

ASSIGNMENT 2: PRE-PRODUCTION FOR A CLIENT BRIEF | UNIT 4: PRE-PRODUCTION

(UNIT 3: DIGITAL MEDIA SKILLS / UNIT 8: RESPONDING TO A BRIEF MOCK)

THE BRIEF

Client: Shark Facts

Shark Facts is an international organisation that has been set up to change the way the public thinks about sharks. The organisation is developing a media campaign to raise awareness globally to encourage people to think differently about the way sharks are represented.

Read through the information provided.

PRESS RELEASE / STIMULUS RESEARCH

In responding to the commission, you must incorporate this research into your final response.

PRESS RELEASE from Shark Facts

Shark Facts is an international organisation that wants to change the way people think about the 548 species of shark across the world. Shark Facts believes that society in general has the wrong idea about sharks and see them as a risk to human life when the danger that sharks pose is minimal. In fact, sharks play an important role in helping to maintain ecosystems that keep our oceans healthy.

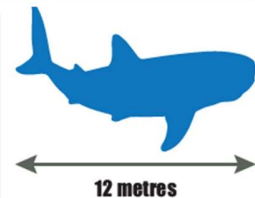
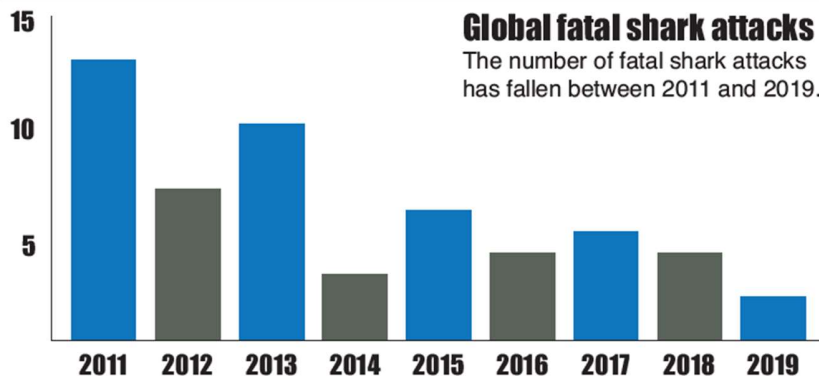
For example, a person is over 10 times more likely to be killed by a firework than a shark and is over 270 times more likely to be killed by exposure to too much sun. The rate of shark attacks is falling despite more and more people using the shark's natural habitat (surfing, diving and other aquatic sports are on the increase). Shark Facts wants to help people understand more about our wonderfully diverse marine wildlife and the hugely important part that sharks play in our global ecosystem.

Our mission is to raise awareness and the public's respect for these highly-evolved, mysterious and wonderful creatures. Shark Facts is commissioning a media campaign across a number of platforms to change the way people think about sharks. The campaign has a considerable budget and access to a significant amount of archive footage and data. The campaign is supported by a number of natural history units within media organisations and research institutions across the world. We expect the campaign be ready for World Ocean Day in June of next year.

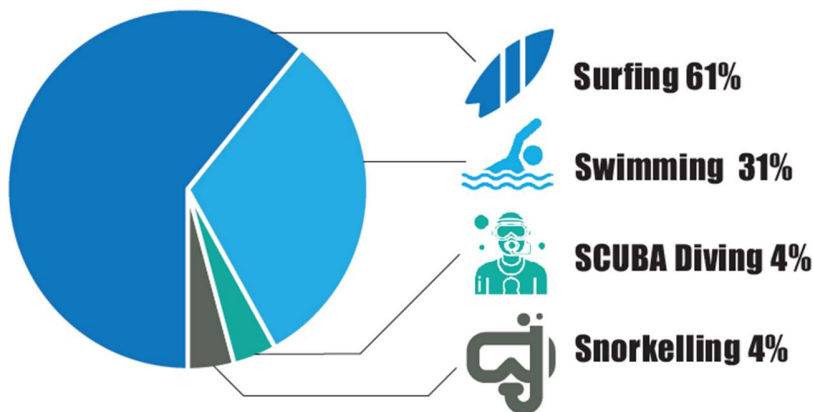
STIMULUS RESEARCH



SHARK FACTS



The largest species of shark is the **whale shark**. It can grow to **12 metres** in length, but has **no teeth**.



Activities that lead to most shark attacks

Nearly two thirds of shark attacks are on surfers because the sharks think they are prey.

97%

Almost all species of shark (535 out of 548 known species) have never been known to bite humans.

15 Billion

It is estimated that humans enter the oceans 15 billion times each year leading to between 50 to 100 shark encounters.



**11
times
more
likely**



**24
times
more
likely**



**47
times
more
likely**



**273
times
more
likely**



**620
times
more
likely**



**19k
times
more
likely**



**44k
times
more
likely**

There are lots of things that are many times more likely to kill humans than sharks. You are 11 times more likely to be killed by a firework and over 44,000 times more likely to be killed in a car accident than by a shark.

SOURCES

Icons made by Freepik, Those Icons and Icongeek26 from www.flaticon.com
<https://www.nationalgeographic.com/animals/article/shark-attacks-atlantic-ocean>
<https://www.floridamuseum.ufl.edu/>

SPECIFICATIONS

Timescale & Budget Specifications

We want this resource to be ready for World Ocean Day in June next year, so you will need to consider the timescales and logistics involved.

You need to know that we have sent this request to a number of media producers, so we will need you to persuade us that your idea is worth taking forward. We look forward to working with you.

As we are a non-profit organisation our finances are not unlimited so we would be looking for projects who are cost sensitive.

Game Specifications

YOU DO NOT NEED TO REFER TO THIS SECTION IN YOUR GDD – THIS FOR THE UNIT 3: DIGITAL MEDIA SKILLS MOCK

The Senior Product Designer at Shark Facts wants you to produce a level for the 2D game.

The digital game should be saved in .exe format, .html format, .dmg format, or a suitable alternative.

Your digital game must include the following requirements:

1. A **game environment** based on your chosen idea
2. **Playable and non-playable characters and/or objects** including:
 - Sprite or model of a shark, underwater explorer or sea animal
 - Underwater equipment, underwater enemies or underwater equipment
3. A **challenge against time**, with:
 - an **onscreen timer**
 - an **onscreen scoreboard**
4. At least **one power-up**
5. Losing conditions that:
 - determine how a player loses
 - display a 'Game Over' screen
6. A game soundtrack that includes:
 - a soundscape of looping ambient sounds
 - diegetic sound effects.

U3 Game Specifications

YOU DO NOT NEED TO REFER TO THIS SECTION IN YOUR GDD – THIS FOR THE UNIT 3: DIGITAL MEDIA SKILLS MOCK

The Senior Product Designer at Shark Facts wants you to produce a level for the 2D game.

The digital game should be saved in .exe format, .html format, .dmg format, or a suitable alternative.

Your digital game must include the following requirements:

7. A **game environment** based on your chosen idea
8. **Playable and non-playable characters and/or objects** including:
 - Sprite or model of a shark, underwater explorer or sea animal
 - Underwater equipment, underwater enemies or underwater equipment
9. A **challenge against time**, with:
 - an **onscreen timer**
 - an **onscreen scoreboard**
10. At least **one power-up**
11. Losing conditions that:
 - determine how a player loses
 - display a 'Game Over' screen
12. A game soundtrack that includes:
 - a soundscape of looping ambient sounds
 - diegetic sound effects.

