront her but she doesn't stand for it (I'm not blind anymore)
- ~ She's happy and trying to move on. He is depressed and realises he was wrong. (1)

My **target audience** is high school girls, in particular girls who listen to pop music. This video is showing how girls are strong and how she doesn't need a boyfriend with her. It shows her to be strong and not stand for cheaters. (4)

Three features: music (Katy Perry song)
costuming (every day casual clothes)
flashback of times together

The **tone** of the video is serious and sad. Serious because of how the girl has been cheated on by the boy and sad because he is being disloyal to her while they were going out (seen in flashbacks). (3)

Convention I will use	How I will use it	Why I will use it
Use of flashback	I will use it throughout the song to show memories	It will be memories of them going out and will show signs of him being loyal
Video/audio match up	Flashbacks to show 'I'm wide awake' She doesn't stand for him – 'but I'm not blind anymore'	So the lyrics make sense of what is happening – to show that the main character is awake to what her boyfriend has been doing
Editing/time manipulation	Fast forward to show time speeding up	To show time speeding up and passing by
Cutting to the beat	Changing clips to the beat of the music	Clean cuts so it will look more polished
Dialogue	To begin the story – an argument between the main character and her boyfriend	To explain the relationship and how he was cheating

(4)

Pre-Production (5)**The crew**

Director: [REDACTED]
Production assistant: [REDACTED]
Camera person: [REDACTED]
Editor: [REDACTED]
Sound: [REDACTED]
Lighting: [REDACTED]

Location Details:

Media room
Field
H Block
[REDACTED]'s house
E Block deck
Alley way
L Block
Quad
Tuck shop

Equipment/Props/Costumes

Equipment: camera, tripod
Props: photos, scissors, bin, matches
Costumes : [REDACTED] : school uniform
[REDACTED] @ home : casual clothes (jeans, t-shirt)
Editing equipment: Apple computer

Contingencies:

bad weather
actors busy
bad acting
locations busy
Photos not ready

Actors:

[REDACTED]
[REDACTED]
[REDACTED]

Costs – buying photos

Target audience
- Teenage girls

main girl - Katy.
- My Story -

Archival Footage of Katy Perry
in her movie / music video



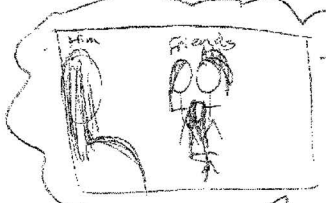
Katy is searching through facebook sees bf is cheating. gets pissed off and dumps him!
Flash backs of good times they had together by how he was distant eg. talking not paying attention. She gets annoyed and has a cry

- fast paced clock spinning
- Slow motion of her falling
- Dialogue at beginning

Wide Awake.

Katys video

- Dialogue @ beginning
- looks at self in mirror
- falling for someone
now its clear it was a dream
She regrets being with him.
Fallen from love - letting go.
But im already. I'm fine. Dont worry.
Trying to move on
Sees prime is like 'you an egg'
Comes to realisation she dont need him.



- over the shoulder shot of jealous girl who boyfriends cheating
- she gets jealous and finally confronts her
- She's like 'no your gay!' and goes into realisation he was not good for her and she's better off with out him

TBH

clock spins faster when shes coming into realisation that he is not good for her and starts to become more fast paced.

Production schedule.

Week / day	what we need	what costumes/props we need	what could go wrong	contingency plan / what else we could do
Friday 3rd	texting, facebook, clock.	phone computer clock.	can't get onto facebook	practice editing
Monday 6th	receiving message getting stood up being upset	phone wearing uniform.	unable to film	edit what we've previously done
camera died filmed Thursday 9	of photos, taking off the wall, them being seen, pushing them 2 bed.	photos Room - bed, wall. scissors - casual clothes.	being away can't get photos printed.	edit what we have already done
Thursday 9th	her going crazy cause she is upset. picking up photos	photos	- kelen being away	edit what we have already done
F couldn't film camera broke. (filmed 21st)	needed fighting fades away to get close up	school uniform	- being away or busy - spaces being busy	
		school uniform	- being away or busy - courts not being free	