

# Prime Productions

## Name of production company:

During the evaluation of the types of films this company could produce, based on the one that I'm making, I concluded that the priority focus within it's films is the specific age group of teenagers – this can be considered within any genre (e.g. drama, teen genre, rom-com or horror). The films will aim to bring awareness to different issues in the representation of youth whilst simultaneously providing the entertainment factor of the Uses and Gratifications theory.

In inspiration to this conclusion I looked up synonyms of youth, these include:

minority	childhood	inexperience	prime	awkward age
teens	girlhood	innocence	puberty	salad days
adolescence	greenness	jejuneness	springtide	springtime of life
bloom	ignorance	jejunity	youngness	tender age
boyhood	immaturity	juvenescence	youthfulness	

Through the research of synonyms , I found out that most of them are negative which reflects exactly how the target/ highlighted age group are represented in the media. I wanted this company/ the name of the company to celebrate these ages of youth, time of freedom and minimal responsibilities – and “prime” seemed to be the perfect synonym to symbolise this. That

## Company logo:



This logo is suitable to what the production company represents – teens, in their “Prime” placed under the spotlight, metaphorically and physically as is visually represented in the logo.