

Mental Health Video Brief

Structural Summary

Haringey Youth Council would like a short narrative video outlining various mental health issues that trouble young people. The video should be anywhere between 3-6 minutes in length, and should use the same mixed-medium style that was used in the CSE video: My Story, including the use of graphical text and other digital forms of communication to convey meaning and plot.

Target Audience

The target audience is the same as for the CSE video: 11-16 year olds at secondary school. The film will be distributed as an educational resource, primarily to be shown at schools by youth workers aiming to bring about more awareness of these issues.

Thematic Summary

The aim of this video should be to encourage young people, particularly teenagers, to communicate more about their mental health issues, seeking help when necessary. This will undoubtedly encompass an exploration of the various stigmas that prevent people from open about these issues and gaining adequate help, which is particularly prevalent in young men. Furthermore, it would be effective focus this exploration particularly on the issues which are specifically faced by ethnic minorities, such as prejudices and misconceptions which impact how others may interpret their mental illnesses.

Thematic Approach

The most effective mental health issues to focus on in order to demonstrate the message, will most likely be those which are most common in young people, such as depression and anxiety, which much of target audience will undoubtedly be able to identify with.

Timeline

The deadline for the project is the end of February, with it being absolutely completed before the start of March. There will be consistent liaison and feedback between the team and the client throughout, in order to ensure that the purpose of the production is accurately fulfilled according to the client's needs.