

Generate ideas for film or television productions

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 those involved in generating ideas for productions, including production managers and editorial staff.

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Performance criteria

You must be able to:

1. research and analyse data and information from relevant sources to generate ideas
2. develop ideas that have the potential and substance to meet production and market requirements
3. suggest ideas or improvements to ideas that take account of format, style, budget and potential audience
4. outline the differences and similarities between ideas and similar productions to verify the originality of ideas
5. develop outline proposals and detailed treatments that use clear and persuasive language
6. create taster materials when they will help to pitch ideas to others
7. adapt treatments to meet schedule and budget requirements
8. use information from reliable sources to confirm that there are minimum risk factors to projects and the production company
9. comply with all relevant regulations and codes of practice when developing ideas
10. suggest named cast and crew who you consider suitable for the realisation of productions
11. include appropriate information when pitching ideas to producers, funders and commissioning editors to secure funding investment and distribution
12. determine the potential for optimum multi-platform production and distribution
13. discuss and negotiate with relevant people during the idea 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 and developments, as well as 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 budget, technical and logistical factors can impact upon ideas and schedules
7. how to check that ideas are original and do not contradict regulations or policies
8. how to create effective taster materials and when it is beneficial to do so
9. the impact that production requirements, editorial policy and the potential audience will have on the success of ideas
10. the regulatory framework and codes of practice for productions
11. key legal and ethical considerations which affect the use of information in productions
12. how to minimise factors of risk to productions and production companies
13. how to out-source development know-how and market awareness and when it is appropriate to do so
14. the value and benefit of working with sales agents and distributors
15. how potential distribution and optimum multi platform plans can work for ideas
16. how to create and pitch effective packages for potential investors
17. how to work with others in an encouraging and constructive manner through the development process

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