

# TV Game Shows Take-Away Menu

## Starters

- Find the viewing figures for 3 Saturday night TV Game Shows
- Design and carry out a survey to find out what people enjoy about game shows / what the most popular sub-genre is
- Design a logo for 'Communique TV'
- Make a list of the top 10 elements which make a successful TV Game show
- Revise demographics and psychographics and write a short audience profile
- Come up with a competition for your viewers to take part in
- Describe and explain your prize
- Look at schedules at what else is on TV during prime time on a Saturday
- Find out about the first TV game show and tell a partner (who must take notes)
- Write a headline for a story involving your TV game show
- Research a female and male game show host in detail
- List 3 prizes available on BBC game shows and 3 prizes available on ITV
- 3 game shows from each sub-genre—mindmap

## Main Course

- ♦ Watch the opening sequences of 3 TV game shows and make notes on similarities and media language
- ♦ Prepare and write a pitch for your TV Game Show idea
- ♦ Design and label your TV Game Show set
- ♦ Complete a 10 frame storyboard for the opening sequence for your TV Game Show
- ♦ Write an explanation of your opening sequence (no more than 150 words)
- ♦ Design 4 screens for an APP to be used at home
- ♦ Create a tweet outlining your USP
- ♦ Produce a marketing timeline for your show showing when and how you would start to market it and how you would draw in and improve your audience across the season
- ♦ Create a profile of the fictional teams / contestants explaining what demographic, how they would be represented and why they are on there
- ♦ Summarise the Uses and Gratifications your audience would get from your show
- ♦ List 5 ways you'd use social media whilst your show is on air
- ♦ Do a detailed case study on a game show from the same sub-genre as yours

## Dessert

- \* Browse 2 TV Game Show websites and compile a table with 2 headings: Similarities / Ideas I could use
- \* Design a billboard advert for your TV Game Show
- \* Draw and label with colour connotations etc, a homepage for your game show's website
- \* Discuss with a partner and make notes about the pros and cons of watching TV Game Shows with the family on a Saturday evening
- \* Come up with ideas for: a celebrity / Halloween / Christmas version of your game show
- \* Draw and label your host with details about costume, personality, past career and why you chose them
- \* Explain your idea / show your pitch to someone else and get them to tell you 3 ways to improve it
- \* Come up with a list of merchandise to go with your game show (board games, T Shirts, shopping bags etc)
- \* What are the positives of digital TV as opposed to analogue?
- \* List 5 other shows your TA enjoy
- \* Who will advertise in your ad breaks?