AV script sheet for History of Gaming assignment

This sheet will need to be embedded in your Weebly page for the Specialist Subject Study assignment in order to pass

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Task 1 of 3:

Introduction: write the script that you will be recording for your introduction here. Introduce yourself and say what the documentary will be about. Maybe make a statement that you are going to challenge or ask a question that you're going to try and answer through the course of the documentary and in the conclusion. 30 S	
Introduce with some sort of upbeat classical that hovers in the background. 1. For many people social media is used each day. 2. This could be to communicate with others, post creative pictures or even just generally to explore. 3. But have you ever thought what it in each of these logos that interests us so much. 4. Is it the colour? Is it the shape? Or is it the fact we just see that logo and correlate it to that app? 5. Today we will see if logos are a major component in marketing these social media apps, and why?	**30 seconds** – Introduction to logo design = 1. Flick through pictures of Instagram, Facebook, YouTube 2. Introduce a video of people speaking and smiling then transition into multiple different pictures from multiple photography accounts, then move into a video of someone climbing with maybe a timelapse of day to night. 3. Have a video of someone looking and clicking on the app. 4. Have someone with a thinking bubble appear over the top of them. 5. For the colour have a rainbow appear, for the shapes have some sort of gif with shapes. For the next part again, I will show searching for the logo and pressing on it. 6. Bring up all of the social medias in different corners of the screen. 7. Question mark with the social media apps.

Task 2 of 3:

Audio: (Script being narrated/additional sounds *heard. Write ROUGH timings in here where possible*)	***Visual:*** (What will the audience be *seeing*?)
1. We are going to focus on the three main social media logos of Facebook, Instagram, and YouTube. 2. Starting with Facebook the backgrounds history starts from the man, Mike Buzzard. 3. He manned a group designing the first Facebook logo alongside Mark Zuckerberg in 2005, as of course there were many modifications. 4. There were two main aspects to the logo they created, the colour and the letter/shape. 5. The main reason behind the colour being due to Mark Zuckerberg's eye condition, Deuteranopia. 6. Deuteranopia is a form of colour blindness that makes it difficult for someone to distinguish between colours. 7. However, the one colour that Zuckerberg can quickly identify is blue, which is why it is continuously used throughout the logos. 8. The letter F was used to represent the connection of friends which is why it's the main component of the logo being the company's main concept.	**1M 30S** - Brief history of each of my logos (Facebook, Instagram, Snapchat, and YouTube) = 1. Bring up the images of them each time they are mentioned 2. Bring up an image of Mike Buzzard 3. Bring up the Facebook logo next to mark Zuckerberg. 4. Part of a YouTube video about how important colour and shape are. 5. The definition of Deuteranopia. 6. Insert a selection of colours and takeaway those he can't distinguish. 7. ^^^^^^ 8. Zoom into the F of the logo and go into a video of friends laughing and having fun.
1. Leading on from Facebooks logo we have Instagram's. 2. Instagram's logos have changed lots over the years but the first logo they originally created was in 2010. 3. The main person behind the design of this logo being Kevin Systrom. 4. Its design was purely based off of the Polaroid One-step camera, which was known for its bright rainbow stripe. 5. The idea behind the name to add to the logo however was from both Kevin Systrom and Mike Krieger. 6. Coming up with the name as a bridge between 'instant' and 'telegram'.	1. Instagram's photo comes up on the screen along with maybe a small trailer like things like you would see on the app store. 2. Show Instagram's 2010 logo along with Kevin systrom next to it. 3. ^^^^^^^^^^ 4. Show the polaroid camera or a video describing what a polaroid camera is and all the pieces. 5. Pictures of the two men with writing of instant and telegram = Instagram. 6. ^^^^^^^^^^
1. Finally, we have YouTube, which was founded by Chad Hurley, Steve Chen and Jawed Karimon. 2. The logo for this is quite simple yet effective, including only three simple colours. 3. The creators opted towards a very simple font type, that being Gothic Number 2. 4. As well as the only other design aspect being a red like box that had been rounded	1. YouTube logo appears alongside with all three of the people involved in making it 2. Get the YouTube logo and pull out the three colours in a row as well as the font type next to it. 3. ^^^^^^^^^^ 4. ^^^^^^^^^

at the corners to represent that of a TV Screen.	
1. Technology has vastly improved in all areas especially social media. 2. We now have a much larger audience online than 10 or so years earlier, social media has become a large part of our world. 3. Being used for social interactions as well as advertisement to millions. 4. Meaning that other areas around that have had to develop to sustain that workload. 5. In terms of logos specific Graphic designers are hired to create and develop logos for these companies. 6. Over the years you can see all the logo evolutions not much overall has changed except from Instagram. 7. Overtime there has been a large influx of younger people using that platform. 8. Meaning as time gradually moves forward, they have to re-evaluate their tactics. 9. For Instagram there came the issue of Polaroids becoming out of date, in order for them to update their logo they decided to use a more up to date simpler lens. 10. Which in turn makes it look more modern and eye-catching for the younger audience. 11. However, for the other logos, Facebook, and YouTube, not much has changed as their aspects and morals have stayed the same. 12. Although the social media behind the logos has developed rapidly along with technology, there hasn't been any significant change in the logos.	**1M 10 secs**- How Technology has improved it = 1. Insert a video of lots of people walking on their phones, then zoom out onto a a planet spinning. 2. ^^^^^^^^^^^^^^^^ 3. Speaking video and then lead into example advertisements. 4. ^^^^^^^ 5. Logo designers, show different varieties of logos. 6. Instagram logo evolutions. 7. Show more Instagram likes and comments increasing. 8. Polaroid camera evolutions from a YouTube video. 9. ^^^^^^^^^^^^^^ 10. ^^^^^^^^^^ 11. Show the Facebook and YouTube logos. 12. Bring up the question on screen with question marks around.
1. As we have spoken of before each of the logos had a main designer. 2. For the Facebook logo we have Mike Buzzard, For the Instagram logo we have Kevin Systrom and for the YouTube logo Chad Hurley. 3. Mike Buzzard was the main designer and overlooker onto the project of designing the logo. 4. This logo of such was the first big milestone in his career. 5. Currently he is working as a design manager at google, showing that this logo definitely helped him to build a list of contacts. 6. Kevin Systrom is a well-known computer program having contributed to the design and production of Instagram and the Instagram logo. 7. However, from 2012 onwards all the logos that were designed were from Facebook as Instagram was bought for $1 Billion at the time.	**1M 20S** - Key People involved in making the logos = 1. Show an image of Mike Buzzard, Kevin Systrom and Chad Hurley. 2. Show parts of an interview taken with his answers online. 3. Show images of his LinkedIn profile. 4. ^^^^^^^^^^ 5. ^^^^^^^^^^ 6. Move onto Kevin Systrom, show some interviews with him and him speaking about Instagram and the logo. 7. Show an interview about the sale.

8. He then moved onto a career in Facebook where he stayed for 6 years, until he reached the point, he felt he wanted to do something different. 9. Systrom moved onto focusing on parenting and his own self-improvement, spending his time learning new hobbies like his passion for flying. 10. Finally, we have Chad Hurley the person who designed not only the YouTube logo but also the PayPal one. 11. He stepped down as CEO in 2010 allowing Salar Kamangar to take over the position. 12. Then moving onto projects such as investing on the formula one team. 13. 3 years later he created his own editing software on smartphones, Mixbit	8. Show a picture of him and his family and maybe see if I can find an interview detailing his flying passion. 9. ^^^^^^^^^^^ 10. Show a picture of Chad Hurley 11. Show what Salar Kamangar is and show some small information. 12. Show him around Formula one and show a video detailing MixBit. 13. ^^^^^^^^^^
1. Focusing down onto the main aspects of logo design, we have 3 things colour, typography, and shape. 2. The colour of each of these apps is vital to attract an audience. 3. For Facebook the use of the blue and white was supposed to convey optimism and communication. 4. The colour for Instagram started with the polaroid however these soon went out of date. 5. Meaning that they had to use a more up to date camera version which led to the white camera outline. 6. The rainbow aspect of the Instagram logo was drawn from the polaroid cameras noticeable rainbow stripe. 7. To represent Instagram's main feature of sharing photos with each other. 8. The colours for YouTube's we have the red (for passion and excitement) black (for power) and white for (purity and harmony). 9. A nice list of colours that connect in a unique way to give a small insight to what YouTube wanted to be seen as. 10. For typography we can focus onto both YouTube and Facebook as they are the only ones with typing/letters. 11. Facebooks typical F in the logo was made to convey how you can speak and make friends through the app 12. YouTube's main typography focus was based around the font Gothic Number 2 designed by Morris Fuller Benton in 1903. 13. Finally, we have the shape of these logos, the f for Facebook, the polaroid camera and the tv like screen for YouTube. 14. All invented and designed to replicate a concept that the company wants to provide to their audience. 15. That mainly being communication and fun to entice a bigger audience to want to instal and utilize the app.	**1M 30 S** Key techniques associated with the subject (colour, typography, shape) = 1. Show 3 boxes named after colour typography and shape. 2. Zoom into colour section. 3. Facebook logos pull away the colours and say their meanings. 4. Show the comparison to first to last logo design. 5. Show the polaroid camera compared to the real-life version. 6. ^^^^^^^^^^^^^ 7. Photo sharing video. 8. Pull out the colours of YouTube and say what they mean. 9. ^^^^^^^^^ 10. Show a video describing about the typography of the Facebook and YouTube logo. 11. Show Facebook f and show a video of what the font is. 12. Show YouTube's and show a part from an article about the specific font. 13. Zoom into the shape section. 14. Split screen of someone talking and also showing more people appearing in a cartoon like way.

1. For my attempt of the logo, I first started by doing some small research, creating some basic sketches across the board of what I wanted.
2. I knew I wanted some sort of paintbrush and pencil combination, after sketching I opened photoshop to try and draw a complete version.
3. On photoshop I drew the exterior circle and sketched around some cartoon pencils and paintbrushes.
4. Finally adding in the text of my name meaning my logo was finished.
5. The only colours I used were black and white to convey my professional look that I wanted.

First Interview 0

Caitlin: What would you say are three factors in a logo that attract you to it?
Mike: …
Caitlin: Do you feel, personally, that logo design is important for advertising?
Mike: …
Caitlin: Pick out three commonly known logos and say why you personally would be attracted to that.
Mike: …

Second Interview

Caitlin: What are 3 major components of Logo Design?
Trevor: …
Caitlin: Do you feel, personally, that logo design is important for advertising?
Trevor: …
Caitlin: Have you created any logos in the past, if you have, do you have any advice on creating one.
Trevor: …

30 S - My own attempt of the logo =

1. Show the final evolution of my logo
2. Show what I wanted my logo to look like in terms of research
3. Add in some sketches that I had made.
4. Show photoshop and the things that I used, e.g., pen tool.
5. Then show the final piece.

2M 30 S – Interviews (Trevor and Mike) =

1. Depending on what the interviewees say will depend what video will be inserted in this section.

2. I will use clips and stationary pictures to convey my point though.

Task 3 of 3:

***Conclusion*:** write the script that you will be recording for your conclusion here. revisit your initial question or statement from the introduction, recap some highlights of the things you've studied for your question/statement and suggest whether the statement is supported or what the answer to the question was.	
1. Linking back into the introduction we can now answer the question are logos are a major component in marketing these social media apps, and why? 2. I feel like with all the knowledge we have learnt that yes. 3. These logos do market these apps all individually, the polaroid camera for Instagram to show the apps well known ability to share photos. 4. The YouTube logo representing passion and entertainment to attract people to want to make their own videos. 5. The colours of Facebook advertised to create an optimistic feel and to further emphasize speaking with others. 6. All these small features contribute to how important a logo is to represent the company's personality and purpose.	**1M** - Conclusion that evaluates the skill and why it is important to the industry 40 1. Show again the big question and pull out into each of the logos and put a bit of each about what we have learnt. 2. As well as adding in some flashes of gifs to show and emphasise some. 3. End on a survey screen or just a thank you screen something to really show that I appreciate people watching.