

Film, Television & New Media 2019 v1.2

Teaching and learning resource: Treatment

Treatment

A treatment in Film, Television & New Media has a different purpose to a treatment in industry which is used to pitch an idea for a moving-image media product. For students, a treatment is a tool to assist in the development of an idea. For teachers, a treatment is an artefact which demonstrates student understanding. In developing a treatment, students communicate a narrative outline and consider a target audience, character development, the visual style, how mood will be created and how representations will be constructed using technical and symbolic codes.

Teachers and students should consider that:

- a treatment is a tool which assists students to articulate their intent prior to storyboarding and production
- a treatment can be used by a teacher to
 - provide feedback for students to help them solve creative problems
 - authenticate student work
 - warn teachers of unsafe or unethical practice
 - provide information about the student's understanding of the key concepts
- treatments don't usually include dialogue
- in a multi-platform story, a treatment should
 - describe a multi-platform story
 - explain how audiences will use technologies to negotiate the story across two or more platforms
 - clarify the intended use of technical and symbolic codes
 - discuss the signified meaning of symbolic codes
 - justify technical choices in terms of the story as a whole.
- in a stylistic project, a treatment should
 - describe an idea for a stylistic project
 - identify influential film styles, auteurs or directors
 - clarify the intended use of technical and symbolic codes
 - explain how the choice of symbolic codes link to influential styles, auteur or directors
 - indicate how a unique style will be resolved through the use of stylistic elements.

Sample treatment

The annotations evident in the table below demonstrate how the evidence matches the instrument-specific marking guide performance level descriptor.

Smith — multi-platform story

	<p>This multi-platform project aims to raise awareness of media addiction, a phenomenon that has been caused by apps and websites which have been engineered to get users scrolling as frequently as possible. As content producers have developed sophisticated ways to seize and maintain our focus, we have lost control of our relationship with technology.</p>
<p>Treatment [8] Symbolise conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story Describes an idea for a multi-platform story.</p>	<p>Smith, the central character in this multi-platform story world, spends too much time using screen media -- so much so that it interferes with other aspects of his daily life. One day at work, he realises that he is unable to resist watching screens. He is surrounded by screens everywhere he goes and feels he has lost control of his life. He is unable to think for himself, relying on the media to educate and entertain him. He realises he has a problem when one day a screen he was watching switches off. He is paralysed. As Smith tries to break free of his enslavement, a twist comes into play as the audience will realize they too have symbolically fallen into a trap like Smith himself as their screen switches off.</p>
	<p>The project will be presented as an interactive webisode where the audience learn about Smith and his family through webisodes and by interacting with secondary characters through new media platforms. The narrative will become richer for audiences who participate in different and unique manners across different media. Each character will interact with the audience to provide extra narrative contexts. Smith's blog will allow the audience to discover the family history and complicated family dynamics that led to him using in his work to run away from family conflict. The audience will discover through Instagram and You Tube that at 18, Smith's daughter has become successful with her fashion channel but her desire for material possessions has created an obsession with online shopping. By reading the teenage son's Twitter feed the audience will realise he has become intensely anxious about the prospect of a meaningless future. In his webisode, he uses Twitter obsessively on the train home from school to vent his concerns. He tweets quotes from movies symbolising his search for fulfillment and meaning of life. A blog linked to the webisodes will reveal to audiences that the wife is a hardworking homebody. Her blog named "Simplicity" will promote wellbeing, sustainable living and her desire to get back to basics. The audience are invited to contribute ideas, information, and stories to bring families back together by avoiding non-essential social media use.</p>
<p>Treatment [8] Symbolise conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story Clarifies the use of technical and symbolic codes.</p>	<p>In the film sequence, Smith's bland environment and business dress symbolise isolation. The mise-en-scene will have many screens within screens, reflective surfaces like mirrors and tiles, and cold colours to emphasise that Smith is trapped in a confusing house of mirrors. His body language is devoid of expression, symbolising his malaise caused by media addiction. Close ups on Smith's face will reveal that Smith has been rendered emotionless by this condition. Cracks created through CGI will appear around Smith as he physically reaches out symbolising a change. As he gazes into each screen and reflection, Smith realises that his world has exploded and is devoid of colour.</p>
	<p>When a door opens and casts light onto Smith this signifies illumination, awareness, and enlightenment. As a tracking shot follows Smith towards the light and ultimately to emancipation, the screen cuts to black, symbolically trapping the audience as Smith is set free. There is a long pause as the audience consider if there has been a technical error, or if this is a story without an end. A voice over is used to ask the audience rhetorical questions such as "how would you like the story to end?" Just when the audience thinks the ending will come, the shot cuts to a test pattern, ending the transmission but signifying how easy it is for an audience to be trapped by media. Smith is now free and the audience have been tricked.</p>
<p>Treatment [8] Symbolise conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story Justification of the interrelationship and purpose of symbolic codes.</p>	<p>In this multiplatform project, the purpose of extra media layers is to add context and detail to the central narrative and allow the audience to interact with the characters themselves which, in turn, may affect the outcome of the narrative. It is important character's symbolic relationship with the media they use at the beginning with the story is unique but aligned to show that Smith and his children have the same problem. The audience interaction with each character provides another layer to the same theme of media addiction because it places the audience within the problem. The film is set in a sterile and impersonal setting, much like a prison, to show Smith's vulnerability and isolation from his family which has been created by his media consumption. Although the daughter's prolific use of social media mirrors the father's consumption but enables greater freedom in a materialistic way, she has been trapped in her materialism. The son's obsession with meaning and purpose in his Twitter feed is aligned to the daughter's revelation. The wife has been represented as the nurturer in her role. In contrast to the other characters, her use of social media is more controlled and purposeful. Symbolically, she is the helper, the guiding light. By engaging with each character the audience will recognise that all characters are similarly disengaged with each other because of their solitary pursuits. It is intended that revelations made over time will serve to bring the family closer together and therefore create awareness of the effect of media addiction on the family unit.</p>
	<p>914 words</p>