

Pre-Production Exam Revision

Creative iMedia

You must be able to describe the process of creating pre-production documents and the role they play in the development of your ideas.

You should be able to describe how you would analyse a client's requirements and how they might provide their requirements to you. I.e. client brief, meetings, scripts.

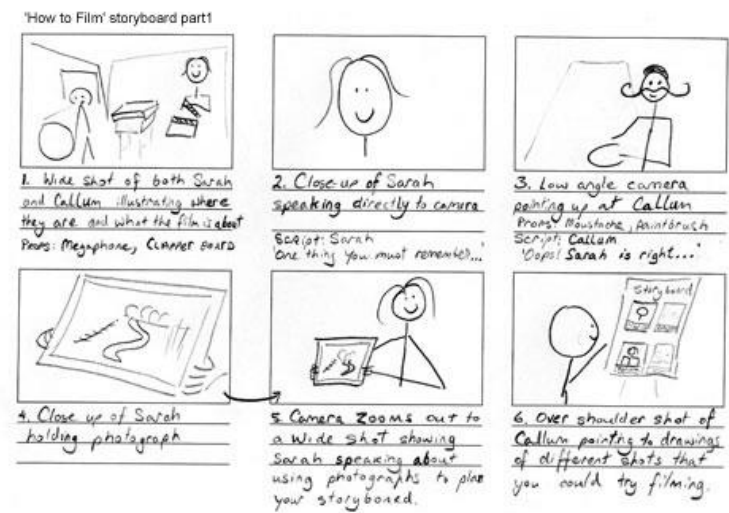
Mood Boards

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



Storyboards

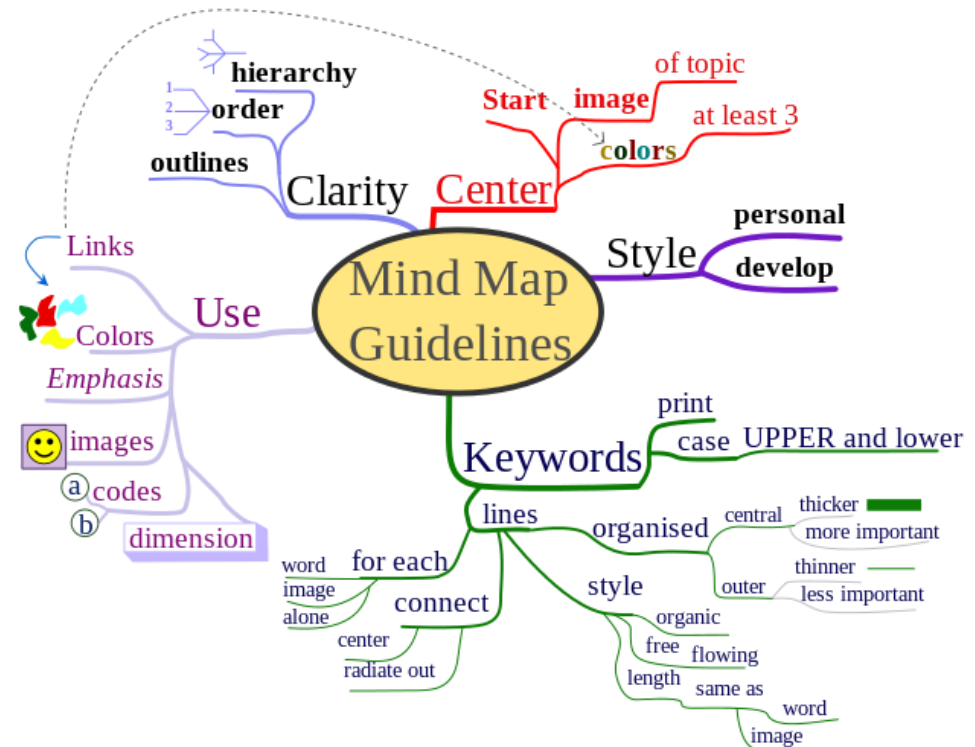
- Film & Television
- Theatre
- Animation & Video
- Scene sketches (content)
- Timings / durations
- camera shots (close up, mid, long)
- camera angles (over the shoulder, low/high angle)
- camera movement (pan, tilt, zoom)
- Lighting / sound / locations



Mindmaps

- Show development routes
- Options for or parts of an idea
- Resources needed for a creative media product
- Workflow diagram

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



Visualisations

- Still Images & graphics
- Posters / CD & DVD covers / Leaflets & Flyers

- Images

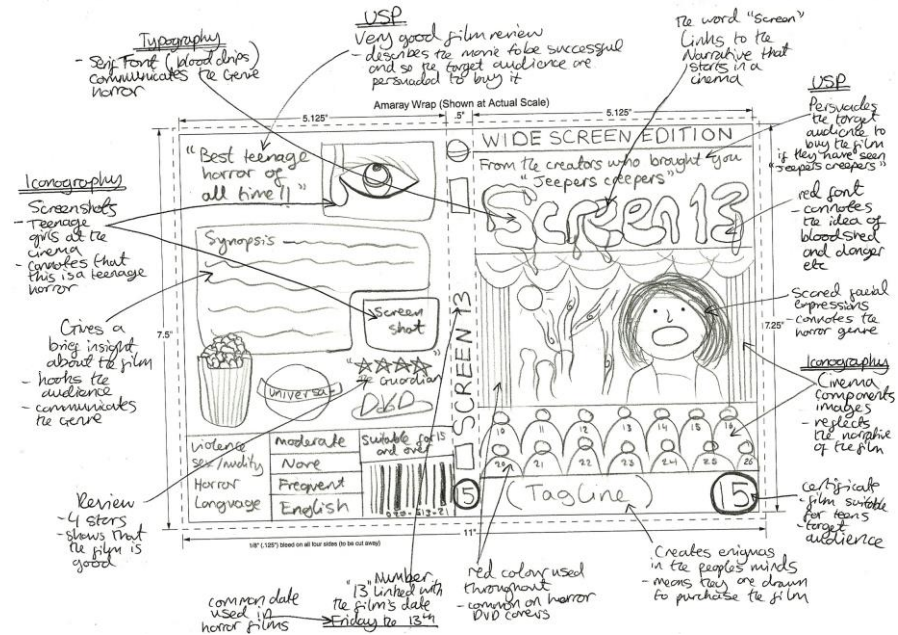
- Graphics

- Logos

- Text

- Colour

- Dimensions



Scripts

- 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*

What is a brief?

- *Written out in a 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?

- *Mind maps – brainstormed*
- *Discussed it as a group*
- *Speak to client – question them*

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.

Work Plans + Production Schedules

- tasks
- activities
- work flow
- timescales
- resources
- Milestones
- contingencies

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	
Official records	

Types of Software



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

Names of Software



- Adobe Photoshop
- iMovie
- GarageBand
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access

Hardware

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

Copyright © & Trademarks TM

Check for copyright / trademark

Contact the owner

Ask for permission to use it

Pay a fee

Video File Formats

- MPG
- MOV
- MP4



- Compressed file formats
- Small file sizes
- Fast loading online (speed)

Animation File Formats


- SWF
 - FLV
- 
- Compressed file formats
 - Small file sizes
 - Fast loading online (speed)

Image File Formats

- 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)

Audio File Formats

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

Reducing File Sizes - Compression

What is lossless compression?

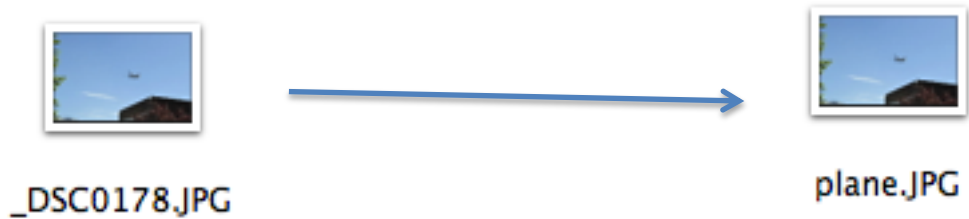
- Making the size of a file smaller without losing any of the information in the file. EG a zip file, GIF

What is lossy compression?

- Removing some of the data from a file in order to reduce its size.
- EG MPG, MP3

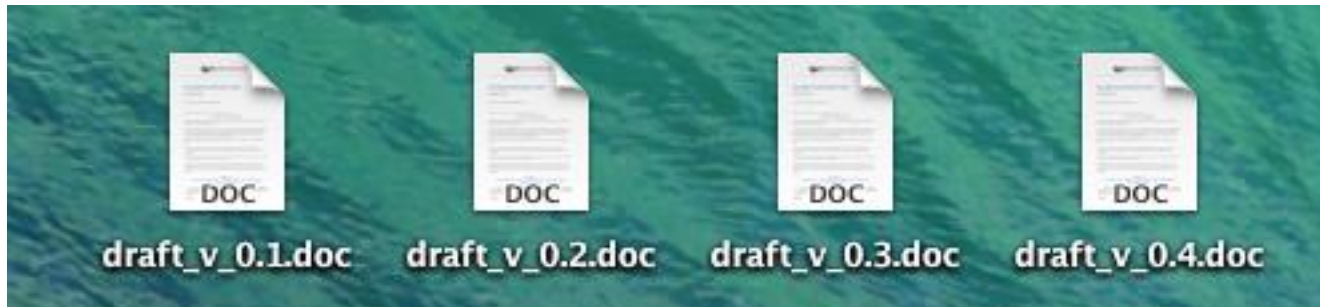
Suitable naming conventions

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

Positive aspects of my work

Think about the following:

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

Negative aspects of my work

Think about the following:

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

Identify areas for improvement in a pre-production document

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?

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
 - Distance from screen to eyes
 - Keyboards / mice comfortable
- Working at heights
- Working with electricity
- Working with heavy equipment