Creative iMedia

R081: Pre-production skills Exam

ICT Revision Booklet

NAME: …………………………………………….

Think BiG

CHASE Dreams

SUCCEED TOGETHER

Revision List

~~The exam is on January 9th 2018 in the morning~~. To revise over the holidays you should create revision notes, mind maps or flashcards on each of these topics. You should also read back through the practice questions we have done in lessons and try more past papers using the mark schemes to check your answers.

Tick

Moodboards	• The purpose • Contents – what's on it? • Be able to create/draw one	
Storyboards	• The purpose • Contents – what's on it? • Be able to create/draw one	
Mind map	• The purpose • Contents – what's on it? • Be able to create/draw one	
Script	• The purpose • Contents – what's on it?	
Visualisation Diagram	• The purpose • Contents – what's on it? • Be able to create/draw one	
Client Brief	• How do you interpret them? • What will be included in the client brief?	
Target Audience	• Know the ways we can categorise the target audience	
Workplans	• Know why they are used/explain the purpose • The different parts of a workplan	
Laws	• Data Protection Act • Intellectual Property – copyright, trademarks, CC/creative commons, royalty free, public domain • Classification – PEGI/BBFC – what different ways can effect the age rating given e.g. bad language etc. • Defamation (libel/slander)	
Health & Safety	• Safe working practices when using computers, heavy equipment lighting and electricity • Site recces – what is the purpose?- what goes into one? • Risk assessment – what is the purpose? what goes onto one?	
Market Research	• Types of primary and secondary research methods	
File Formats	• File formats used to save image, video, animation and sound/audio • Compression	
Naming Conventions	• Save with clear file names and sensible folder structure • Use version control to save different versions	
LO4 Essays	• I know how to structure the final long answer question	

Mood boards

Purpose of a mood board:

- Used to generate ideas for a client

- Used to create a mood or a feeling or a product

Content of a mood board:

- Images

- Colours

- Text/fonts/styles/keywords

- Textures, fabrics and other materials

- Digital mood board = sounds and video clips

- Annotations/labels

Mood boards

Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

Fig 1

1. Cheeseburger	2. Milk	3. Carrot juice	4. Girl shouting	5. Aa — This font is © 1992-2008 Fontalicious, all rights reserved. Item removed due to third party copyright restrictions.
6. Aeroplane	7. Warning sign	8. Measure waist	9. Child on rope	10. Fig tree
11. Fruit	12. Fried chicken	13. Vegetables	14. Broccoli	15. Sweets
16. Alphabet	17. Bored boy	18. Kayaks	19. Girl and boy	20. Woman drinking from bottle

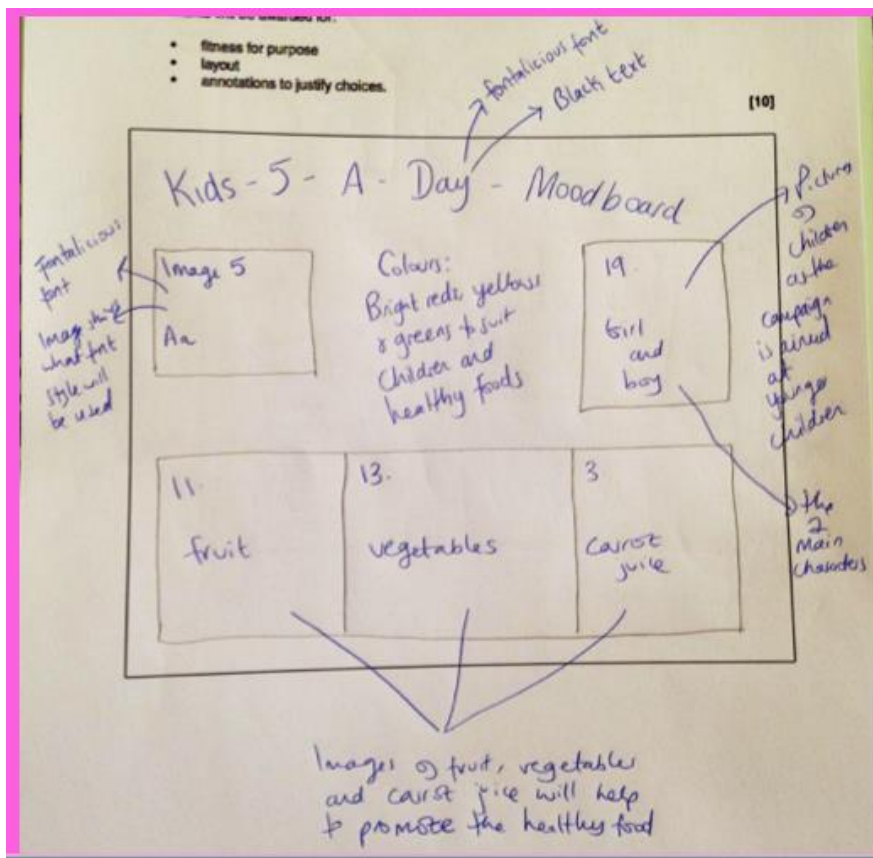**To draw/create a moodboard in the exam:**

T – Title

I – Images (suitable ones) – spread them out across the board and in neat squares

L – Label the images to justify exactly why they have been chosen to suit the brief (write outside the box)

E – Extras – add suitable finishing touches such as text/ keywords, colours, fonts, textures and sound or audio
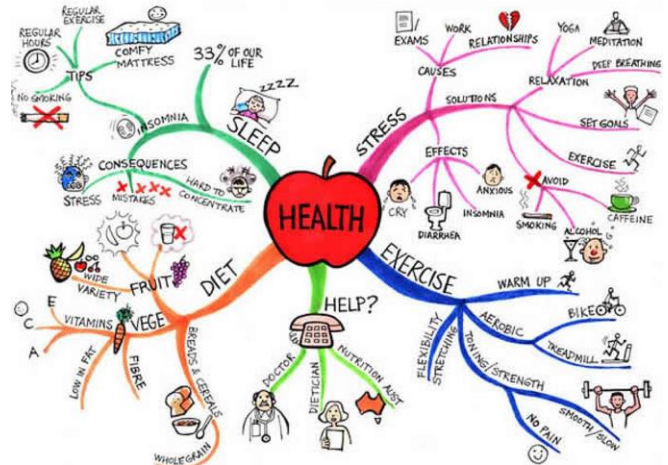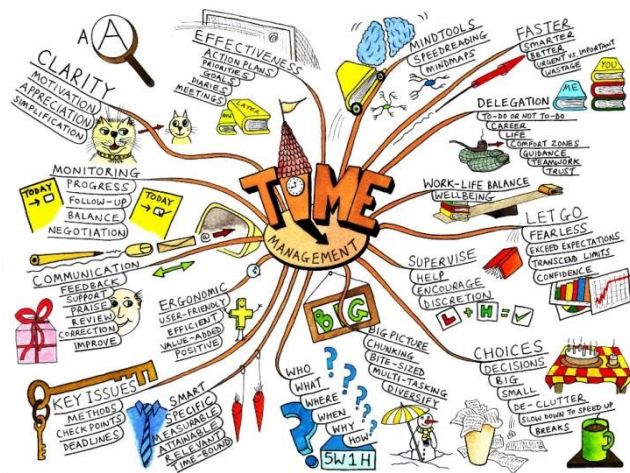
It needs to be tidy and neat

Mind maps

Purpose of a mind map:

- Generate outline ideas quickly

- Develop and show links between different thoughts and ideas

Content of a mind map:

- Central node with the main theme

- Sub-nodes with interconnecting lines/branches

- Text

- Images can also be used
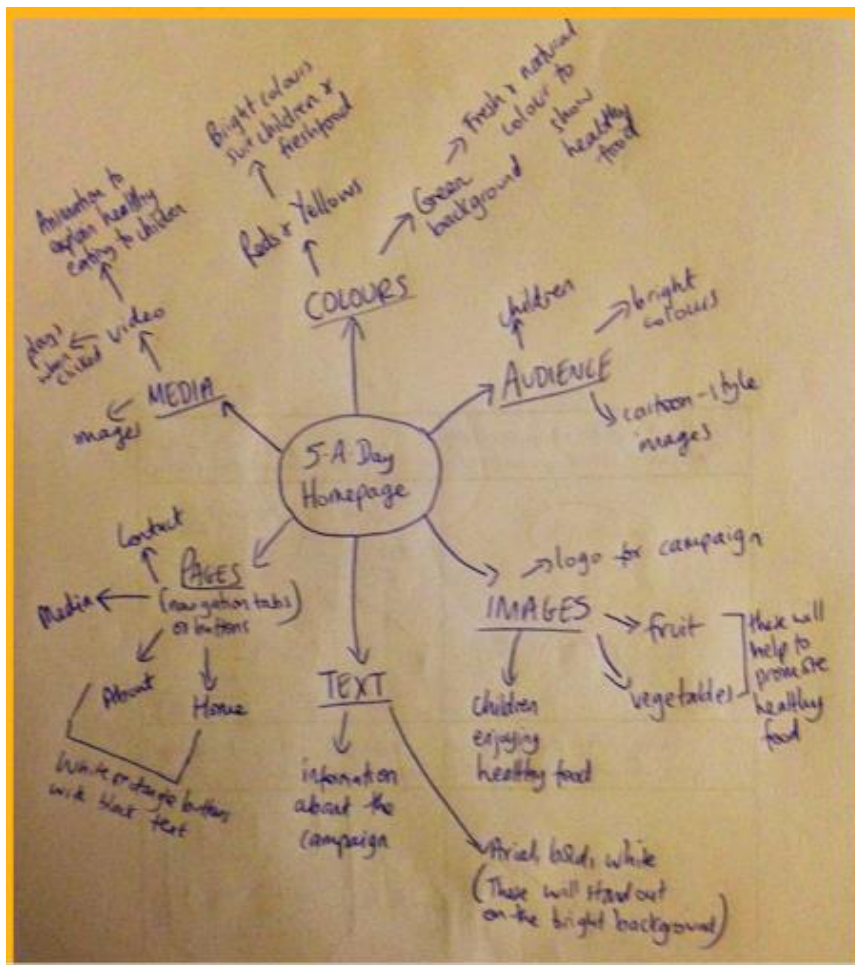
Mind maps

MindMaps

A diagram to show the flow of ideas and the development of your ideas

The purpose of a mind map is to:
- Show the **development of the ideas**
- Brainstorm and see the **links** between ideas
- Allows you to explore and link ideas

It can contain:
- A central idea (central node)
- Sub nodes (other key ideas)
- Branches to link ideas together
- Colours
- Images
- Keywords

Visualisation diagrams

Purpose of a visualisation diagram:

- Plan the layout a product to see what the design will look like

- Show how the finished item may look and make changes where needed

Content of a visualisation diagram:

- Images

- Colours and colour schemes

- Position and style of text

- Fonts to be used

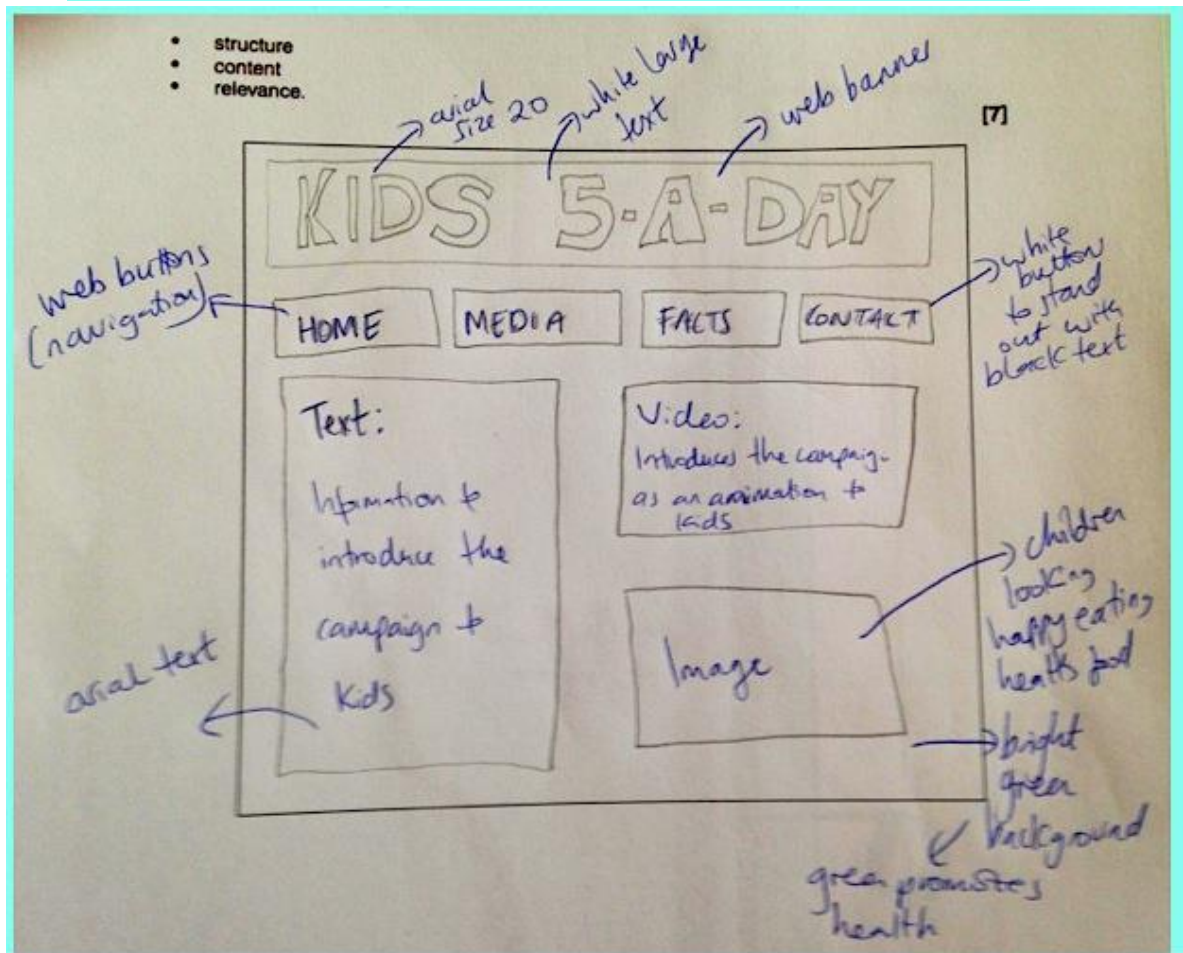- Annotation/labels providing more detail

Visualisation diagrams

To draw/create a visualisation in the exam:
You need to create a diagram of the layout...

- **T** = Title (label the text colour, size and font)

- **I** = Images - Draw boxes for where some images will go (label the images and justify reasons)

- **T** = Text - Add text (label sizes, colour and fonts)

- **L** = Labels - Label background colour and say why

- **E** = Extras - Add any extras such as video, sound, buttons, logo, PEGI or film rating etc. to suit the question given to you

Make it tidy and leave some blank space so it's clear

- structure
- content
- relevance.

arial size 20

white large text

web banner

[7]

KIDS 5-A-DAY

web buttons (navigation)

| HOME | MEDIA | FACTS | CONTACT |

white button to stand out with black text

Text:

Information to introduce the campaign + kids

arial text

Video:
Introduces the campaign as an animation to kids

Image

children looking happy eating healthy food

bright green background

green promotes health

Storyboards

Content of a storyboard:

- Images/sketches of scene

- Locations

- Camera shot types and angles

- Camera movement

- Timings

- Lighting

- Sound

- Scene numbers and direction arrows
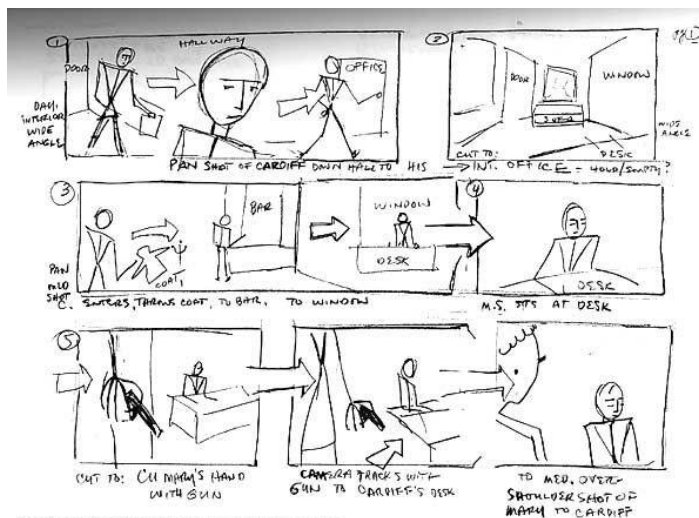
Figure 3-5   Venus Mountain, stick figure interpretation. Reprinted with permission.

Storyboards

To draw/create a storyboard in the exam:

1.) Add **suitable sketches** to suit the storyline in the exam question for each box/scene(a rough stick-figure sketch is fine)

2.) Add **descriptions** to explain what is happening beneath it

3.) Add a **timing/duration** into each scene

4.) Add a few **camera angles/shots** to the scenes e.g. close up, medium shot, two-shot, wide-angle

5.) Add some **sound effects and music**

6.) Add some **speech**/speech bubble

7.) Add a scene **location** to one of the scenes
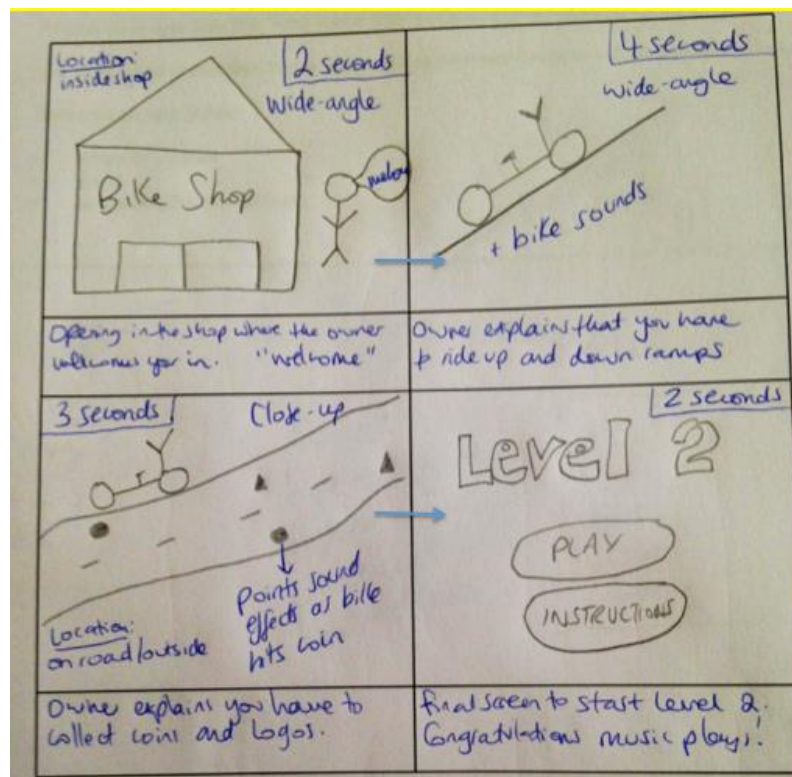
Scripts

Purpose of a script:

- Provide stage directions for actors and production crew

- Provide dialogue for actors so that they know what to say

Content of a script:

- Set/locations

- Scene/stage directions

- Camera shot types

- Camera movement

- Sounds and sound effects

- Names of actors/characters

- Dialogue

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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, consigliore
    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.

Scripts

Scripts

A document that contains the speech, audio and visual aspects

The purpose of a script is to:
- Show the **direction and what happens in each scene**
- Show the **dialogue between characters**
- Create the **mood for a scene**

It can contain:
- Dialogue/speech
- Sounds
- Location of scenes e.g. INT or EXT
- Directions for actors
- Camera shots/transitions
- Mood/emotion

Client Briefs

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 to be used e.g. types of images and text
- Timescale – when it needs to be done by
- House style e.g. fonts, colours
- Theme/genre/style of the product

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 – male/female

- Location – local, national, international

- Ethnicity – background, culture, race, religion, language

- Income – how much they earn from their jobs

Market Research

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

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

Primary Sources	Secondary sources
• Questionnaires • Focus groups • Surveys • Meetings/discussions	• Magazine article • Other people's products • News broadcast • Books • Internet/online

Work plans

Purpose of a work plan:

- Provide a timescale for the overall project to be completed

- To see the order of the tasks and to help to meet the deadlines to keep it on schedule
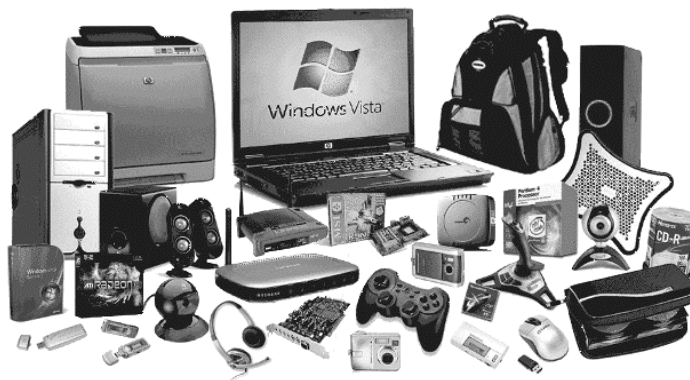
Content of a work plan:

- Tasks

- Activities

- Durations – amount of time a task is expected to take

- Timescales – how long the project will take

- Milestones – key dates when a section is completed

- Deadlines – date when something has to be done by

- Resources – what is needed

- Contingencies – back up plan, extra time if needed

Task	Responsible	Status	Year 1												Year 2														
			1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
Baseline survey																													
Design survey	Program Manager	Complete																											
Recruit data collectors	Program Manager	Complete																											
Collect data	Field Officers	Complete																											
Enter data	Admin Team	In progress																											
Analyse data	Technical Advisor	Overdue																											
Write report	Technical Advisor	Overdue																											
Recruitment and training																													
Recruit peer educators	Training Manager	In progress																											
Training - HIV	Trainers	Not started																											
Training - Family planning	Trainers	Not started																											
Training - Nutrition	Trainers	Not started																											
Training - Gender based violence	Trainers	Not started																											
Training - Vaccinations	Trainers	Not started																											
Training - Gender based violence	Trainers	Not started																											
Training - TB	Trainers	Not started																											
Training - WASH	Trainers	Not started																											
Stakeholder engagement																													
Orientation meeting	Program Manager	Not started																											
Quarterly meetings	Program Manager	Not started																											
Newsletter updates	Program Manager	Not started																											

Hardware and Software

| Hardware	Software
The devices and equipment that could used to create or digitise pre-production documents	*Types of applications installed on a device that could used to create or digitise pre-production documents*
- Computer system - Keyboard - Mouse - Graphics tablet - Microphone - Speakers - Monitor - Camera - Scanner - Pens/pencil/paper	- Microsoft Office Publisher – **used to create a mood board, storyboard, visualisation diagram** - Word – **used to create a script, storyboard** - PowerPoint – **used to create a mood board, visualisation diagram** - Web browser (IE, Chrome) - Dedicated software – mind map, Dreamweaver

Health & Safety

Site or Location Recce	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: • Location • Access • Lighting • Health & safety issues • Availability of power • Environmental considerations • Any other issues
Risk assessment	Must be stored to cover you and any organisation that you work for in case of claims. **Helps to identify and minimise the risks.** • 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

Safe working Practices when using Computers
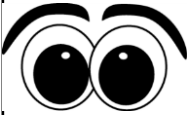
Eye strain	Eyes can become strained after staring at a computer screen for a long time especially when working in bad light or with a poor screen
	Solutions:
	• Use a screen filter
	• Make sure you work in suitable light
	• Don't sit too close to the screen
	• Take regular breaks (5 mins per hour)
	• 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

Safe working Practices

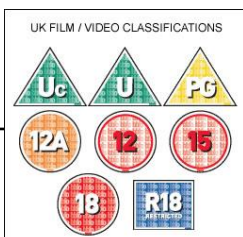| Lighting and electricity	Lights can become hot so make sure the area is well ventilated Lights can be heavy and could fall and hurt someone so make sure that they are secured and in place securely Wires can be trip hazards so make sure cables and wires are not loose and are out of the way or covered with tape
Heights	When working at a height e.g. filming up high the risk is that you could fall. To be safe you should wear safety gear e.g. hard hat and have safety barriers up.
Heavy Equipment	To avoid any injury or back pain you should use the correct lifting technique and lift things with more than one person where needed.

File formats

Video File Formats	• MPG - Compressed file formats • MOV – small file size • MP4 – fast loading online
Audio File Formats	• MP3 (compressed / small file sizes / good for devices) • AIFF (uncompressed / high quality / Mac only) • WAV (uncompressed / high quality / Windows only)
Image File Formats	• JPEG (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)

Naming Conventions

- Save work with clear file names and sensible folder structures
- Use version control to show the different versions of work and to show the improvements across the different dated versions e.g. work v01, work v02 and work v03…

Legislation

Intellectual Property	Series of laws e.g. copyright and trademarks that mean that you own the work that you produce
Copyright © **Trademarks ™ (logos)**	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 **(cc)**	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. However, you will still need to cite the source!
Certification or classification	Different countries have laws on what is allowed to be seen and shown. Certification is the process of informing the audience broadly on the suitability of content. <u>Games and Films:</u> PEGI: fear, violence, online, language BBFC: drugs, sex, horror, bad language

Legislation/Law

Data Protection	A series of UK laws designed to protect individuals and there 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.* The company could be fined of they fail to protect your data.
Privacy	People have this right and it should not be invaded
Defamation	Can't say nasty things about someone/an organisation without proof. Libel – written Slander – spoken/verbal

LO4 Essays

The last question on the exam will be an essay where you will have to review the suitability of either a script, storyboard, mind map, moodboard or visualisation diagram.

- You need correct spelling and grammar
- You need an equal amount of strengths and weaknesses
- You need to link your strengths and weaknesses to the document and context in the question

Paragraph 1 – Introduction
- What is the documents purpose?

Paragraph 2 – WWW
- What features does it have that should be there?
- Why do these help to suit the products aim and audience?

Paragraph 3 – EBI:
- What features are missing that should be there?
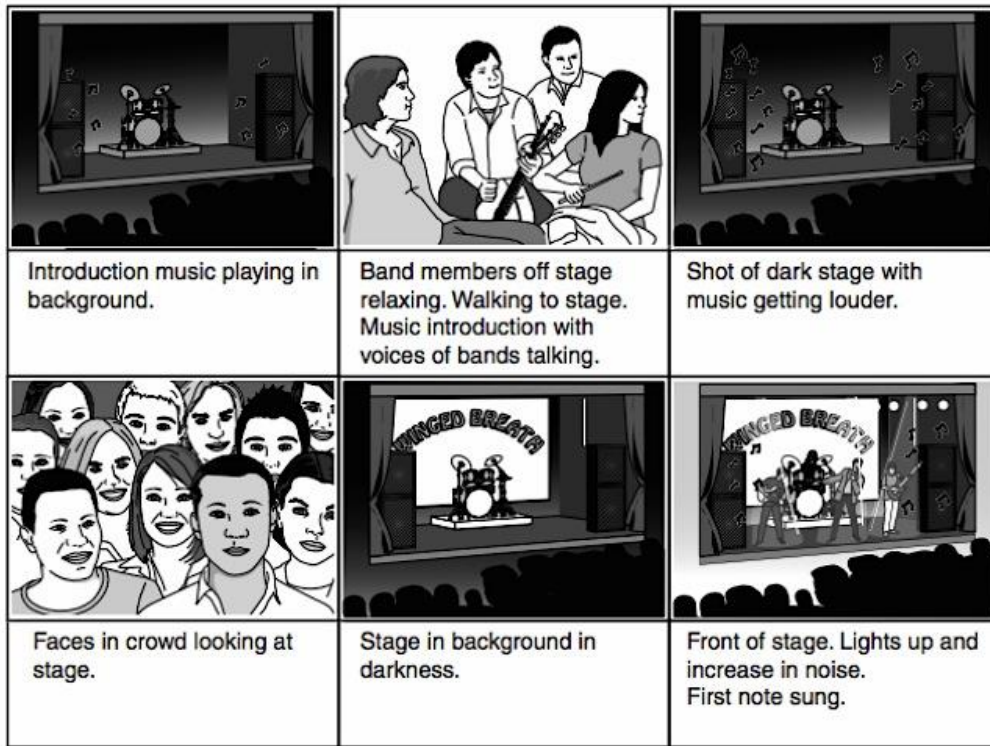- How does this stop it from being suitable for the brief?

Paragraph 4 – Conclusion:
- Finally – is it suitable or not for it's purpose, client and target audience? Why or why not?

11* Discuss the suitability of the content of the storyboard in Fig. 1. You should include any areas for improvement.

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The quality of written communication will be assessed in your answer to this question.

Fig. 1 is the first draft of a pre-production storyboard. This will be the opening sequence of the concert chapter of the DVD.

Introduction music playing in background.	Band members off stage relaxing. Walking to stage. Music introduction with voices of bands talking.	Shot of dark stage with music getting louder.
Faces in crowd looking at stage.	Stage in background in darkness.	Front of stage. Lights up and increase in noise. First note sung.

The purpose of this storyboard is to plan out the opening part of the DVD for Winged Breath.

The storyboard has many strengths for example it has clear images of the scenes to help the producers to visualize what should be happening that suit the rock band genre and theme. The images suit the client and brief as they are of the band, the stage and the rock instruments. It also has descriptions for each scene to add detail to help them, for example scene 1 tells us that background music will play and scene 3 includes the location (stage) and also the lighting (dark). This give the producers and crew the details needed and suit the rock band as music, the stage and darkness and all suitable.

There are also some things that could improve this for Winged Breath and the production crew for example there are not timings on each scene making it hard for them to know how long each one should last. There are also no camera shots or angles so the crew don't know where to place the cameras and what type of cameras to use. To make this even clearer for them they could have scene numbers and direction arrows to just make sure that the crew know the order of the scenes.

Overall, I think this storyboard for the opening chapter of the DVD for Winged Breath is suitable as it introduces the band and the music so the content is all relevant with clear images and descriptions with details such as music, lighting and locations included.