

## TREATMENT SYNOPSIS AND BIBLIOGRAPHY

### **Synopsis**

The product will involve me together with some few friends who will offer me support while filming at the same time acting in my very own production. Additionally, those people who would like to comprehend more about SAIBT will also be invited. The target audience of this production would be international students who are able financially and can afford this course without incurring many challenges. Moreover, those students who had completed year 12 but feel like it is not enough to enable them to get into the University will also be targeted by this production. When it comes to international students, the production unit will ensure that they are aware of where to source information regarding SAIBT as far as Campus, Fees and Program courses are concerned. Nevertheless, those students who completed year 12 but feel like their ARTA would not be enough to get them to the university will also be required to undertake a diploma or a related foundation before being enrolled into the university. To make this program a success, I would sought help by consulting those students who have undertaken SAIBT for approximately 1.5 years since they comprehend how SAIBT operates very well. Another group of individuals that I would consult will be teachers or SAIBT workers. In fact, some of the students who have already graduated from SAIBT will also be of great help whether they are international or domestic student's .The aim of consulting is to make the entire process of SAIBT production a success.

### **Treatment**

The message of my promotion is the easiest and the quickest way an individual can get into the university. Additionally, my target Audience believe that SAIBT is an institute that offer higher education learning that is very crucial for first years in the University of South Australian.

In this case, this learning is the key for both international and local students who would like to get into the university. Moreover, I want my audience to feel that SAIBT is the only easiest way to get through the undergraduate program and it is a wonderful learning experience when you become a member. In fact, my message to them is that, when compared with other institutes such as Bradford, IAA and Eynesbury, the easiest courses are found in SAIBT.

The emotions of my message are represented by Green color since it represents undisputed growth which will make every student to be associated with a good learning environment and this is supported by a white color as a sign of clean environment. Additionally, Futura and Goudy Old style are the fonts that I am using since they can be read easily and comfortably by my audience.

#### BIBLIOGRAPHY

**Joogpot, 2013. *Evoke emotion through typography*. Available at: <http://joogpot.eu/knowledge/16-webdesign/57-evoke-emotion-through-typography>**

This digital source shows a clear picture of some of the reasons why emotional design in production is very crucial. The author of this website talks about the fact that Emotion plays a very crucial role in decision making. He goes ahead to argue that emotions increases motivation and in the process, it affects memories by creating new personalities. This website will be crucial in my production since it mentions a few tips on how to evoke emotions through typography. In other words, based on the author of this website, it is crucial to make the audience feel connected and comfortable while going through or watching your production. However, the only challenge that this website has revolves around the fact that most of its content does not relate directly to SAIBT but it rather gives details on a general point of view.

**Agirre, I. A., Arrizabalaga, A. P., & Espilla, A. Z. (2016), Active audience? Interaction of young people with television and online video content. *Comunicación y Sociedad*, 29(3), 133.**

This article examines some of the ways in which the present day young people have with online and television content. It identifies the importance of profiling the audience when it comes to video production. In this case, the author of this book argued that, it is very vital for an individual to first comprehend that the video production revolves around the audience and not the producer of the video hence it is important to have a clear comprehension of who the audience of your production are. The author goes ahead to argue that it is not just enough to profile your audience on a general perspective. For instance, it is not good to just state the audience of your production as just Men since a 12 year old man may comprehend a concept differently from a forty year old man. This article will be important in profiling of the audience during the video production. In simple terms, this study plays a very crucial role in illustrating the profiling of activities in production related to specific interactive practices and content on the web and video production and in the process, it clearly illustrates the complexity associated with the context, content and audience practices in video production.

**Evans P & Thomas MA 2008, the elements of design, Thomson Delmar Learning, Canada**

This book is very instrumental in giving an overview of the elements and principles of design including color and typography. Additionally, the Author of this book explains some of the ways in which colors can be employed in video production and designation of logos and textual production. In this case, this book is a very important source since it offered information regarding the elements of design that helped me to design the appearance of my video. In this case, it is though the author's analysis of different colors and their symbolic representation that I was able to come up with the best font size and the color scheme to use in my production.

**Block, B., 2013. *The visual story: creating the visual structure of film, TV and digital media.***

**CRC Press.**

This book is born out of the experience of the author in Film and Video production coupled with a rich vein of experience in teaching and research. Additionally, the author of this book revolves around editing of theatrical motion pictures, short films, television shows and music videos. The author argues that, whether an individual is making a production for a tiny screen or large screen, the visual structure of their production is in most cases often overlooked and yet, it is one of the most important elements. This book is crucial because it will enable me to understand the visual structure of my production and in the process, allow me to communicate emotions and moods and establish a critical relationship between visual structure and the structure of the story.

**University of South Australia, 2016, SAIBT. Available at:**

**<https://www.saibt.sa.edu.au/images/PDF/policies/SAIBT-Assessment>**

This website talks about the policies and regulations of SAIBT of which all students are required to adhere to. In this case, this website is important since it will help me locate some key information in regards to the SAIBT Moderation and Assessment policy. In so doing, this website will help me to get the much needed insights to include in my production.

**Pallitt, N. and Chetty, R., 2013. *Student Video Production: Assignment to Assessment.***

This book asserts that the value attached to student video production in the current era is in most cases often understated when it comes to debates that revolve around video consumptions by the students. The author goes ahead to state that it is important to move away from the notion of video as a resource towards concentrating on video as learning and teaching strategy. This article was important in making me realize that video [production is an art that

needed maximum focus, time most especially when it comes to creation of images, connection with audiences and the editing of the videos.