



You are asked to create an infomercial for a local charity or community organisation.

An 'infomercial', a compound word created from 'information' and 'commercial', is an audio-visual digital media product between 5 and 20 minutes long that aims to provide a target audience with more detail about a product or service than a normal 30 second advertisement could provide. Infomercials are distributed across television and online video on demand services and aim at building awareness of a product or service by demonstrating its use and benefits. Very often infomercials will include telephone; web and social media contact details so that the audience can respond directly. Successful infomercials feature enough detail to encourage the target audience to take some form of action after they have seen it. Infomercials are therefore visually appealing with particular care taken to ensure that all planned video footage, sound and special effects creates an immediate impact on the audience.

Gabrielle Media is an independent audio-visual media production company that specialises in the creation of cross platform advertisements, company promos and documentaries, and they have created a number of successful infomercials for charities across the UK. They are now looking for innovative new approaches for a project designed to create awareness about one of a number of local charities so that audiences are aware of what they do and how they can become involved with fundraising activities.

The project outcome will be the production of a main infomercial for one of the charities either an animal charity or community charity organisation. The infomercial should be suitable for distribution by the chosen charity across different media platforms. A teaser promo that can be distributed via social media before the release of the main product is also required. The brief allows scope for the use of a range of production

techniques that apply to the production of television, film, and audio-visual promos.

Tasks are to:

- Research the conventions of existing infomercials
- Research and plan an infomercial for a chosen charity or community organisation
- Outline client requirements after initial engagement
- Create a treatment for the charity or community client that will outline your ideas
- Create all pre-production documentation and planning materials, including storyboards, scripts, reces and risk assessments
- Set up and use professional equipment to record sound and video and log each filming session
- Conduct interviews as part of the filming sessions
- Import all assets into professional audio-visual editing software
- Produce edit logs and edit the material to create an offline edit
- Gain initial feedback from client, in order to make changes
- Apply audio dubbing techniques to the soundtrack
- Apply advanced visual and special effects to the infomercial
- Gain feedback on the infomercial from the client and final edit sign-off.

This work can be undertaken as an individual or within a team. If working as part of a team, you are expected to contribute to each of the areas in order to gain the experience and knowledge required to successfully complete the Cambridge Technicals Digital Media Level 3 (moving image and audio pathway) units' final assessment. Communication, flexibility, reliability and working as part of a team are vital skills required by digital media production companies, and this project approach will allow you to develop and practice these skills across all activities.