

## Generate ideas for a media production

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### Overview

This Standard involves originating, developing and presenting ideas, drawing on your knowledge, experience and understanding of industry requirements.

It is about initiating ideas, developing existing ones by suggesting improvements and understanding how viable ideas are realised within different media and formats. You may work alone or in collaboration with others.

You will need to demonstrate knowledge of the marketplace, current and future trends and how your idea works within those parameters. You will also need to consider any legal, ethical and moral considerations where necessary.

This Standard is about knowing how to package the idea and present it to potential investors.

You will also need to be sure that the idea represents your/the production company's own brand and that of potential investors. You will need to be committed to the idea and ensure that this is evident in your development of the proposal.

This standard is for you if you generate ideas for a media production.

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### Performance criteria

*You must be able to:*

1. research and analyse data and information from reliable sources to inform ideas
2. develop ideas that have the potential and substance to meet production and market requirements
3. suggest ideas and any necessary improvements for a particular production including its format, style, budget and potential audience
4. use reliable information to verify, when required, that ideas are original, outlining differences to any similar productions
5. write outline proposals and detailed treatments using clear and persuasive language
6. make sure any taster materials you create portray sufficient information to enable people to understand the idea
7. adapt treatments to meet changing schedule and budget requirements
8. use reliable information to confirm that there are minimum risk factors to the project and the production company
9. generate ideas that adhere to relevant regulations and codes of practice
10. suggest named cast and crew you consider suitable for the production
11. pitch ideas to producers, funders or commissioning editors in a way that secures funding, investment or distribution
12. determine optimum multi-platform production and distribution plans that can be developed in parallel to the proposed idea
13. encourage constructive discussion and negotiation with relevant people to manage the development process

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### Knowledge and understanding

*You need to know and understand:*

1. sources of ideas and how to access them
2. current trends, developments and the changing needs of the industry
3. different genres and what is expected in each one
4. all aspects of production, from development to delivery
5. the creative and budgetary requirements of investors
6. how the budget, technical and logistical factors will impact upon the original idea and schedule
7. how to check that your idea is original and does not contradict filming regulations or policies
8. how to create effective taster materials where necessary
9. the impact that production requirements, editorial policy and the potential audience will have on the success of the idea
10. the regulatory framework for media production, and the codes of practice which apply
11. the key legal and ethical considerations which affect the use of information in productions
12. how to minimise factors of risk to the project and the production company
13. how to out-source development know-how and market awareness to more experienced third parties
14. the value and benefit of working with sales agents and distributors
15. how potential distribution and optimum multi platform plans will work for proposed ideas
16. how to create effective packages and pitch them to potential investors
17. how to work with others in an encouraging and constructive manner through the development process

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