

Revision Guide

Creative iMedia

R081

Student Name

Creative R081 Revision Guide

Overview of the unit

- 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.
 - You should be able to analyse your client brief to ascertain your clients target audience and provide examples of how your proposed product will meet their specification.
 - You should be able to show that you can complete primary (questionnaires, sampling, surveys) and secondary (books, internet, television) research to develop your ideas.
 - You will be able to discuss the time scales for a set a project and describe steps you may have to take to plan for the whole project including contingencies.
 - You will be able to create a range of well annotated pre-production documents such as storyboards, spider diagrams, mood boards, work plans and visualisation diagrams.
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1. Client Requirements

A client is the person you work for. They will tell you what they want you to plan, design or create for them. The Client will set out their requirements that they want you follow when you plan, such as:

- Purpose
- Theme
- Style
- Genre
- Content

The client requirements may be given to you in the following ways:

- Face to face discussion
 - Written brief
 - Script
 - Specification
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2. Mind Maps

A mind map is used to show the development of an idea and is shown in categories. There should be a central theme, and branches, which come out of the central theme. Mind maps can help when planning ideas for your client's requirements. Branches should be shown in different colours and have sub branches which contain relevant information for that particular branch.

They should contain:

- Text
- Images
- Colours

What is the purpose of a mind map?

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3. Target Audience

A target audience is the person or group of people that the final product you are creating is aimed towards. It is important to know who the target audience are, as the product may not be appropriate for them.

A target audience can be categorised by:

- Gender
- Age
- Income
- Ethnicity
- Location
- Accessibility

A new brand of aftershave is being promoted called 'Living it Up'. Who is the target audience for this product and why?

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4. Research Methods

Primary Research

This is information that has been collected personally, such as answers to a questionnaire, a meeting or a discussion.

Secondary Research

This is information that has already been collated. This sort of information can be found on websites, books or statistic studies.

Which is the most reliable source of information? Primary or Secondary?

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5. Visualisation diagrams

What are they?

- A visualisation diagram shows in a visual way what something might look like.
- It can be used for still images and graphics projects such as poster designs and CD/DVD covers.
- A visualisation diagram could also be used to show the layout of a web page, multimedia display, game scene, character model, comic book layout etc.

The visualisation diagram will show both the content and position of different elements such as:

- Images
- Graphics (Background style, borders)
- Text (Font style, size, and colour)
- Navigation (Location and style of buttons or menus, only on a website or interactive presentation)

A new CGI animation, blockbuster film is being created. What could visualisation diagrams be used for in both the production, and advertising of the film?

Think of 5 examples.

1.....

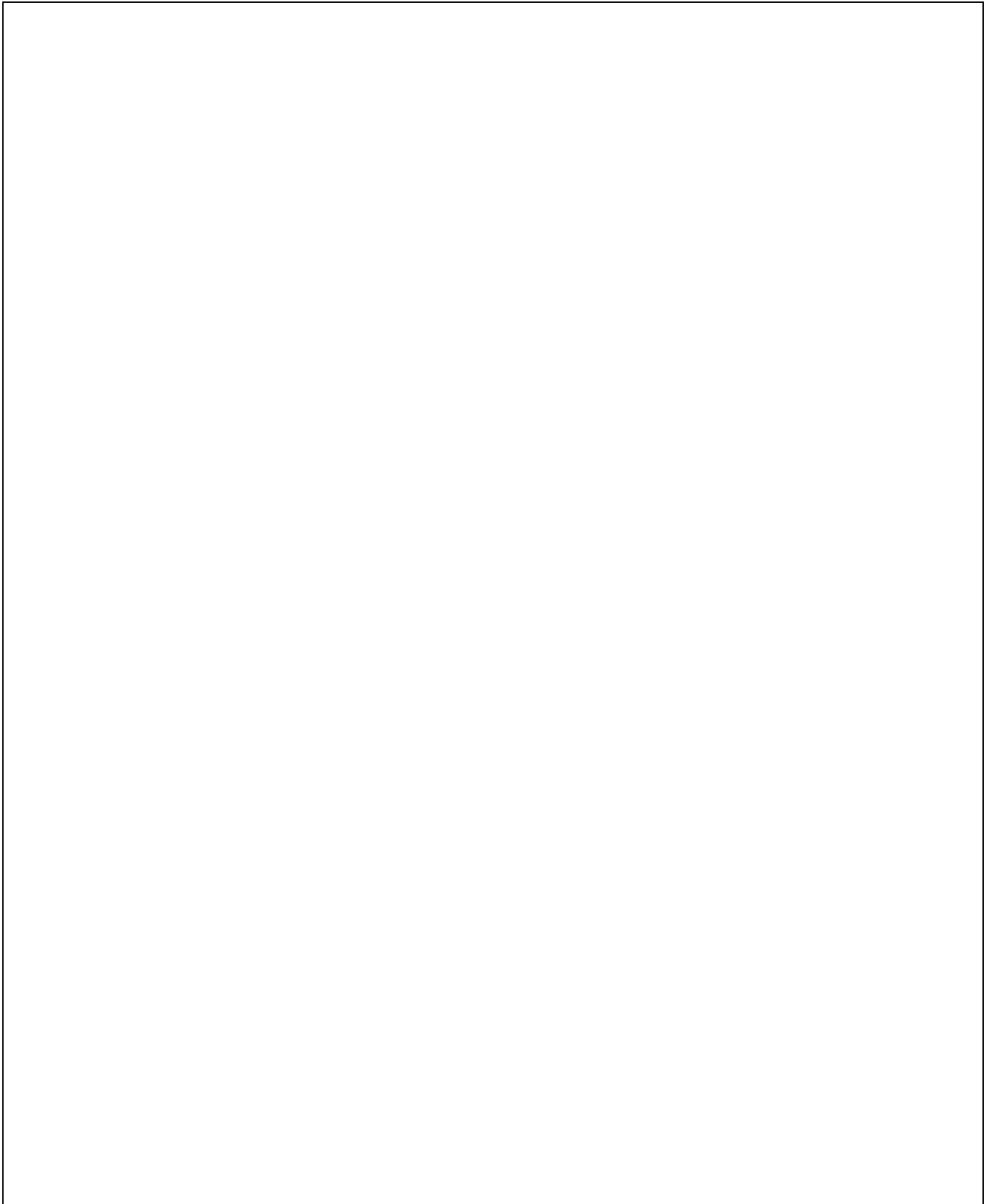
2.....

3.....

4.....

5.....

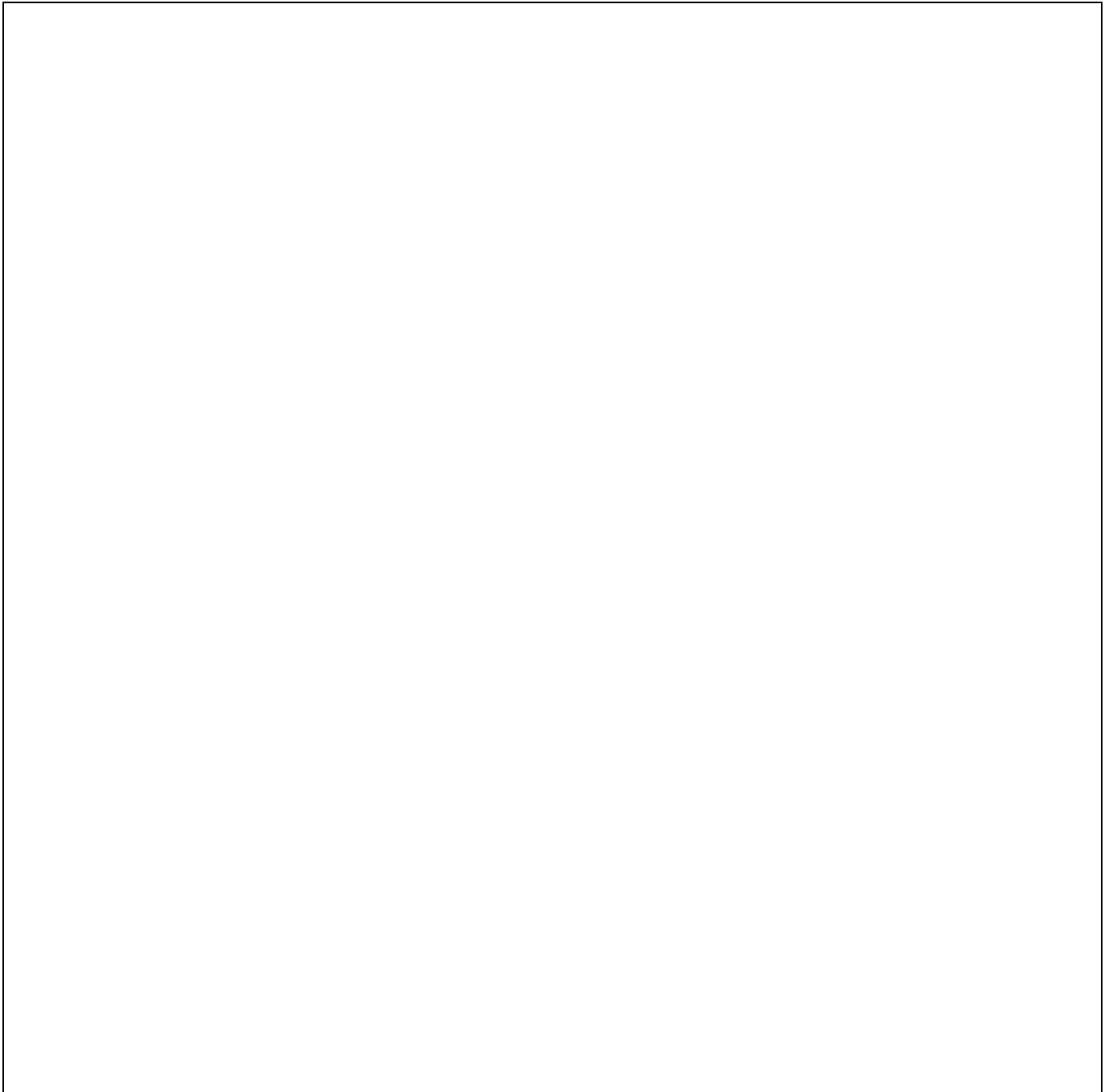
For one of your examples, hand draw a visualisation diagram in the box below. Make sure it includes all of the elements listed above.

A large, empty rectangular box with a thin black border, intended for a hand-drawn visualisation diagram. The box is currently blank.

6. What is a spider diagram?

A spider diagram is often used for planning or creating ideas. It uses a structured layout to explore ideas. A spider diagram allows you to think about the main idea and then how the ideas are seen to be present in many parts. It starts with a central idea and branches out. Each branch will have a node. It is important that the nodes follow a logical pattern.

Create an example of a spider diagram for a webpage to advertise an Oreo competition, to visit their factory in Orlando (not a website).



7. Mood boards

A mood board is a type of collage consisting of images, text, and samples of objects in a composition. They may be physical or digital, and can be "extremely effective" presentation tools. You can use mood boards to show ideas for a wide variety of product from posters and DVD covers to animations and TV adverts.

A mood board is a great visualisation tool to show theme, colour schemes, font, textures and the general appearance of your product.

Explain some benefits of using a mood board, over just a written description.

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Give two reasons why a mood board might be a suitable choice of pre-production for an advertising company to pitch their ideas to a client for a new TV advert.

1.....

2.....

8. Hardware

The main piece of hardware required is a computer. Different hardware devices can be used to digitise items. i.e. change them into electronic format. An example would be using a Scanner to digitise a paper document. Some devices have a different purpose.

Can you list pieces of hardware that are connected to a computer? Put a tick to indicate whether the device is an Input, Output or storage device.

Hardware	Input	Output	Storage
Scanner	<input type="checkbox"/>		

9. Software

Software is a programme or application written to create the interface between the User and the computer. There are different types of software. Different types of software are used for creating mood boards, mind maps, visualisation diagrams and work plans.

What type of software can be used to create the following?

Software	Visualisation Diagram	Mood Board	Mind Map	Work Plan
Word Processing				
Spread Sheet				
Presentation				
Image Editing				
Desktop Publishing				

10. Story boards

What is a storyboard?

- A storyboard is a graphical representation of how you want your media to unfold, shot by shot.
- It is made up of a sequence of pictures representing each shot, with notes about what is going on in the scene.
- It is like a comic book version of a script

What makes up a storyboard?

Storyboards are a combination of:

- Images
- Camera angles
- Lighting
- Sound effects
- Background music
- Motion arrows
- Dialogue
- Scene timings

Storyboards are cheap and effective ways of sharing the vision you have for your design. They also speed up and simplify the production process, as you have a clear sequence and idea of what each shot entails.

What products can they be used for?

Come up with 3 examples.

- 1.....
- 2.....
- 3.....

What are the advantages and benefits of using a storyboard?

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List 5 items they may contain.



1.
2.
3.
4.
5.

11. Scripts

A script is a document that outlines every aural (speaking), visual (what you can see) behavioural (body language), and lingual element required to tell a story. The script is only used as an outline as it will be interpreted by many different professions such as the director, cast, editor, and production crew.

Scripts are written in the present tense, as if everything is happening in real time.

Scripts usually contain the following elements:

A slugline – this is where and when the scene is taking place.

- INT/EXT – indicates whether the scene is inside or outside.
- DAY/NIGHT – the time of day.

Action – this contains the narrative description of what is happening. It may include camera shot types and angles, together with an indication of any sounds which may be heard.

Characters – names are always in CAPITAL letters.

Dialogue – is always centered.

List 5 items a script would usually contain.

1.....

2.....

3.....

4.....

5.....

The script below extract is from the TV Show 'Our Girl'.

Annotate this to show your understanding of Script formatting.

Jackie helps Molly with her bags. Molly picks up the rest of her kit bag and follows Jackie towards the female quarters.

She looks back at Smurf who is storming back to his own tent.

10:09:48 INT. CAMP BASTION. FEMALE TENT.

Molly walks in to another large dorm tent. A few female Soldiers are lounging around, trying to get some shut eye, Sorting kit and equipment, reading or listening to music etc.

MOLLY

It's a bit bloody hot innit.

JACKIE

You'll get used to it.

Molly looks around not quite sure what to do with herself.

JACKIE (CONT'D)

Dump your kit. That bed's free next to mine.

MOLLY

I'm Molly by the way.

JACKIE

Jackie. And you've arrived on a killer hot day.

MOLLY

It's like walking through treacle!

Jackie laughs. Molly dumps her kit on it and sits down.

MOLLY (CONT'D)

So you know Smurf then?

JACKIE

I knew his twin brother.

Molly looks at her quizzically.

Using the script extract above, create a Storyboard using the next 2 pages.

Edit:

Shot No

Shot type: _____

Camera Angle: _____

Lighting: _____

Sound: _____

Description: _____

Duration: _____

Edit:

Shot No

Shot type: _____

Camera Angle: _____

Lighting: _____

Sound: _____

Description: _____

Duration: _____

Edit:

Shot No

Shot type: _____

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Camera Angle: _____

Lighting: _____

Sound: _____

Description: _____

Duration: _____

Edit:

Shot No

Shot type: _____

Camera Angle: _____

Lighting: _____

Sound: _____

Description: _____

Duration: _____

12. Health and safety

There are different risks and hazards in a classroom or work place.

Hazard

A hazard is something that may be dangerous or risky.

Classroom hazards may include:

- Computers/Electrical
- Movement
- Furniture
- Seating
- Fire

It is important that potential hazards are identified so that plans can be made to avoid risks.

Risk Assessment

A risk assessment is carried out by a company as a means of identifying and minimise potential risks.

A risk assessment will normally include the following:

- Hazard Name
- What are the risks?
- Who is at risk?
- How can it be controlled?
- Level of risk.

List three possible hazards of working in a computer room.

Hazard	How could you avoid?

Location Recce

A location recce is typically carried out before recording a video to ascertain the suitability of a location.

Someone will visit a location to check the following:

- Suitability for filming
- Potential problems
- Access to the site
- Facilities available
- Potential lighting or sound issues
- If permission is required

What is a location recce?

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Why should the producers of a TV advert complete a site Recce before they make final plans for the shooting of the advert?

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Personal risks

There are various risks to a personal when working with computers.

RSI

RSI is a repetitive strain injury is an "injury to the musculoskeletal and nervous systems that may be caused by repetitive tasks, forceful exertions, vibrations, mechanical compression, or sustained or awkward positions.

Eye strain

Many people who use computers complain of eye strain. Looking at a monitor for a long time can strain your eyes or can make any other problems you are having with your eyes seem more noticeable.

Symptoms include:

Eye discomfort; Headaches; Sore, tired, burning or itchy eyes; Difficulty focusing

Back ache

Sitting for long periods in front of a computer is storing up trouble. No matter how good your positioning, it is important to get up every so often.

- seating posture
- computer screen position
- chair height
- keyboard position
- mouse position
- desk equipment layout

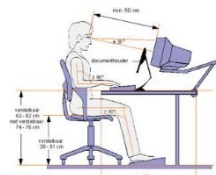
Safe working practices

Make sure equipment is properly positioned.

Use chairs that can be adjusted to suit the height of the person using it and the desk they are working at.

Avoid glare from windows or lights on computer screens.

Take regular breaks.



List 3 threats to health and safety a computer user may face?

Hazard	How could you avoid?

13. File types and file compression

You should be able to select appropriate file types for specific products and explain why you have chosen them.

Product	File types you could use
Video	WMV, MPG, MOV, FLV
Song	MP3, WAV, OGG VORBIS
Script	DOC, PDF
Poster	TIFF, PNG, JPG, PSD, PNG, GIF, BMP

Image files

File format	Characteristics and Properties	Compressed?
Tiff	High quality format for print and archiving	No, so bigger files
JPG	Commonly used and supported by all devices, software and web	Yes
PSD	Proprietary format for Adobe software applications	No, so big files
PNG	Alternative to jpg for web use	Yes
GIF	Limited colours, commonly used for web	Yes
BMP	Bitmap format developed by Microsoft	No, so big files

Video files

File format	Characteristics and Properties	Compressed Y/N? Limitations?
WMV	Windows media video format for playback on computer	Yes File size and playback
Mpeg-1, Mpeg-2 Mpeg-4	Compressed format for distribution of good quality/small file size video	Yes Picture quality limitation with high compression
MOV	Apple QuickTime movie format	Yes Requires QuickTime
FLV	Flash video for any moving image product including animation	Yes Playback support needed

Music files

File format	Characteristics and Properties	Compressed?
MP3	Popular, widely used format for distributing music on portable players	Yes
WAV	Large files without loss of quality	No
AAC	Similar to MP3 but slightly better performance. Used by Apple.	Yes

Script files

File format	Characteristics and Properties	Compressed?
DOC	Largely word processed documents made in MS Word	No
PDF	Read Only Files Accessible by all Smaller file size but cannot change	Yes

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

What are the disadvantages?

Once a file has been compressed as a lossy file it cannot be restored to its original condition
Lossy files often cannot be changed or edited and certainly not as originals

What benefits are there from compressing a file using this technique?

A certain degree of compression is hardly noticeable in terms of quality and lossy files take up less space and can be sent electronically far more easily

14. Version control and file naming

It is important to be organised when creating and working with various documents. What if you can't find that really important document you were working on three weeks ago, because you didn't name it properly? Naming files appropriately with a file name pertinent to what the file is really helps with file management.

E.G. if you had created a poster for a fireworks campaign this year, you would name it FireworksPoster2015.doc

What if your file gets corrupt and you haven't got another version? Working with different versions, means that you can always go back to a different version if a file corrupts, or someone tells you they preferred the first design you made.

E.G FireworksPoster2015v1.doc, FireworksPoster2015v2.doc, FireworksPoster2015v3.doc.

What is version control?

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How might you use it when creating your product?

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What are the benefits of creating versions?

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15. Legislation

Legislation is the process of making or enacting laws. Laws serve to protect people and organisations.

Legislation	Key points
<p style="text-align: center;">Copyright</p>	<p>Copyright, Designs and Patents Act 1988</p> <p>It is illegal to use created material without permission 70yrs literary, dramatic, musical or artistic work 70yrs films 50yrs sound recording</p> <p>You could face legal action</p> <ul style="list-style-type: none"> • Fine of up to £325,000 • Imprisonment of up to five years for a first offence. • Subsequent offences, fine of up to £0.6 million • Imprisonment of up to 10 years. <p>Ignorance is not an excuse</p>
<p style="text-align: center;">Trademarks</p>	<p>Trademarks Act 1994</p> <p>A word, symbol, or phrase, used to identify a particular manufacturer or seller's products and distinguish them from the products of another</p> <p>Once registered a trademark cannot be used without permission (diluted)</p> <p>Injunctions and damages can be granted</p>
<p style="text-align: center;">Creative commons</p>	<p>A Creative Commons (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work.</p> <p>A CC license is used when an author wants to give people the right to share, use, and build upon a work that they have created.</p> <p>CC provides an author flexibility (for example, they might choose to allow only non-commercial uses of their own work) and protects the people who use or redistribute an author's work from concerns of copyright infringement as long as they abide by the conditions that are specified in the license by which the author distributes the work.</p> <p>Works are governed by Copyright Law</p>
<p style="text-align: center;">Patent</p>	<p>Patents Act 1977</p> <p>Patents protect inventions Stop anyone from making or using the invention without the owner's permission. Last up to 20 years. Only exists in the country for which a patent has been granted. Generally speaking patents are used to protect the markets in which an invention is to be exploited.</p>

What legislation would you need to consider if you were gathering resources for a mood board from the Internet?

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Complete the following.

Legislation	Key points
Copyright	
Trademarks	
Creative Commons	
Patent	

16. Work Plans

What are work plans?

- Work plans are created to organise the sequence of steps that need to be performed to complete a project.
- They show the order the steps should be performed
- They show the time allocated to complete each step
- They may include information about required resources
- They may include information about the location for each step (eg different filming locations to record a video)
- They should include a contingency plan
- They can be displayed as a table or graphically in a Gantt chart

Contingency plans

Contingency plans are often built into a work plan to allow extra time in case of setbacks.

This could be due to:

- Equipment failure
- Workers off sick
- Conditions are not suitable for filming
- Health and safety concerns

Work plans

These work plans are represented in tables. They allow more information to be stored in them than a Gantt chart, as they can include resources and locations. These are usually created in Word Processing software.

Fill in the missing cells on this work plan for creating a YouTube video

Task	Time	Resources	Location
Storyboard created	1 hour		Office
	3 hours	Camera and actors	Studio
Editing	4 hours		Studio
Upload to YouTube	2 hours		Office
Contingency plan	2 hours	Various	Various
Total	12 hours		

Gantt Charts

Gantt charts show work plans in a graphical way. Although they may hold less information than a table-based approach, it is easier to visually track the sequence of events that you have to perform, and check if you are on schedule. They are usually created using Spreadsheet software. Simple formulas can also be added, such as SUM to add up the total hours.

Create the work plan for creating a YouTube video in a Gantt chart format.

Task	Duration minutes	Day/Date											
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Storyboard Created	60												
Total													

What problems could occur that would delay the project, and require use of a contingency plan?

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Notes

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