



OCR Cambridge National Creative iMedia R081 Knowledge Organiser

Learning Outcome 1: Understand the purpose and content of pre-production

Mood Boards		Storyboards		
<p style="text-align: center; color: red; margin: 0;">Definition</p> <p>The purpose of a mood board is to assist in the design of a media product by collecting a wide range of materials (images, fonts, colours, etc.) that give an overall feel for what is needed. A mood board therefore provides a starting point which can be used for discussion with the client and can also be used to keep the project on track by referring back to it. It is not a representation of what the final product will look like.</p>	<p style="text-align: center; color: red; margin: 0;">Example</p>  <p>The above mood board shows examples of images, styles and colours that may be used in a graphic.</p>	<p style="text-align: center; color: red; margin: 0;">Definition</p> <p>Storyboards are used for moving images (animation/film) to help plan what will happen throughout the course of a scene. A storyboard will show images of what is happening in the scene and can also be annotated with a description of the scene and how long it lasts for. Story boards will help people to visualise the camera angles that will be used as well as different aspect of lighting, special effects/sounds and props/costumes. More importantly a storyboard will show how the different elements of a scene fit together. This can be shared with the client before production begins so that changes can be suggested and agreed. It can also be shared with the cast and crew as a guide to what they should be engaged with at a particular time. Storyboards may also help to build up an idea of the budget that may be required.</p>	<p style="text-align: center; color: red; margin: 0;">Example</p>  <p>The above storyboard shows each sections place in the scene, duration and denotes what will be happening along with a pictorial representation.</p>	
Mind Map/ Spider Diagram		Visualisation Diagram		
<p style="text-align: center; color: red; margin: 0;">Definition</p> <p>These can be used to quickly generate different ideas or to show links between different concepts. Mind maps will have a central theme with branches springing from it connecting different sub nodes. They are used at the start of the design process.</p>	<p style="text-align: center; color: red; margin: 0;">Example</p>  <p>This example has a central theme springing different ideas. Each idea springing from the central theme is called a 'node'.</p>	<p style="text-align: center; color: red; margin: 0;">Definition</p> <p>Visualisation diagrams are used to plan the layout of a static image in a visual manner. This will give an indication to the client of how the final document might look. This will enable them to suggest changes before the image goes into production which will save time in the long run.</p>	<p style="text-align: center; color: red; margin: 0;">Example</p>  <p>The visualisation diagram above gives an accurate portrayal of what the final graphic might look like. In this case the graphic is a DVD cover.</p>	
		<p style="text-align: center; color: red; margin: 0;">Definition</p> <p>perform a number of different functions including: identifying the place where an action is to take place, identifying which different characters will be in a particular scene, providing stage directions (movements), and stating what dialogue will be used in a particular scene. Scripts will also contain comments about the particular mood for a scene which the actors can use to take ques from</p>		<p style="text-align: center; color: red; margin: 0;">Example</p> <pre> ROOMS What's more like, um... What's how you use the music... that you learn from a story? JIM Weigh the music, tries to be encouraging. JIM Okay, but we're still missing something key here. What are we missing? NANCY (Hand will engage) I know. JIM (Finally) Tracy. NANCY Blimey um... FRANK FRANK on Tracy, her hand lowering, her mouth open. </pre> <p>The script above shows the dialogue between the two characters, as well as setting the scene for what the characters are thinking and their actions.</p>

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Learning Outcome 2: Be able to plan pre-production

Client Brief/ target Audience	Legislation
<p style="text-align: center;">Definition</p> <p>Interpreting client briefs – A client brief will explain what the client’s needs are for a specific product. It will also normally outline who the target audience is for the product that is to be designed as well as any specific design elements that the client may have. It is then the job of the designer to interpret this to develop success criteria through which the product can be developed.</p> <p>The importance of target audience – The target audience is the group of people who the end product will be designed for. The client could request that the product be developed for people of a certain age, gender, occupation or with specific interests. The type of person who the product is being developed for will have a huge impact on how it is designed influencing colours, images, complexity, etc. Without having a really good understanding of the target audience it is unlikely that a designer will be able to create an effective solution to the client’s needs.</p>	<p>Copyright - gives the creator of an original work the intellectual property right to decide how the work can(not) be used. The creator is protected by the law so that any breach of copyright could lead to people who have used the work without permission being sued. This could lead to them having to pay compensation to the copyright holder and for businesses would have a negative impact on their reputation. If the creator of an original work feels they would like others to be able to use it free of charge then they can register it under a creative commons licence to enable people to do this so long as they acknowledge the original creator and any limitations as to use.</p> <p>Trademarks – a trademark is a method used by businesses to make their work recognisable. This could be in the form of an image (logo), word, phrase, symbol or design. The symbol ® is used for a registered trade mark and ™ for an unregistered trade mark.</p> <p>Data protection – this legislation makes it the responsibility of organisations to seek permission to hold personal information about people (e.g. names, addresses, phone number, etc.), be transparent about how they use the information and ensure that it is kept secure. As such they need to ensure that they follow these rules:</p> <ol style="list-style-type: none"> 1. Always have permission from the person whose data you are storing. 2. Only keep the amount of data that you have a reason to keep. 3. Only keep the information for as long as it is required. 4. Ensure that any information held is kept up to date. 5. Ensure that the information is stored in a secure location and that all possible steps are taken to avoid theft, deletion or modification of data. 6. Do not share the information with other organisations without permission. 7. Never share data with organisations in other countries that do not have data protection legislation. <p>Breach of these rules can lead to legal action being taken against the company and damage caused to its reputation.</p> <p>Privacy – In UK law the right to privacy is protected under the Human Rights Act 1998. This means that a person has the right to have their private and family life respected, and as such not to be subjected to an invasion of privacy in their home or to have their correspondence tampered with (post, emails, telephone, etc.)</p> <p>Defamation – this is where a false statement has been made about a person that could cause damage to their reputation.</p>
Health and Safety Considerations	
<p>There are a number of different health and safety concerns that could arise in the media industry including; loud noises, machinery, lighting, weather, heavy lifting, trip hazards, working with water and electricity. Methods of reducing these risks needs to be considered before work starts!</p>	
Certification and Classification	
<p>U – This rating is aimed at children of 4 years and older. As such to meet this requirement media must ensure that there is no language which may be considered discriminatory (unless disapproved of) or offensive. There should be no nudity of a sexual nature and violence will be very mild. Drug used should not be present unless in the form of an educational message.</p> <p>PG – As for U except mild violence may be permitted as long as it is not prolonged and is in context. Frightening sequences where characters are in danger should not be prolonged and sexual activity can only be implied.</p> <p>12 – Misuse of drugs must be infrequent and should not be glamorised. Media should not promote dangerous acts that could be imitated. Nudity should be discreet and seldom. Horror images may be shown however these should not form the main basis of the work. There may be moderate violence but this should not lead the viewer to dwell on the detail.</p> <p>15 – Discriminatory language may be used (racist, homophobic, etc.) however this cannot be endorsed by the film. Drug use may be shown but this should not be glamorised. Dangerous situations can be shown however these should not be easy to imitate. Strong language may be used infrequently and in context. There are no constraints on nudity in a non-sexual nature. Strong violence may be shown but the image should not focus on pain or injury.</p> <p>18 – These works are deemed as being suitable only for adults who are free to choose their own entertainment.</p>	



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Learning Outcome 3: Understand the purpose and content of pre-production

Creating Pre-production Documents	
<p>Mind mapping – There are multiple steps which can be used in order to create an effective mind map:</p> <ol style="list-style-type: none"> 1. You need to ensure that you start with a central idea. This should be in the centre of the page so that it draws your attention. You can also include an image that represents the mind map's topic, this will help to strengthen the connection you have to the main theme. 2. Add branches to the mind map – the main branches forming from the central idea should each follow a specific theme, which can then be explored in more depth by adding more branches from them giving more detail. 3. Ensure that key words are used on separate branches as this will help to spark more associations. 4. Colour code the different branches of the mind map to help personalise it further and add more visual stimulation. 	
<p>Visualisation diagrams – when creating these it is important that you remember who the audience is as this will affect the amount of detail that needs to be included. Remember this should give the client a clear idea of what the final product will look like. Add annotations or labels where required to enhance their understanding. Also if required give an indication of scale.</p>	
<p>Storyboards – A storyboard is a series of diagrams that shows a sequence of displays. A storyboard should contain the number of scenes, scene content, timings, camera shots (e.g. close up, mid, long), camera angles (e.g. over the shoulder, low angle, aerial), camera movement (e.g. pan, tilt, zoom or using a track and dolly), lighting (e.g. types, direction), sound (e.g. dialogue, sound effects, ambient sound, music), locations (e.g. indoor studio or other room, outdoors).</p>	
<p>Scripts - Scripts perform a number of different functions including: identifying the place where an action is to take place, identifying which different characters will be in a particular scene, providing stage directions (movements), and stating what dialogue will be used in a particular scene. Scripts will also contain comments about the particular mood for a scene which the actors can use to take cues from.</p>	
Naming Conventions	
<p>Ensure that all files are given an appropriate name so that they could be identified by a third party. Where there are different versions of a file version control should be implemented by adding the version of the document to the end of the file name e.g. _V0.1 would indicate that it is the first version of the file.</p>	

File Formats		
Depending on the different type of document being created a different file format will need to be selected. The table below outlines the different file formats available for different types of media:		
File	Use	Description
MPG	Video Files	<ul style="list-style-type: none"> • Compressed file formats (Lossy) • Smaller file sizes • Faster loading online (speed) • Compression lowers quality
MOV		
MP4		
SWF	Animation	<ul style="list-style-type: none"> • Compressed file formats • Small file sizes • Fast loading online (speed) • Can be animations, games and video
FLV		
JPEG	Image Files	<ul style="list-style-type: none"> • Lossless compression; photography • Small file sizes/ Online / web buttons • Lossless compression; supports transparency; photography • Large file sizes / Posters / high quality printing • Un-editable/ Documents
GIF		
PNG		
TIFF		
PDF	Audio Files	<ul style="list-style-type: none"> • Uncompressed / high quality / Windows only • Uncompressed / high quality / Mac only • Compressed / small file sizes / good for devices
WAV		
AIFF		
MP3		



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Learning Outcome 4: Be able to review pre-production documents

Reviewing a Pre-production Document

Introduction

In order to review a pre-production document it is important to ensure that you are consistently referring back to the brief / client's requirements – Review and compare your work to the original brief – have you done what was asked? How? Think about the following:

- **Format** – Has the client specified the type of file format or layout required? If not how have you interpreted what is needed to deliver on this?
- **Style** – Has the client requested a specific style? Or do you need to analyse the target audience to develop a suitable house style? How have you achieved this?
- **Clarity** – Is the documentation understandable? Look back at the documentation and think that if you were the client, would you be able to understand the plans that have been drawn up in sufficient detail in order to make an assessment of whether they are correct or not. Clarity in the design phase will save a lot of time and effort in the long run as fewer things will need to be corrected before final approval.
- **Suitability of content for the client and target audience** – this could be in terms of the content that has been included in the design or the level of language that has been used e.g. is it too simplistic or complex. Pitching this right is a real skill that needs to be developed over time.

Writing a Conclusion

When writing a conclusion in order to be successful you need to summarise in brief how well you feel you met the requirements of the overall brief. Also assess what you have learnt from the process of the project and explain how this could be taken forward into future projects that you may undertake. You should also give some consideration to the future of the project that you have undertaken. How could it be further improved or extended upon? For example. You should write about your role in the project management process e.g. how well do you feel you managed your time/ resources? How well did you act on advice or feedback from the client?

Finishing Touches

In order to make sure that the final pre-production documents are professional you should always take care to do the following:

- Use technical language & terminology correctly and to a level that will be understood by the target audience.
- Focus on correct spelling, grammar and punctuation.

Analysing Positives and Negatives

When thinking about what went well in the project, and what could potentially be improved upon, make sure that you refer back to the project brief and comment on the following:

- Format
- Style
- Clarity
- Suitability of content for the client and target audience
- Colour scheme
- Content

