

Exam Revision

Creative iMedia

R081 – Pre-Production

For each Pre- production document you need to know the:

- Purpose
- Use
- Content

Mood Boards

- Ideas and concepts for a new creative media product development
- Generating ideas / moods / atmospheres
- Sharing ideas & concepts using examples & abstracts
- Fashion
- Interior Design
- Architecture
- Colours
- Photos
- Images
- Fabrics
- Textures



Storyboards

- Show production staff the intended outline of the project.
- To work through a story Idea in a visual way
- To plan and outline a production.

- Film & Television
- Theatre
- Animation & Video
- Computer games

- **Scene sketches (content)**

- **Timings / durations**

- **camera shots (close up, mid, long)**

- **camera angles (over the shoulder, low/high angle)**

- **camera movement (pan, tilt, zoom)**

- **Lighting / sound / locations**

'How to Film' storyboard part 1



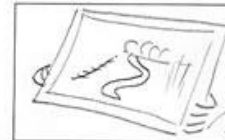
1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
Props: Megaphone, Camera board



2. Close up of Sarah speaking directly to camera
Script: Sarah
One thing you must remember...



3. Low angle camera pointing up at Callum
Props: Megaphone, Handbrush
Script: Callum
'Oops! Sarah is right...'



4. Close up of Sarah holding photograph



5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.



6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.

Mindmaps

- Show development routes
- Link or connect aspects of ideas
- Extend an idea or Provide options for an idea
- Show resources needed for a creative media product
- Workflow diagram

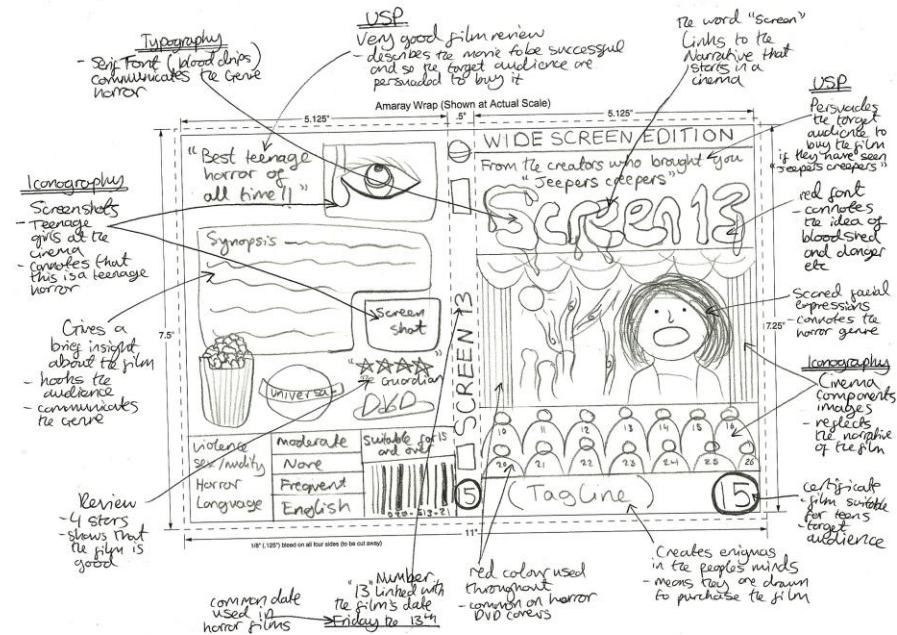
- Central idea
- Branches
- Keywords
- Colour
- Icons
- Topics



Visualisation Diagrams

- A mock version or model of the intended product
- A draft version to show a client
- Still Images & graphics
- Posters / CD & DVD covers / Leaflets & Flyers

- Images
- Graphics
- Logos
- Text
- Colour
- Dimensions



Scripts

- Traditional style and standard rules and presentation
- Instructions for crew & performers.
- TV & Film
- Theatre, drama and plays
- Voice over
- Comics and computer games
- Set / location
- Direction (what happens in a scene)
- Sounds
- Dialogue and conversation
- Mood, emotion

Interpreting Client Requirements based on a specific brief

What are client requirements?

- *The person / company you're working for is the client*
- *What they want*
- *Success criteria*
- *Expectations*
- *Scenario (title)*
- *Assignment / tasks – what needs to be done*
- *What needs to be produced*
- *Time management*
- *Deadlines – needs to be completed by?*
- *Costs – a budget you would have to stick to.*

What is a brief?

- *A written out description of what needs to be done*

Brief

Your company has been asked to produce a website for a Travel Agent who specialises in activity holidays, which include safaris, backpacking, snorkelling, skiing, snowboarding, etc.

The website should have a simple layout, be easy to navigate and have a consistent look. They want six pages to give them an idea of how it will work and feel. In addition to the 'home' page, the website should include pages for:

- A range of destinations
- A description of activities
- Contact and company details
- Prices and special offers
- Customer reviews

These pages must be accessible from the 'home' page.

The client has asked that the site appears exciting using a range of fonts and colours, although it should still have a professional appearance. A selection of activity images must also be included.

The client has also asked for the website to include an external hyperlink to a resort or destination.

You must save your final work in a suitable file format and structure for uploading as a website for the client. You must also complete a detailed review of the final work in terms of the overall quality and fitness for purpose.

Additional information should be included with your work that identifies the sources and permissions for the images used. In particular, log any material needing copyright permission for it to be reproduced in the public domain.

Interpreting Client Requirements based on a specific brief

How might you interpret client requirements / brief?

How can you take the requests and figure out the correct solution?

- *Mind maps – brainstormed*
- *Discuss it as a group*
- *Speak to client – question them*
- *Mood Board*

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Work Plans + Production Schedules

Tasks – What needs doing

Activities – How tasks will be done

Work flow – Order they will be completed in

Timescales – How long it will take

Resources – Materials needed to complete tasks

Milestones – Deadlines based on key dates

Contingencies – Back up plans, in case of....

Primary Sources	Secondary Sources
Directly from the source	Indirectly sourced
Autobiography	Biography
Original works	Commentaries
1 st hand account	2 nd hand account
Diary	History text book
Interview	Magazine article
Video footage	Encyclopedias
Photo	Report
Relics	Other peoples products
Official records	

Types of Software



- Graphics Editing
- Video Editing
- Audio editing
- Word Processing
- Presentation
- Spreadsheet
- Database
- Web Browser

Names of Software



- Adobe Photoshop
- Serif movie plus
- Audacity
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access
- Internet Explorer

Hardware

Things you can touch!

- Computer
- Scanner
- Printer
- Graphics Tablet
- Camera
- Video Camera
- Microphone
- Pens, pencils etc
- Monitor or screen

Copyright © & Trademarks TM

If its published it has copyright protection

‘Published’ includes books, magazines, music, movies, all content on the internet.

To use a published resources you must:

Contact the owner

Ask for permission to use it

Often you will need to pay a fee

Copyright - Open licenses

Some people are happy for their products to be used by others but still want to have some protection.

Creative Commons: A license agreement the creator chooses that lets you use that persons resources. Different creative commons licenses can be used.

- **CC BY** – You can use however you want; just cite the source.
- **CC BY NC** – You can use only if it is noncommercial (you can't charge £); cite the source.

Others:

GFDL – Share alike license used by Wikipedia and others.

Public domain – not copyrighted; can use however you like

Certification

- Different countries have laws on what is allowed to be seen and shown.
- Censorship is when artists/filmmakers are not allowed to show their complete work
- Certification is the process of informing the audience broadly on the suitability of content.
- Certification is a major aspect when thinking about your target audience.

Data Protection

- A series of UK laws designed to protect individuals and their personal data.
- Organisations can not collect and keep your personal information without following this law.
- Everyone has right to view and correct data.
- Data has to be accurate, for a specific purpose and secure.

Other legal issues

- Intellectual property – this is the concept of copyrighting an idea.
- Privacy – People have this right and it should not be invaded.
- Defamation – Can't say nasty things about someone without proof.


Compression

- RAW is a term to describe a digital file that is yet to be assigned a file type.
- Once you assign a file type you label that object for software to understand and open.
- Some file types try to avoid any type of loss of data – these are generally BIGGER and HIGHER QUALITY.
 - + quality can be important especially with big images
 - + If editing and changing a file its best to begin with higher quality

Compression

- Some file types are produced using compression algorithms (LOSSY) to make them SMALLER.
 - + Smaller means they take up less hardware space, saving memory, cost and access speed.
 - + Smaller is faster to upload, download and share online.
- Compression algorithms are so advanced that most people can not tell the difference unless files are HEAVILY compressed.

Video File Formats

- MPG
 - MOV
 - MP4
- 
- Compressed file formats (Lossy)
 - Smaller file sizes
 - Faster loading online (speed)
 - Compression lowers quality

Animation File Formats

- SWF
 - Compressed file formats
 - Small file sizes
 - Fast loading online (speed)
 - Can be animations, games and video

- FLV
 - Flash video format
 - Not compressed
 - Opens in 'Flash' software
 - Editable

Image File Formats

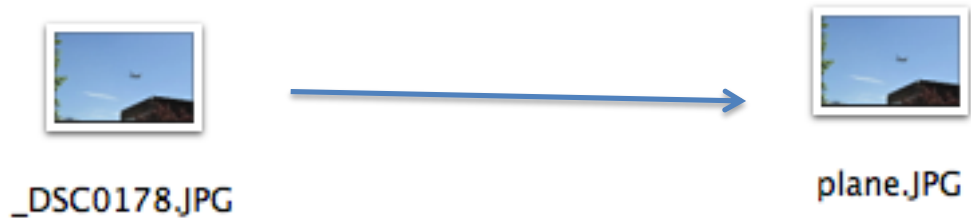
- JPG (lossless compression; photography)
- PNG (lossless compression; supports transparency; photography)
- TIFF (large file sizes / Posters / high quality printing)
- PDF (un-editable/ Documents)
- GIF (small file sizes/ Online / web buttons)

Audio File Formats

- MP3 (compressed / small file sizes / good for devices)
- AIFF (uncompressed / high quality / Mac only)
- WAV (uncompressed / high quality / Windows only)

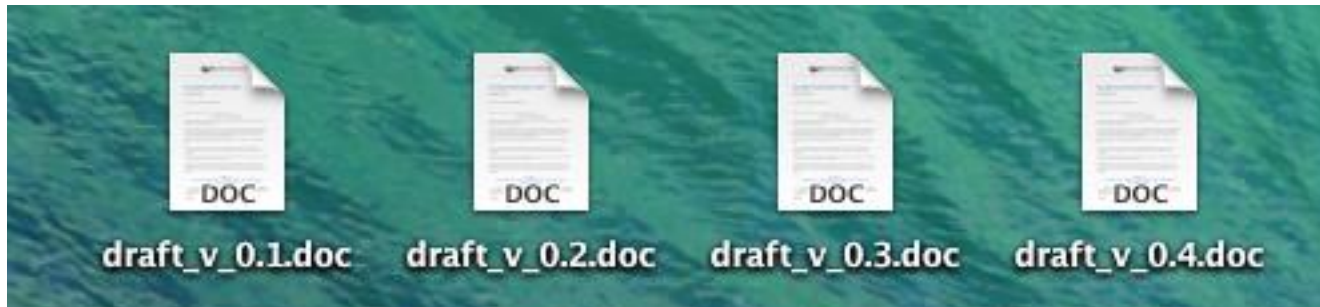
Suitable naming conventions

Rename files so they have relevant names i.e.



Version Control

Change the name and use 'V_0.1" to show what version the file is i.e.



Reviewing a Preproduction Document

- Compare it back to the brief / client's requirements
- Positives / advantages / benefits
- Negatives / disadvantages / drawbacks
- Improvements to make
- Write a conclusion
- Use technical language & terminology
- Focus on spelling, grammar and punctuation
- Neat, legible handwriting



Compared to the brief...

Review and compare your work to the original brief – have you done what was asked? How?

Think about the following:

- format
- style,
- clarity
- suitability of content for the client and target audience

Reviewing positive and negative aspects of my work including areas for improvement.

Think about the following:

- format
- style,
- clarity
- suitability of content for the client and target audience
- colour scheme
- content
- additional scenes

Location Recces

- Visit a location prior to filming
- Check it's suitable
- Lighting?
- Safe?
- Electricity?
- Scenery?
- Distance / location / logistics
- Possible issues that may arise?

Risk Assessments

- Identify the hazards / dangers
- Decide who might be harmed and how
- Evaluate the risks and decide on precautions
- Record your findings and implement them
- Review your assessment and update if necessary

Safe Working Practices in Media

- Using computers:
 - Chair height
 - Seating position
 - Distance from screen to eyes
 - Keyboards / mice comfortable
- Working at heights
- Working with electricity
- Working with heavy equipment