

Creative iMedia

R081:

Pre-production skills

Revision Booklet

Mood boards

Purpose of a mood board:

- Central focus of ideas in one place
- Used to generate ideas for a client to meet their approval before creating the final product
- Used to share ideas and concepts using examples

Content of a mood board:

- Images
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board = sounds and video clips



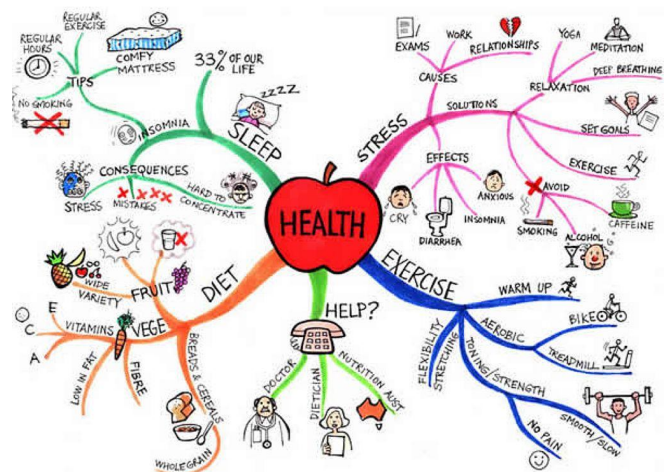
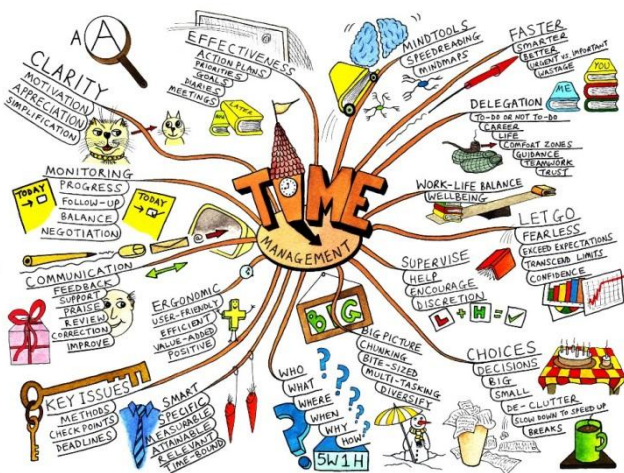
Mind maps

Purpose of a mind map:

- Generate outline ideas quickly
- Develop and show links between different thoughts, aspects and processes of a project

Content of a mind map:

- Central node with the main theme
- Sub-nodes with interconnecting lines/branches
- Text
- Images can also be used



Visualisation diagrams

Purpose of a visualisation diagram:

- Plan the layout of a still image in a visual manner
- Show how the finished item may look

Content of a visualisation diagram:

- Multiple images and graphics showing size and position
- Colours and colour schemes
- Position and style of text
- Fonts to be used
- Annotation providing more detail



Storyboards

Purpose of a storyboard:

- Provide a visual representation of how a media project will look along a timeline
- Provide a graphical illustration of the sequence of movements
- Provide guidance on what scenes to film or create

Content of a storyboard:

- Images
- Locations
- Camera shot types and angles
- Camera movement
- Shot length and timings
- Lighting
- Sound

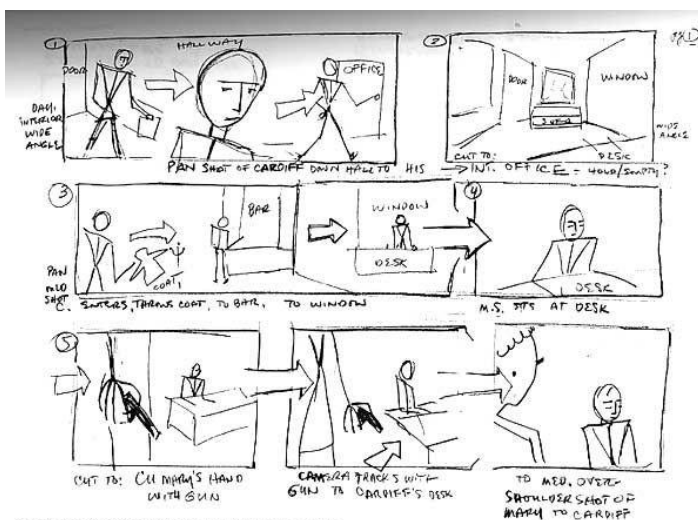


Figure 3-9. Venus Mountain, stick figure interpretation. Reprinted with permission.



Scripts

Purpose of a script:

- Identify the location where the action takes place
- Identify who will be in the scene
- Provide stage directions for actors and production crew
- Provide dialogue for actors

Content of a script:

- Set/locations
- Scene descriptions
- Scene/stage directions
- Camera shot types
- Camera movement
- Sounds and sound effects
- Names of actors/characters
- dialogue

Malifios turns to Steve

MALIFIOS
How was that? Do you think it was good? Do you think I need to do another take? No? Alright then.

INT. NEWS DESK

PHIL BRICKLEY
Since it's against our company policy to negotiate with hostage-takers, we now have a job opening for a new Sportscaaster.

SHERRY TILES
Naturally, we'll be conducting a long and involved search to find the ideal candidate.

ROBERT VYLAN walks on to the screen.

ROBERT VYLAN
I hear you have a job opening?
(Maniacal laughter)

PHIL BRICKLEY
You're hired!

SHERRY TILES
Now Phil, I know you usually like to hire the first person or object that expresses even the faintest interest in the job--

PHIL BRICKLEY
It's company policy.

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INT. DON'S OFFICE - DAY

Hagen is alone in the office. He is drinking. He looks up at the sound of cars; the caporegimes are arriving. Then he hears footsteps.

The door opens and in a robe with slippers, Don Corleone slowly enters the room. He walks directly to his stuffed armchair and sits down. His face is stern as he looks into Hagen's eyes.

DON CORLEONE
Give me a drop of anisette.

Hagen rises, and pours a glass for the old man.

DON CORLEONE
My wife was weeping before she fell asleep, outside my window I saw my caporegimes to the house, and it is midnight. So, consigliere of mine, I think you should tell your Don what everyone knows.

HAGEN
(quietly)
I didn't tell mama anything. I was about to come up and wake you and tell you. Just now.

DON CORLEONE
But you need a drink first.

HAGEN
Yes.

DON CORLEONE
Now you've had your drink.

Pause.

HAGEN
They shot Sonny on the Causeway. He's dead.

Don Corleone blinks. One feels that just for a second he loses all physical strength; he clasps his hands in front of him on the top of the desk and looks into Hagen's eyes.

Client requirements

Whether you are creating something for yourself or for a client, your project will have a set of client requirements.

Purpose of client requirements:

- Provide the media developer with outline information and any constraints (timescale)
- Clear statement of what is to be produced

Content of client requirements:

- Statement of what media product is needed
- Purpose of the media product
- Target audience
- Content
- Timescale
- Restrictions
- House style



Target audience



Who is the final product intended for?

Categories:

- Age – need to be clear about the age group. (E.G. 6-12, 12-18, 18-40, 40+)
- Gender
- Location – local, national, international
- Ethnicity – background, culture, race, religion, language

Research

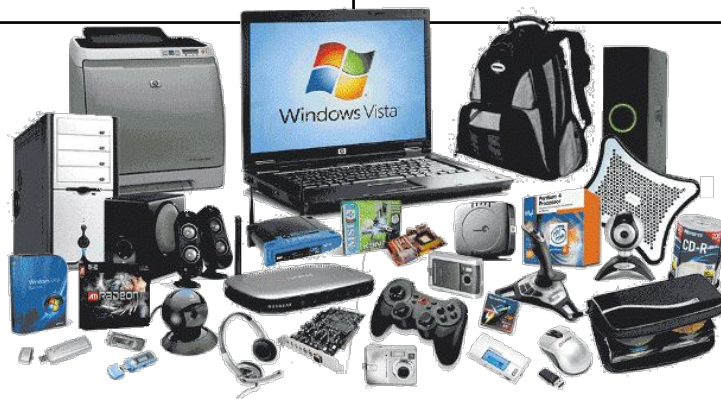
Primary sources: *the information is obtained first hand from an original source*

Secondary sources: *the information is obtained second hand where somebody else has created the data*

Primary Sources	Secondary sources
<ul style="list-style-type: none">• Autobiography• First-hand account• Diary• Interview• Video footage• Photo• Official records	<ul style="list-style-type: none">• Biography• Second-hand account• History textbook• Magazine article• Report• Other people's products• News broadcast

Hardware and Software

Hardware	Software
<p><i>The devices and equipment that could used to create or digitise pre-production documents</i></p>	<p><i>Types of applications installed on a device that could used to create or digitise pre-production documents</i></p>
<ul style="list-style-type: none">• Computer system• Keyboard• Mouse• Graphics tablet• Microphone• Speakers• Monitor• Camera• Scanner• Pens/pencil/paper	<ul style="list-style-type: none">• Microsoft Office Publisher – used to create a mood board, storyboard, visualisation diagram• MO Word – used to create a script, storyboard• MO PowerPoint – used to create a mood board, visualisation diagram• Web browser (IE, Chrome)• Dedicated software – mind map, Dreamweaver

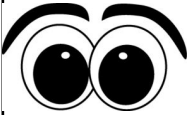


Health & Safety

Recce	<p>A visit to a specific location that will be used for recording purposes. The purpose is to check access, see what is there, identify the best positions and assess environmental considerations. May include:</p> <ul style="list-style-type: none">• Location• Access• Lighting• Health & safety issues• Availability of power• Environmental considerations• Any other issues
Risk assessment	<p>Must be stored to cover you and any organisation that you work for in case of claims.</p> <ul style="list-style-type: none">• Identify hazards and dangers• Decide who might be harmed and how• Evaluate the risks and decide on precautions to be taken• Record findings and implement them• Review assessment and update if necessary

Health & Safety

Eye strain



Eyes can become strained after staring at a computer screen for a long time especially when working in bad light or with a poor screen

Solutions:

- Use a screen filter
- Make sure you work in suitable light
- Don't sit too close to the screen
- Take regular breaks (5 mins per hour)
- Have regular eye tests
- Have blinds available to avoid glare on the screen

Back pain



This can be due to poor posture or sitting in an awkward position

Solutions:

- Use a fully adjustable chair
- Use footrests so that legs are at a natural angle
- Take regular breaks to walk around
- Don't slouch
- Have the monitor at eye level

RSI






- Repetitive Strain Injury is damage to the fingers and wrists due to repeated movements over a long period of time

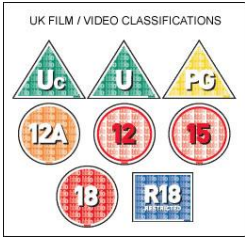
Solutions:

- Use wrist rests
- Regular breaks
- Ensure workstations are the correct height

File formats

<p>Video File Formats</p> 	<ul style="list-style-type: none">• MPG - Compressed file formats• MOV – small file size• MP4 – fast loading online
<p>Audio File Formats</p> 	<ul style="list-style-type: none">• MP3 (compressed / small file sizes / good for devices)• AIFF (uncompressed / high quality / Mac only)• WAV (uncompressed / high quality / Windows only)
<p>Image File Formats</p> 	<ul style="list-style-type: none">• JPG (lossless compression; photography)• PNG (lossless compression; photography)• TIF (large file sizes / Posters / high quality printing)• PDF (un-editable/ Documents)• GIF (small file sizes/ Online / web buttons)

Legislation

<p>Copyright © & Trademarks ™</p>	<p>If its published it has copyright protection 'Published' includes books, magazines, music, movies, all content on the internet.</p> <p>To use a published resources you must:</p> <ul style="list-style-type: none">• Contact the owner• Ask for permission to use it• Often you will need to pay a fee
<p>Copyright - Open licenses (CC)</p>	<p>Some people are happy for their products to be used by others but still want to have some protection.</p> <p>Creative Commons: A license agreement the creator chooses that lets you use that persons resources. However, you will still need to cite the source!</p>
<p>Certification</p>  <p>The image shows the UK Film / Video Classifications logo, which includes several icons: three triangles (Uc, U, PG) and five circles (12A, 12, 15, 18, R18). The R18 icon is a blue rectangle with 'R18' and 'RESTRICTED' written on it.</p>	<p>Different countries have laws on what is allowed to be seen and shown.</p> <p>Certification is the process of informing the audience broadly on the suitability of content.</p> <p>Certification is a major aspect when thinking about your target audience</p>

Legislation

Data Protection	<p>A series of UK laws designed to protect individuals and their personal data.</p> <p>Organisations can not collect and keep your personal information without following this law.</p> <p>Everyone has right to view and correct data.</p> <p><i>Data has to be accurate, for a specific purpose and secure.</i></p>
Privacy	<p>People have this right and it should not be invaded</p>
Defamation	<p>Can't say nasty things about someone/an organisation without proof.</p>

Exam Practice

Tick which type of pre-production document could be used for the media products listed in the table:

	Mood board	Mind map	Visualisation diagram	Storyboard	Script
Poster for festival					
CD cover					
Comic book					
Company website					
Computer game					
Radio advert					

What might you see on a script that is not shown on a storyboard?

Shuttleworth College are holding a Summer Fair for the Community. At the summer fair will be many stalls, a BBQ and an ice cream van. You have been asked to create a visualisation diagram for a poster to advertise the Summer Fair to show the headteacher

Exam Practice 2

List *THREE* things that will be defined within the client requirements:

What might you see on a work plan?

What is the purpose of 'contingencies' on a work plan?

What legislation restricts an organisation storing information about its customers?

What legislation restricts an organisation copying and pasting images off the internet?

Identify *THREE* categories of a target audience

What could be used to digitise a hand drawn mind map?

What software could be used to create a mind map?