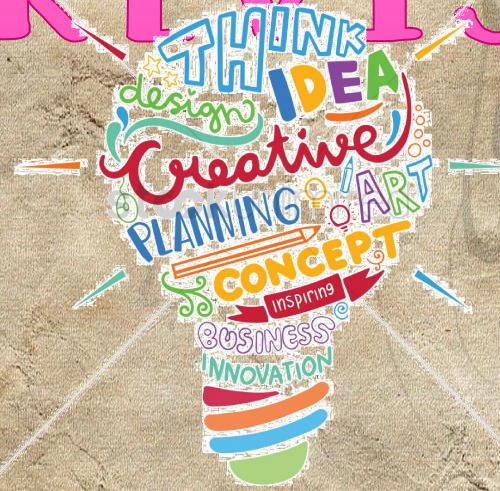


CREATIVE MEDIA R081 REVISION GUIDE



My Dream

STORYBOARDS

Purpose:

- To provide a visual representatio of how a media product will look over a timeline
- To show the order of scenes and how they fit
- to help visualise the characters

Benefits:

- Cheap and effective way of sharing your vision for your design
- speed up ans simplifies the production process
- gives a clear sequence and idea of each shot

content:

- IMAGES
- CAMERA ANGLES
- LIGHTNING
- SOUND EFFECTS
- MUSIC
- CAMERA SHOTS
- CAMERA MOVEMENTS
- CHARACTERS

Suitable File Formats:

.pub
.png
.jpg
.doc
.pdf



VISUALISATION DIAGRAM

Purpose:

- To plan the layout of a product to see what the design will look like
- show how the finished item will look and make changes where needed

Benefits:

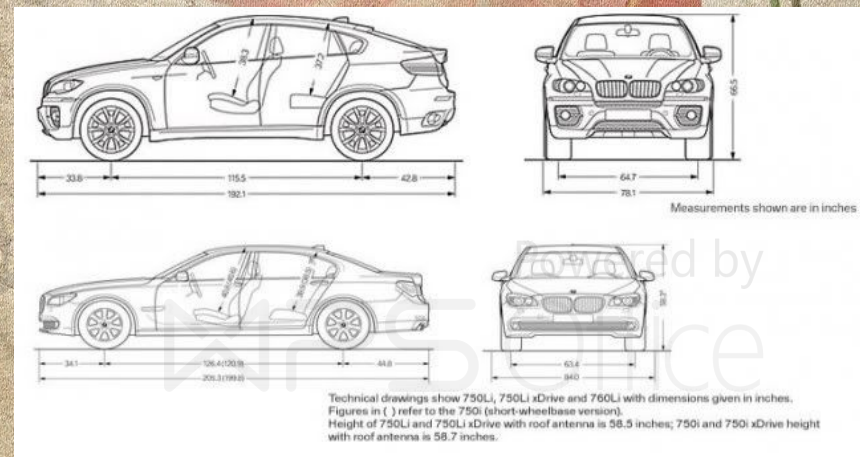
- It can be used to show the layout of websites, character models or a game scene.
- It shows the content and positions of different elements like graphics and text.

content:

- Images
- graphics {background style
- text {font size, font size, font colour
- annotations
- sketches
- colour schemes

Suitable File Formats:

.png
.jpg



MINDMAP / SPIDER DIAGRAM

Purpose:

- Generate outline ideas quickly
- Develop and show links between ideas and development routes

Benefits:

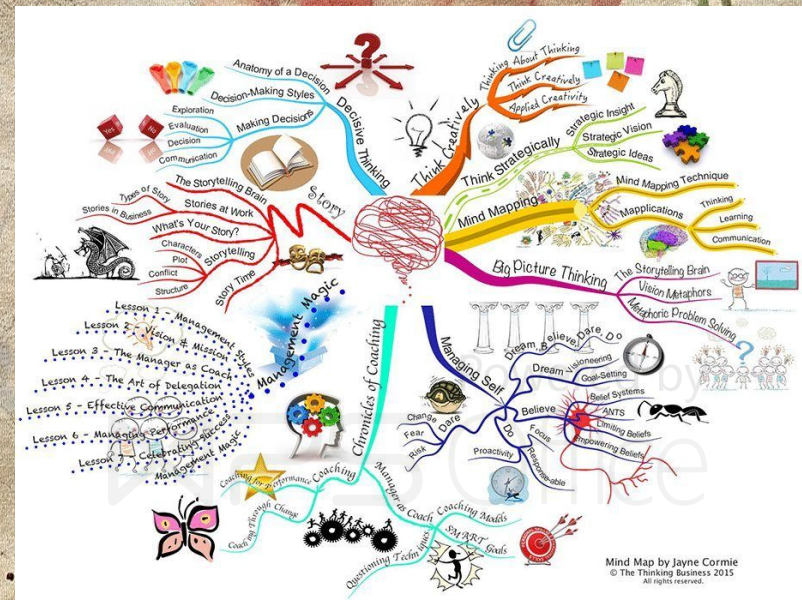
- Uses a structured layout to explore ideas
- Allows you to think of the main idea and follows a logical pattern to more options and ideas

content:

- Sub-node
- central node
- branches
- images
- colours
- text
- keywords

Suitable File Formats:

.pub
.png
.jpg
.doc
.pdf



SCRIPTS

Purpose:

- Provides stage directions for the actors and production crew
- provides dialogue for the actors so they know what to say

Benefits:

- outlines the speaking, visual and behavioural aspects of the story
- it can be interpreted by different professions(director, cast, editor and production crew)

content:

- Location
- camera shot
- camera angle
- camera movemnts
- sound effects
- music
- dialogue
- characters

Suitable File Formats:

.doc
.pdf

Indy moves to the blackboard and makes a quick sketch to give a rough idea of the system as he describes it. (And we get a glimpse of what an interesting and enthusiastic teacher he must be)

INDY

Now this was rather clever. The Staff was really just a big stick - oh, I don't know, say like this - (he indicates about six feet)

- no one really knows for sure.

Anyway, it was capped by an elaborate headpiece with a carving of the sun at the top. What you had to do was take the Staff to a special room in Tanis - it had the whole city laid out in miniature on the floor. When you placed the Staff in a certain spot in the room, at a certain time of day, the sun would shine through a hole here in the headpiece and then send a beam of light down here - to the map - giving you the location of the Well of the Souls...

MUSGROVE

... where the Ark of the Covenant was kept.

INDY

(nods)
Which is probably what the Nazis are after.



FILE FORMATS

Versions

Suitable File Formats:

.flv
.mp4
.Avi
.mov
.mpg

VIDEO

Suitable File Formats:

.doc
.pdf

SCRIPTS
STORYBOARDS

Suitable File Formats:

.mpeg-4
.asf

TV

Suitable File Formats:

.mp3
.wav

AUDIO



Suitable File Formats:

.swf
.avi
.gif
.flv

ANIMATION

Suitable File Formats:

.tiff
.psd
.bmp

LOW QUALITY
IMAGES

Suitable File Formats:

.jpg
.png
.gif

AVERAGE QUALITY
IMAGES

Version control is the management of changes to documents, computer programs, large websites and other collections. This can be used to show how the design changes and develops through time.

Naming conventions

It helps stop confusion with older files if you give relevant names to files clearly and sensibly. This ensures a better workflow and makes it easier to go back and make improvements.

Methods of tracking files include versions, dated folders, track changes, dated versions .



FILE FORMATS

Video

FILE	Compressed?	USES
MP4	✓	store video and audio
FLV	✓	flash video for moving images
AVI	✓	store audio and/or video information digitally for playback purposes
ASF	✓	commonly used for streaming audio and video data.
SWF	✓	popular means of delivering browser-based games (animation).It supports high-quality at a fast speed
MPG	✓	used for creating movies that are distributed on the Internet. It has lower sizes and greater quality

Audio

FILE	Compressed?	USES
MP3	✓	good for distributing on portable devices
WAV	✗	lossless quality. Large files
ACC	✓	similar to MP3 but a slightly better performance.

Still Images

FILE	Compressed?	USES
JPG	✓	lossy compression. supported by all devices, software and web.
PNG	✓	lossless compression, small files good for web use. Supports transparency
GIF	✓	limited colours, commonly used for the web.
DOC	✗	large files. used for processed documents.
PDF	✓	Cannot be edited and has a small file size. Used by documents
TIFF	✗	high quality used for printing. Used for photos with large files.
PSD	✗	extremely large, since these lossless images use no compression
BMP	✗	Not very popular. uses big files

NOTES:

SOFTWARE AND HARDWARE

Hardware - physical components of a computer or other electronic system.

Software - the programs and other operating information used by a computer.

Hardware	Uses
Scanner	Converting photographic materials into high-resolution image files or digital copies
Camera	records and stores photographic images in digital form. Many current models are also able to capture sound or video
Graphics Tablet	a digital drawing tablet which is a computer input device that enables a user to hand-draw images, animations and graphics
Microphones	A microphone is a device that captures audio by converting sound waves into an electrical signal. It can be processed by a computer or other digital audio device.
Monitor	The monitor displays the computer's user interface and open programs, allowing the user to interact with the computer, typically using the keyboard and mouse.

Software	Uses
Presentation	Creation of moodboards, visualisation diagrams
Publishing	creation of moodboards, visualisation diagrams and storyboards
Dedicated	creation of mindmaps and storyboards
Word Processor	creation of scripts, storyboards, mindmaps
Internet Browsers	used for research



CLIENT BRIEF

WHAT IS IN A CLIENT BRIEF?

purpose, theme, style, genre, content, timescale, target audience, legislation constraints

WHAT IS THE PURPOSE OF A CLIENT BRIEF?

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

TARGET AUDIENCE

Your target audience is the person or people your final product is aimed at.

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

Accessibility - some people may have disabilities

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Research

Primary Source

First hand or new research that has been obtained by an original source of information.

- **Questionnaires**
- **Focus groups**
- **Surveys**
- **Meetings/discussions**

Secondary Source

Information which has been obtained by someone else's data or that has been produced by someone else.

- **Magazine article**
- **Other people's products**
- **News broadcast**
- **Books**
- **Internet/online**

Workplans

Purpose

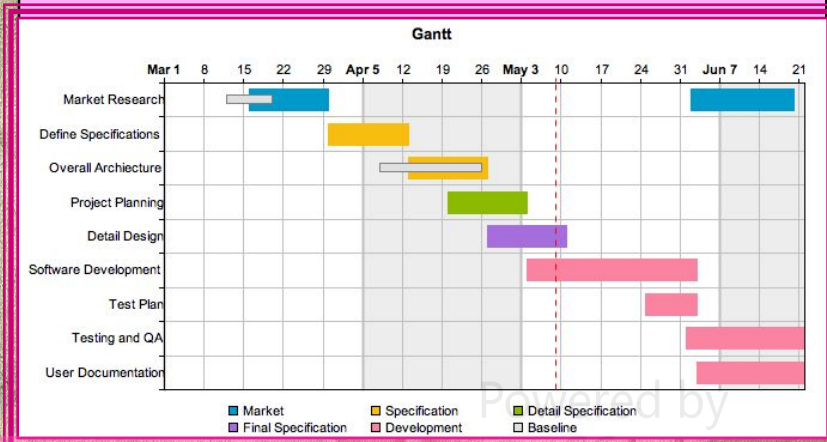
- Provide a timescale for the overall project to be completed
- To see the order of the tasks and to help to meet the deadlines to keep it on schedule

Content

- 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

GANTT CHART:

A work plan table can be displayed graphically in a gantt chart. It is easier to visually track progress than tables and check if your on schedule. However, they hold less information as they don't include features like resources and location.



Contingencies can occur due to:

| EQUIPMENT FAILURE | WORKERS SICK | UNSUITABLE CONDITIONS FOR FILMING | HEALTH OR SAFETY CONCERNS |



LEGISLATION

DIFFERENT ACTS OF LEGISLATION

- Health and safety at Work Act
- Health and safety DSE regulations
- Intellectual Property Act (2014)
- Copyright designs and patent act
- Trade marks act 1994



Intellectual Property : Intellectual property (IP) refers to the ownership of an idea or design by the person who came up with it. It is a term used in property law.

Copyright © : A law that gives the owner of a written document, musical composition, book, picture, or other creative work, the right to decide what other people can do with it. Copyright laws make it easier for authors to make money by selling their works. If the owner of the copyright gives permission you can use their work but without permission, the owner may sue. The culprit could also be prosecuted or fined.

Creative Commons: The Creative Commons is a non-profit organisation that tries to make creative work available for others to use and share. A license agreement the creator chooses that lets you use that persons resources. However, you will still need to cite the source.

Classification/Certification: Many countries have a film rating system to help parents determine which movies their children can watch. The systems usually use age to rate the movies. The United Kingdom use the British Board of Film Classification film rating system (BBFC). Certification is the process of informing the audience broadly on the suitability of content including fear, violence, online, language drugs, sex, horror, bad language.

Trademark™: A way for a business to help people to identify the products that the business makes from products made by another business. A trademark can be a name, word, phrase, symbol, logo, design, or picture. It can only be used on things made by the business that owns the trademark.

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.
Defamation	Can't say offensive things about someone/an organisation without proof. Libel – written Slander – spoken/verbal

HEALTH AND SAFETY



Site 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:

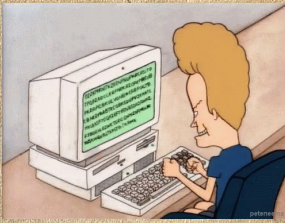
- Location
- Access
- Lighting
- Health & safety issues
- Availability of power

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





HEALTH AND SAFETY

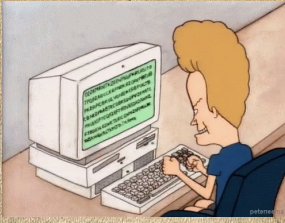


Eye strain and headaches	<p>Eyes can become strained after staring at a computer screen for a long time especially when working in bad light or with a poor screen</p> <p>Solutions:</p> <ul style="list-style-type: none">• Have the monitor height at the same height as our eyes• Don't sit too close to the screen• Take regular breaks (5 mins per hour)
Back pain	<p>This can be due to poor posture or sitting in an awkward position</p> <p>Solutions:</p> <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Repetitive Strain Injury is damage to the fingers and wrists due to repeated movements over a long period of time <p>Solutions:</p> <ul style="list-style-type: none">• Use wrist rests• Regular breaks• Ensure workstations are the correct height
Trip over cables	<p>To avoid tripping over cables make sure that they are out of the way and covered with tape</p>

Risks for a computer user

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My Drive



HEALTH AND SAFETY



Lighting and electricity	<p>Lights can become hot so make sure the area is well ventilated</p> <p>Lights can be heavy and could fall and hurt someone so make sure that they are secured and in place securely</p> <p>Wires can be trip hazards so make sure cables and wires are not loose and are out of the way or covered with tape</p>
Heights	<p>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.</p>
Heavy Equipment	<p>To avoid any injury or back pain you should use the correct lifting technique and lift things with more than one person where needed.</p>

Risks for on set for workers

How to answer a 12 mark question?

SENTENCE STARTERS

- A (BLANK) is created to...
- (BLANK) are produced with the purpose of...
- A (BLANK) is a pre-production document that...
- A positive feature is
- Another strength is...
- A clear weakness is...
- Another fault of the document that I have identified is...
- A suitable improvement that I would make to this document is...
- Further improvements could be made...

Paragraph 1 – Introduction

What is the document's purpose?

Paragraph 2 – POSITIVES

What features does it have that should be there?

Why do these help to suit the product's aim and audience?

Paragraph 3 - NEGATIVES

What features are missing that should be there?

How does this stop it from being suitable for the brief?

Paragraph 4 - IMPROVEMENTS/ EVALUATION

Finally – is it suitable or not for its purpose, client and target audience? Why or why not?

TIPS!

- Use an equal balance of positives and negative comments
- ALWAYS refer to the context
- Refer to the correct target audience which might not be the product's target audience but could be someone like the designers/production crew
- Use subject terminology
- Refer to the content of the pre-production document NOT the media product
- Talk about suitable detail/annotation

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