

PROJECT PLAN

For this project we have been asked by South West Screen to create a means by which the Digital Media Agencies in Bournemouth can be collaborated in one place with the idea to present it to Bournemouth Council in order to gain funding for said companies. To begin with we have been given the outline that there could be up to 12 companies that we will be making videos for but for now we have been given the five companies that are definitely interested. These companies are Redweb, Thinking Juice, Bright Blue Day, Salad Creative and Clockworx Design.

We have spent the first two weeks of our project planning what we would like to achieve from the project and meeting with South West Screen in order to get a clearer idea of what it is that they want us to produce. After this we will then take the next six weeks in order to fully plan our ideas and obtain meetings with each of the five clients so that we can run our ideas past them and ensure that they approve before we go ahead and make them.

Once these six weeks have passed we will then spend the following seven weeks making and editing the video content for each of the companies. We will also need to send the rough edits to the companies to keep checking that they are happy with the way that their company is being portrayed by us. By not assigning specific companies to specific dates we are able to be flexible to work around the dates that they can do, as opposed to interfering with their work. However, this also means that some companies may not have time to see us, which will restrict the amount of work that we are able to produce within the time frame.

Alongside the videos we are also being asked to make a website in order to display these companies as a collaborative network. This part of the project we will be working on throughout the remaining 13 weeks, as it is something that we can work on in the little bits of time that we have between videos, as it will need to be constantly updated as each video is made. We also plan to have a live Twitter stream on this page, which features all of the clients, and extra pages that provide links to the company's websites.