

# **Title: FILMVIDARE**

**Tagline: Showcase, pioneer and  
creativity**

# Pitch Bible Final draft

## Treatment

**Intended audience – My product will be aimed at filmmakers and media creators. This is my target audience because my website is dedicated to teaching filmmaking and website will have pages that will teach filmmakers about how to use social media technology for filmmaking so they can create more for people or their audience to see.**

**Format – My product will be a website and an app.**

**Title – My chosen title for my product is called 'FILMVIDARE'. I have chosen this title for my product as my website is a place where media creators can share short films and videos.**

**Style – My product will be informative. This is because the aim of my product is to teach about how to use social media technology. My informative style will be on my website pages and app.**

**Tagline – My tagline for my product is 'Showcase, Pioneer and Creativity'. I have chosen these words for my tagline because people can showcase their work on my website and show people their creativity. I used the word 'pioneer' because film makers and media creators can have the chance to pioneer new ways of using social media technology for film making and help inspire other creators to help pioneer new ways of film making.**

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## Synopsis

My product is a website and app dedicated to how to use social media technology for filmmaking. My website is aimed at aspiring filmmakers and media creators.

In addition, creators can show case their work on my platform and it is chance for creators to show their talent and receive feedback from people.

My platform will also host monthly film making competitions too. For example, creators will be challenged to use one social media app to create a short film. Some of the app's that will be chosen will be Instagram or Snapchat.

## The User experience

The users of my product will be able to showcase their media work on my platform. The aim of this is to show their audience why social media technology is good for filmmaking and how it has helped their work evolve.

In addition, users can chat using a chat section that will allow users to talk about creators work and a chance to give feedback to each other on the work they have created.

If the users want to access more content on my website then they have to pay online with a credit card or use a special card that will allow them to have a 6 or 12 month membership for this website/app so they can access more content

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## Element Description

**Home page** – The home page will contain information about the website and will inform users what 'FILMVIDARE' is and how this website/app can help them to show their media work to an audience.

**History Page** - The history page will contain information on the history of film making. For example, users of this website will be able to learn about the origins of filmmaking. In addition, there will be weekly blog posts about filmmaking history for people who are interested in film history.

**Social media technology page** – This page will have video tutorials and information on how to use social media for film or video making. There will be different sections on this page that will teach users about how to use social media apps for film or video making. For example, there will be information and a video tutorial on how to use instagram for film making. Users will be able to learn how to use camera techniques for this app and editing techniques too.

**Profiles and chat sections** – Users of my website/app can create their own profile. The point of this profile is to tell other users who they are and what media work they do. They will be able to showcase their work on their profile or in chat sections. They can upload intstagram or snapchat videos and show their audiences how they have used social media technology for film making. The chat section is an opptunity for creators to receive feedback from people on well they made their video/short film.

**News page** – This page will have news on the latest social media technology and film making news too. In addition, there will be information on this page on upcoming competitions my website/app will host.

**Membership Service** – If users want to access more content on my website/app they will have to pay online or by using a special card for my website/app. Users can have a 6 or 12 month membership.

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## How my project will be sustainable (Long term objectives)

I have set myself the following long term objectives that will help my project be sustainable.

- My website will still be dedicated on how to use social media technology for film/video making. In addition, if any new social media app is released my website will create a new section in the social media technology on how to use any new social media technology through information and video tutorials.
- My website/app will continue to be a place for users to share their media work.
- Apps such as: instagram, snapchat and face book will continue to interact with my website/app.
- My news page for my website/app will continue to inform users about social media technology and film making news.
- If there is an evolution of media technology , my website/app will create a technology section about media technology's and will tells users what media technology can help them with their media work.
- I will continue to use the membership service for my website/app. I may introduce an 18 membership if more users come to my website/app to access more content.

## Income generation

My project will generate income by using membership service. For example, users will have to pay so they can watch video tutorials. In addition, if users want to access more content on my website then they will have to pay using a card that will unlock more content for the users. The card will be available in: supermarkets, video retailers and clothes shops. Users of my website/app will be able to have free membership service for a month so they can understand how my website/app works. Users can buy a 6 month or 12 month membership for my website.