

The Makings of a TV-Show

It is your assignment to develop a brand new concept for a TV-show, which could air in a chosen TV-station already next fall. The written assignment should cover the basics of the concept, whom the target group for the TV-show is and a thorough analysis of the market for TV-stations and arguments for which TV-station is best fitted your concept.

Besides the report, the product of this workshop is decided by the group itself. It can be a pilot show made on video; it can be a webpage covering the shows uniqueness; it can be a theatre play or something completely different. Use your imagination when deciding how to promote your idea.

Purpose: The focus in this workshop is process, which is why the demands to this workshop are largely decided by the group itself. The workshop should give the group a possibility to work with innovation techniques and to integrate different media in their solution. So the three keywords are: Innovation, process and media.

Demands: The demands can be divided into three different elements

1. The report.
 - a. The report should cover all the necessary things about concept development. So a large part of the report is explaining the concept into detail. Explaining thoughts about scenery, sound, media integration and much more. Furthermore the report should cover a target group analysis with personas and user scenarios. Also a detailed market description in the area of Danish television stations. The report should come up with conclusions towards which stations that should air your show.
 - b. The report can be no longer than 15 pages. One page is 2400 strokes.
 - c. The report should be handed in no later than 13:00 the 30th of June. It should be uploaded to It's Learning as well as handed in at the teachers lounge.
2. The process.
 - a. The process should be made both in groups and individually. In the appendix of the report, the group should have a group contract; agendas and resumes from all the group meetings. Therefore it is necessary to make agendas and resumes from your meetings and your brainstorm/innovation sessions.
 - b. Furthermore your personal portfolio should be updated with all your assignment and your thoughts about your own personal learning goals here at the programme. Failing to update your portfolio will result in failing the semester project.
 - c. A personal log should be made and all the logs should be collected and put in the appendix when handing in the report.
3. The product
 - a. The product is essential but we set no limits or boundaries on how to make your product. You have 15 minutes at the presentation to present us with the concept, and this presentation IS the product. So whether you make a movie, a play, a webpage, a powerpoint show, it is your presentation that should be the basis of the product. Make sure you can present your idea in a specific way, where you ensure that we understand the idea.

Timeline:

17. June – Wednesday (09:00-13:00)

It is essential that everyone shows up that day, since the groups will be divided. It is also essential, that you already think in general terms about some ideas for the workshop. For example if you want to make a reality show or a game show. Think about what you prefer to work with.

Wednesday will be partly lectures and workshop. The focus for the day is making the groups and giving the groups ideas for the forthcoming work.

We are working with open spaces where all of you can influence every idea. After the session is over, people are choosing their groups. We do not stop this session until everyone has been put in a group.

18. June – Thursday (09:00-13:00)

We work with innovation techniques in the groups. We are working with colour differentiated innovation and you will have to use some of the techniques you have already used with Michael. The day will be partly lectures partly work.

19. June – 29. June

The groups work with the project. A teacher will be present each day at school from 09:00 to 13:30.

Rikki: 19 June

Niels-Erik: 22-24; 29 June

Michael: 25 June

Bjarne: 26 June

30. June – Presentation day (9:00-?) – Handing in the report

All groups get 15 minutes to present their concept, and all the other groups have to be present for the presentation. The teachers will be present as well.

The report should be handed in at the teacher room, no later than at 13:00. It should also be uploaded to It's Learning.

2. July – Feedback Day (Decided by the supervisors)

All the groups get both group feedback and personal feedback. Failing in attending will result in failing the workshop unless you have very strict agreements with the supervisor and your group.

Evaluation criteria - Group

1. The innovation height of the concept – media integration, show type, use of music, use of scenery and much more. Have we seen the show before?
2. The depths of the target group analysis – do you actually use your personas to gain knowledge about your show. Do you have an understanding of what your target group is viewing on TV? Have you made a decent segmentation? How well is that integrated in the final result?
3. The depths of the TV market analysis – have you collected enough data to give you usable information about the TV stations. Are your arguments in sync with your product? Are they in sync with your target group analysis?
4. The use of supervisors – have you actually used the supervisor?
5. The level of media use – How much effort have you put into making a presentation product? Is it video, power point, web or all three?
6. The presentation – How well did you present the ideas? Did we get it? Did you actually practise?

Evaluation criteria – personal

1. How much effort have you put on updating your portfolio?
2. The depths of your personal log
3. To which degree are your thoughts on the programme developed?