

A photograph of a beach at dusk or dawn, with a dark, cloudy sky and a calm sea in the background. The foreground and middle ground are filled with numerous discarded, empty plastic water bottles lying on the dark sand. The bottles are of various sizes and orientations, some partially buried in the sand. The overall mood is somber and environmental.

# Waste

A short film about the environment by Matthew Williams

# Researching World Environment Day

In 1972, the UN General Assembly designated 5 June as World Environment Day (WED). The first celebration, under the slogan "Only One Earth" took place in 1974. In the following years, WED has developed as a platform to raise awareness on the problems facing our environment such as air pollution, plastic pollution, illegal wildlife trade, sustainable consumption, sea-level increase, and food security, among others. Furthermore, WED helps drive change in consumption patterns and in national and international environmental policy.

## What is World Environment Day?

Held yearly on 5th June, World Environment Day is the day when awareness of the environment is created to protect our natural surroundings, nature and the environment. In particular, the World Environment Day raises awareness of the following environmental issues:

- Air Pollution
- Plastic Pollution
- The Illegal Wildlife Trade
- Sustainable Consumption
- Increasing Sea-Levels
- Food Security

## The History of World Environment Day

World Environment Day was established in 1972, by the United Nations on the first day of the Stockholm Conference on the Human Environment. Two years later, this event gained one central theme added to it: "Only one Earth". In the same year (1974), the event was first observed in the US city of Spokane.

The day was first observed in 1974 in the city of Spokane in the USA. In 1972, the United Nations General Assembly established the World Environment Day on the first day of the Stockholm Conference on the Human Environment. Two years later, in 1974 the first WED was held with the theme "Only One Earth".



<https://www.business-standard.com/about/when-is-wor...>

When is World Environment Day, History, Pictures, Theme ...

# World Environment Day

## What is World Environment Day?

World Environment Day (WED) is a day that raises awareness of environmental issues such as:

- Air Pollution
- Plastic Pollution
- The illegal wildlife trade
- Sustainable consumption
- Increasing sea-levels

## The History of WED:

World Environment Day was founded by the United Nations in 1972, at the Stockholm Conference on the Human Environment. Two years later, the trend of different countries hosting the event per year began.

## Why is it important?

It is important because we rely on resources on the environment for our survival and because we need to respect the environment to prevent it from decay.

# Characters and Narratives

## Synopsis

- A boy who is wasteful (due to following the latest trends) begins to become greener after opening his eyes to the environmental issues surrounding him.

## Genre

- **Education** – It teaches as many people as possible about environmental issues.
- **Coming of Age** – The protagonist changes into a better person at the end of “Waste”

## Narrative

- **Linear Narrative** – To appeal to a wide audience by adding simplicity and an easy-to-follow script into my short film.
- **Closed Narrative** – Informing the viewer of environmental issues.

Character Name	Character Description
Ralph	<p>Ralph is careless and follows the latest trends, making him care little about the environment.</p> <p>However, he changes after discovering more about environmental – becoming more caring, respectful and considerate towards the environment around him and living a life of being environmentally friendly.</p>
Wilson	<p>Wilson is smart, clever, kind and considerate but can also be passionate and persuasive about his beliefs – falling out with Ralph over his views on the environment.</p>

# Target Audience

## Age Range

- 16 to 25 – Those who aspire and try to achieve an eco-friendly lifestyle as they grow older.
- 35 to 50 – Making “Waste” accessible to as many people as possible, parents may look at student’s work if it is posted on Farnborough College of Technology’s website.

## Psychometrics

- **Reformers** – The idea of self-improve relating to the protagonist making himself greener and more environmentally friendly.
- **Aspirers** – Those who aspire to an environmentally friendly lifestyle.

## Lifestyle

- **Full Time Education** – Use of young actors to appeal to young viewers, making it likely for people in education to watch “Waste”.
- **Full Time Employment** – Those who may have enough money to follow the latest trends due to how we see the protagonist at the start of “Waste”



# Legal and Ethical Considerations

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Legal and Ethical Issues	Description	Preventing the Issue
Privacy	This refers to the relevant person's details being kept private. This prevents infringement.	The full identity's of all cast involve will not be shared.
Defamation (libel/slander)	This refers to allegation/false-statements.	Statements will be supported with data and statics.
Data Protection	This refers to how my files are stored and protected.	All files will be kept confidential and secure until further notice.
Freedom of Information	This refers to who the files are shared to and how accessible I make my media files.	Any information will only be ahead with my cast and crew through a Microsoft Teams Group Chat for my "Waste" production.
Codes of Practise	This refers to professionalism and formal conduct.	Risk Assessments / Recces and official Pre-Production will be used to combat hazards.
Copyright	This refers to whether I have permission to use the media files as part of my A2 Creative Project.	Only Royalty-Free Music / SFX will be used and dialogue/monologue/voiceovers will be recorded by myself and production team only.

# Why will my idea succeed?



# Secondary Research

## Short Films: “Migrants”

### Meaning

- The denotation of puppet-animations creates interest for the target audience to appeal to children because the puppets resemble teddy bears. This helps to make the short film of “Migrants” relatable for that age range whilst making it creative, imaginative, inventive, unique and innovative.
- The end of the “Migrant” short film makes the short film sorrowful, emotive, evocative and sad because the animated bear turns into a stuffed teddy – connoting death.



- The music is very soft and subtle to make it appealing to children; this is because it prevents the short film from being threatening, and too scary for young viewers. In contrast though, the connotations of a piano-based track help to make the short film “Migrant” evocative and emotive for children.
- The use of sound-effects helps to add atmosphere to the setting. This makes each setting feel as credible, life-like, relatable and believable as possible.



- The “Migrants” short film flows in a Linear Narrative to make the story logical and easy-to-follow for its target audience. This makes “Migrant” suitable for children.
- In the forest-based scenes, Golden-Hour lighting is used to show natural lighting, tranquillity and an idyllic setting – this makes the “Migrant” short film look more appealing. In a certain clip of the forest scenes, a red tint is used to symbolise sunset (making the setting look credible, believable and realistic) and a romantic mode of address.

### Meaning

- A Mug Shot is shown of the protagonist narrating the video amongst a black backdrop. This creates meaning because it makes his speech more credible, evocative, uplifting and inspirational – due to us seeing his life experiences and how looking at his phone altered it massively.
- The dialogue uses linguistic devices such as rhyme to make it more catchy and easier-to-listen-to. Furthermore, it explicitly foreshadows what might have been if that protagonist had not looked at his phone to make the moral of the short film more meaningful.



- Insert shots of people on their phones (often Mid Shots) are shown so that we can visualize what the narrator/protagonist is exaggerating about. This is to show how isolate and distant they are from reality – discouraging us from using our phones because we also fear of becoming displaced, isolated, lonely, and isolated.
- At 1.04, Video Effects are used so that a Cross-Dissolve shows a group of people fading out whilst sitting on a sofa. This content creates meaning because it stereotypes and symbolizes how easy it can be to lose your friends and face-to-face contact with reality – making the “Look Up” advertisement saddening, emotive, poignant, hard-hitting, and sorrowful.



In these three Wide Shots, we can see how each character slowly fades away. This connotes how phones can make you further away from your friends, leading to loneliness, loss, and isolation.

- For my Secondary Research, I analysed World Environment Day to gain an understanding of its importance. This helped me to consider how I could show World Environment through a short film.

- Next, I looked at media production which raises awareness of the environment, how they relate to the environment, their content and how they create meaning. This is so that I could consider what convention I could use for my “Waste” short film.

- I then analysed relevant short films based on the environment or relating to what I planned to do in my own short film. For instance, “Migrant” uses global warming to show exiled Polar Bears as teddies; and how they are mistreated. “Lost and Found” shows how you can care for others – which I will use to some my protagonist caring for the environment. And both my own media production and “Look Up” inspire change.

# Primary Research

- Evidence shows that my target audience is would prefer to see “Waste” rather than the backup options provided in my survey.
- My research suggests that people feel that my ideas show how easy it is to be eco-friendly – making “Waste” more relatable for the viewer.

10. To show how the main character changes through the duration of my short film, I will show him/her:

- Walking or Cycling
- Recycling materials
- Re-using materials
- Being sustainable and cost effect (this could include using local produce)

Are these good ideas?

[More Details](#)

[Insights](#)



16. I plan on making my text green to symbolize nature.

Do you like this idea?

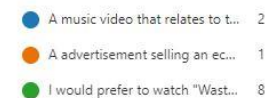
[More Details](#)



7. If you said "No" to my main idea, what might you prefer instead.

[More Details](#)

[Insights](#)

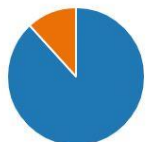


5. In my idea called "Waste", I plan on showing someone who creates lots of waste, but switches to recycling/re-using materials after discovering more about environmental issues.

Would this be a good idea?

[More Details](#)

[Insights](#)





# Required Support for my Idea




Price: **£836.00**

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None


Model:00013803313222

Availability:  To be dispatch in 1 working Day.



# Resources and Budgeting

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Resource	Supplier	Pricing
“Office 365 A5” package	Microsoft	£10.60 per two months = £5.50 p/month
Casting	Farnborough College of Technology	£398.62
Production Team / Crew	Farnborough College of Technology	£312.00 (£180 for a “sound assistant”, £230 for a “runner”
Fees for All Filming Locations	Farnborough College of Technology	£108.90
TH650	Farnborough College of Technology	£220.00
Canon RP	Farnborough College of Technology	£836.00
Zoom H4N Pro (with an accessory pack)	Farnborough College of Technology	£238.00
NTG2	Farnborough College of Technology	£95.00
Boon Pole/Mic Stand	Farnborough College of Technology	£99.00
XLR Cable	Farnborough College of Technology	£3.99
Adobe Package for Students and Teachers	Adobe	£32.48
TOTAL		£1752.59



Libec 650EX 65mm  
ball video tripod

£220.00

Photospecialist.c...

## Sound Department

Job Role	Day Rate (Film)	Weekly Rate (Film)	Day Rate (TV)	Weekly Rate (TV)
Sound Mixer	£250-£600	£1500 – £3600	£250-£300	£1250 – £1500
Boom Operator	£200-£380	£1200 – £2280	£200-£300	£1000 – £1500
Sound Assistant	£150-£180	£900 – £1080	£150-£180	£900 – £1080

In general though, for a smaller, non-broadcast TV level production, you can expect to pay anywhere around \$50-400 an hour for an actor. Or you can also think of it as something like \$250 per actor per (8 hour day), in a market which is priced at the lower end of the spectrum.

## Production Management

Job Role	Day Rate (Film)	Weekly Rate (Film)	Day Rate (TV)	Weekly Rate (TV)
Line Producer	£250*	£1500*	£250*	£1250*
Develop Producer	£250*	£1500*	£225-£300	£1125-£1500
Assistant Producer	£200*	£1200*	£200-£250	£1000-£1250
Production Manager	£300-£400	£1200-£2400	£200-£300	£1000- £1500
Production Coordinator	£150-£310	£900-£1860	£150- £250	£750-£1250
Production Secretary	£130-£185	£780-£990	£100-£150	£500-£750
Runner	£100-£112	£600-£792	£100-£132	£500-£792

# Production Schedule

Relevant Week	Brief Description of my Activity/ies for that Week:
Week 2	I will be completing my Pre-Production materials and will be consolidating/confirming filming dates by the second half of the week through a group chat on Microsoft Teams.
Week 3	I will be filming during the week – dates/times to be confirmed with my tutor and programme manager.
Week 4	This week will have a large focus on Post-Production, feedback and evaluation.

# Bibliography

Resources:	Website for Sourcing Costs:	URL:
Canon RP	Cameras in The Post	<a href="https://www.camerainthepost.com/Cameras/Canon/Canon+EOSRP+Mirrorless+Digital+Camera+(Body+Only).html">https://www.camerainthepost.com/Cameras/Canon/Canon+EOSRP+Mirrorless+Digital+Camera+(Body+Only).html</a>
TH650	Photo Specialist	<a href="https://www.photospecialist.co.uk/libec-650ex-65mm-ball-video-tripod?gclid=EAlaIqObChMln8LZ8vK49wIVDjftCh1EaAs3EAQYAyABEgLU_PD_BwE">https://www.photospecialist.co.uk/libec-650ex-65mm-ball-video-tripod?gclid=EAlaIqObChMln8LZ8vK49wIVDjftCh1EaAs3EAQYAyABEgLU_PD_BwE</a>
Zoom H4BN pro		<a href="https://www.google.com/shopping/product/1?q=zoom+h4b+pro&amp;prds=epd:5946409022340737234,eto:5946409022340737234_0,pid:5946409022340737234&amp;sa=X&amp;ved=0ahUKEwjwhL3i87j3AhVDZMAKHcEyCykQ9pwGCAs">https://www.google.com/shopping/product/1?q=zoom+h4b+pro&amp;prds=epd:5946409022340737234,eto:5946409022340737234_0,pid:5946409022340737234&amp;sa=X&amp;ved=0ahUKEwjwhL3i87j3AhVDZMAKHcEyCykQ9pwGCAs</a>
XLR Cable	Gear 4 Music	<a href="https://www.google.com/shopping/product/18231195023258042620?q=xlr+cable&amp;prds=epd:4926869890945581742,eto:4926869890945581742_0&amp;sa=X&amp;ved=0ahUKEwjswpff9Lj3AhW2R0EAHZFEAhUQ9pwGCAU">https://www.google.com/shopping/product/18231195023258042620?q=xlr+cable&amp;prds=epd:4926869890945581742,eto:4926869890945581742_0&amp;sa=X&amp;ved=0ahUKEwjswpff9Lj3AhW2R0EAHZFEAhUQ9pwGCAU</a>
Boon Pole		<a href="https://www.google.com/shopping/product/13513127232523923448?q=rode+boon+pole&amp;prds=epd:1624476946900206447,eto:1624476946900206447_0&amp;sa=X&amp;ved=0ahUKEwjN5u2m9bj3AhV0QkEAHZ0RB0IQ9pwGCAU">https://www.google.com/shopping/product/13513127232523923448?q=rode+boon+pole&amp;prds=epd:1624476946900206447,eto:1624476946900206447_0&amp;sa=X&amp;ved=0ahUKEwjN5u2m9bj3AhV0QkEAHZ0RB0IQ9pwGCAU</a>
NTG2	Harrison Cameras	<a href="https://www.google.com/shopping/product/1?q=rode+ntg2&amp;prds=epd:17099499138453816591,eto:17099499138453816591_0,pid:17099499138453816591&amp;sa=X&amp;ved=0ahUKEwjw7tTv9bj3AhWPFMAKHdm_CT8Q9pwGCAU">https://www.google.com/shopping/product/1?q=rode+ntg2&amp;prds=epd:17099499138453816591,eto:17099499138453816591_0,pid:17099499138453816591&amp;sa=X&amp;ved=0ahUKEwjw7tTv9bj3AhWPFMAKHdm_CT8Q9pwGCAU</a>
Office 365		<a href="https://www.microsoft.com/en-gb/microsoft-365/academic/compare-office-365-education-plans?activetab=tab%3aprimaryr1">https://www.microsoft.com/en-gb/microsoft-365/academic/compare-office-365-education-plans?activetab=tab%3aprimaryr1</a>
Adobe Apps	Adobe	<a href="https://www.adobe.com/uk/creativecloud/plans.html">https://www.adobe.com/uk/creativecloud/plans.html</a>
Casting	Veed.Com	<a href="https://www.veed.me/how-much-does-it-cost-to-hire-an-actor/#:~:text=In%20general%20though%2C%20for%20a,lower%20end%20of%20the%20spectrum.">https://www.veed.me/how-much-does-it-cost-to-hire-an-actor/#:~:text=In%20general%20though%2C%20for%20a,lower%20end%20of%20the%20spectrum.</a>