

R081: Pre-production skills

Mood boards

Purpose of a mood board:

- Central focus of ideas in one place
- Used to generate ideas for a client to meet their approval before creating the final product
- Used to share ideas and concepts using examples

Content of a mood board:

- Images
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board = sounds and video clips

Mind maps

Purpose of a mind map:

- Generate outline ideas quickly
- Develop and show links between different thoughts, aspects and processes of a project

Content of a mind map:

- Central node with the main theme
- Sub-nodes with interconnecting lines/branches
- Text
- Images can also be used

Visualisation diagrams

Purpose of a visualisation diagram:

- Plan the layout of a still image in a visual manner
- Show how the finished item may look

Content of a visualisation diagram:

- Multiple images and graphics showing size and position
- Colours and colour schemes
- Position and style of text
- Fonts to be used
- Annotation providing more detail

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

Location – local, national, international

Ethnicity – background, culture, race, religion, language

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Research

- Primary sources: the information is obtained first hand from an original source
- Secondary sources: the information is obtained second hand where somebody else has created the data

Primary Sources

- Autobiography
- First-hand account
- Diary
- Interview
- Video footage
- Photo
- Official records

Secondary sources

- Biography
- Second-hand account
- History textbook
- Magazine article
- Report
- Other people's products
- News broadcast

Hardware

The devices and equipment that could used to create or digitise pre-production documents

- Computer system
- Keyboard
- Mouse
- Graphics tablet
- Microphone
- Speakers
- Monitor
- Camera
- Scanner
- Pens/pencil/ paper

Software

Types of applications installed on a device that could used to create or digitise pre-production documents

- Microsoft Office Publisher – used to create a mood board, storyboard, visualisation diagram
- MO Word – used to create a script, storyboard
- MO PowerPoint – used to create a mood board, visualisation diagram
- Web browser (IE, Chrome)
- Dedicated software – mind map, Dreamweaver

Work plans

Purpose of a work plan:

- Provide a timescale for the overall project to be completed
- To map out against time for all the different aspects of the project

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

Scripts

Purpose of a Script

- Identify the location where the action takes place
- Identify who will be in the scene
- Provide stage directions for actors and production crew
- Provide dialogue for actors

Content of a script:

- Set/locations
- Scene descriptions
- Scene/stage directions
- Camera shot types
- Camera movement
- Sounds and sound effects
- Names of actors/characters
- Dialogue

Storyboards

Purpose of a storyboard:

- Provide a visual representation of how a media project will look along a timeline
- Provide a graphical illustration of the sequence of movements
- Provide guidance on what scenes to film or create Content of a storyboard:
- Images
- Locations
- Camera shot types and angles
- Camera movement
- Shot length and timings
- Lighting
- Sound

Client requirements

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**
- **Timescale**
- **Restrictions**
- **House style**

Recce	<p>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:</p> <ul style="list-style-type: none"> • Location • Access • Lighting • Health & safety issues • Availability of power • Environmental considerations • Any other issues
Risk assessment	<p>Must be stored to cover you and any organisation that you work for in case of claims.</p> <ul style="list-style-type: none"> • 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
Eye strain	<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 Solutions:</p> <ul style="list-style-type: none"> • 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	<p>This can be due to poor posture or sitting in an awkward position 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	<p>Repetitive Strain Injury is damage to the fingers and wrists due to repeated movements over a long period of time Solutions:</p> <ul style="list-style-type: none"> • Use wrist rests • Regular breaks • Ensure workstations are the correct height

Copyright © & Trademarks™	<p>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:</p> <ul style="list-style-type: none"> • Contact the owner • Ask for permission to use it • Often you will need to pay a fee
Copyright - Open licenses	<p>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!</p>
Certification	<p>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. Certification is a major aspect when thinking about your target audience</p>
Data Protection	<p>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. <i>Data has to be accurate, for a specific purpose and secure.</i></p>
Privacy	<p>People have this right and it should not be invaded</p>
Defamation	<p>Can't say nasty things about someone/an organisation without proof.</p>

File formats	
Video File Formats	<ul style="list-style-type: none"> • MPG - Compressed file formats • MOV – small file size • MP4 – fats loading online
Audio File Formats	<ul style="list-style-type: none"> • MP3 (compressed/small file sizes/ good for devices) • AIFF (uncompressed/high quality/ Mac only) • WAV (uncompressed/high quality /Windows only)

Image File Formats	<ul style="list-style-type: none"> • 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)
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Target audience:

You need to know your target audience:

- **Who are they?**
 - **What kind of things do they do?**
 - **What products do they use?**
 - **How old are they?**
 - **What are they interested in?**
- The answers to these questions and many more will help you better understand the people you are designing for. Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Asset table

An asset table is a list of all of the assets, images and information you have collected for the listing where you got it from and describing any legal issues with using it.

Client Requirements

Your client is the person you will be working for. They will tell you what to plan, design or create for them.

The client will set out requirements that they want you to follow when you plan the project – e.g.:

Purpose, Theme, Style, Genre, Content

What type of file formats do digital graphics use?

.tiff
.jpg
.png
.bmp
.gif
.pdf

You will need to find out the different formats are suitable for different situations.

Where are digital graphics used?

- Magazine covers
- CD/DVD covers
- Adverts
- Websites
- Multimedia Products
- Games

Why are digital graphics used?

- To entertain
- To inform
- To advertise
- To promote
- To educate

Scenario:

Your client, a game publisher called NuComputerGames, is releasing a computer game called TIMECHASER, aimed at 14-16 year olds and priced at £29.99. In the game the player can travel through time using doorways which are open for a limited period of time. The player has a special Timewatch to help them find the doorways. NuComputerGames plan to promote this game through an advertisement in a magazine which is available in print and online formats. This should be created as a digital graphic and should include a range of appropriate text and images to make it suitable as an advertisement for the game. NuComputerGames requires two versions of the final digital graphic. One will be of suitable quality to be used in a full colour printed magazine and will be a half page advertisement of 215 mm wide x 140 mm high. The graphic should then be re-purposed for use online at a lower resolution. This should be 600px wide to fit the online format. Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

What can you change about an image to make it more suitable for different uses?

- Size in pixels
- Resolution (dots per inch)
- Quality
- Compression

Which resources will be needed to make your digital graphic?

- Digital camera
- Internet
- Computer system
- Serif software

Visualisation

A visualisation is a sketch or diagram of what you think the final graphic might look like.

Planning

You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Add this to the plan and explain why you had to use it if things don't go according to plan all the time.

Export Options

Digital Graphics need to be saved in different formats for different purposes - the size and resolution will be different for:

- Print use
- Websites
- Multimedia
- Check the client brief!

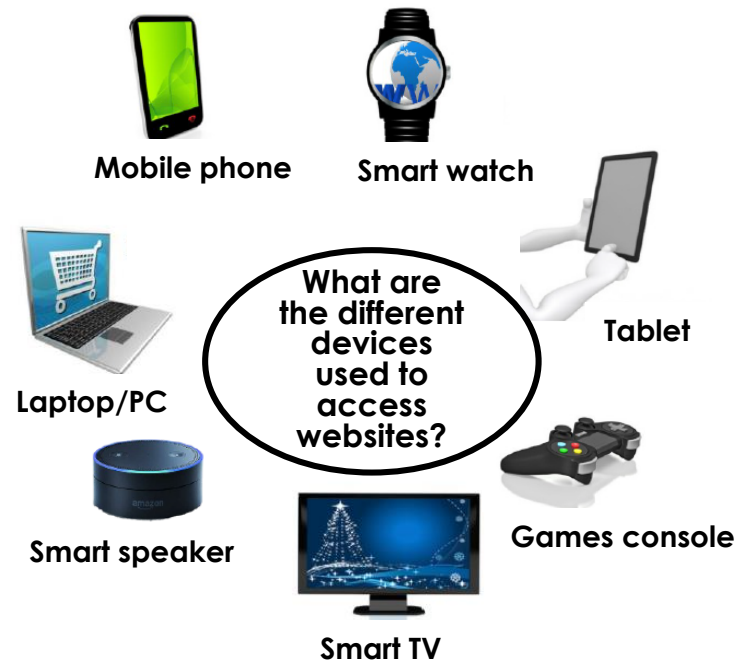
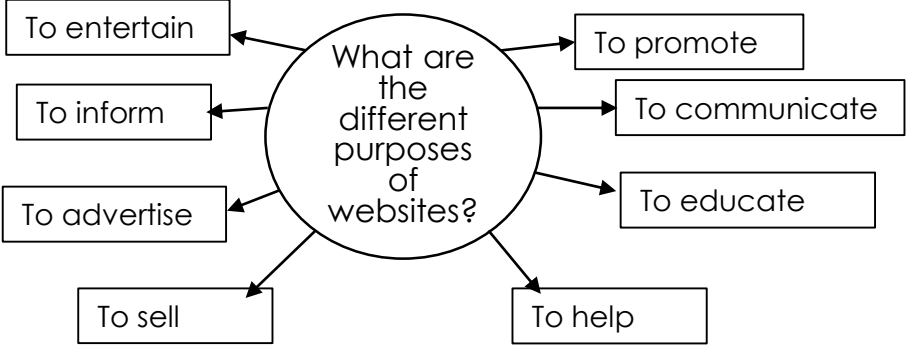
Tools and Techniques

You need to show evidence of the tools and techniques you have used:

- Cropping/Cutout Studio
- Rotating
- Changing brightness/contrast/colour adjustment

Technical Compatibility

Your final image must meet the technical specification set by the client.
Correct size in Pixels and Correct Resolution
In Serif Draw Plus - File > Export > Adjust the size and resolution to fit the client brief



- What different methods can be used to connect to the internet?**
1. ADSL Broadband over existing phone lines.
 2. Cable Broadband -.through cables shared by the TV service
 3. Fibre Broadband.- High speed fibre optic cables
 4. Ethernet - a cable running from a router/network point
 5. Wi-fi - wireless signal from a wireless router
 6. Mobile Data 3G and 4G

How does the appearance of websites change when viewed on different devices?

1. The screen resolution you are using can change the look of a site.
2. The operating system used can change the look of a site.
3. Fewer images may be used on mobile versions.
4. The web browser used may change things.
5. The orientation can change.

Advantages	Disadvantages
1. Easy communication across the world	1. Viruses
2. 24/7 access to information	2. Cyber-bullying / Trolling
3. Entertainment	3. Viruses
4. Online Banking	4. Exposure to inappropriate material
5. Online Shopping	5. Identity theft
6. Learning Resources and information availability	6. Leakage of private information

What are the common features of websites?

Interactive elements: e.g. rollovers, animations, games, adverts, surveys, forums, quizzes, comment boxes, audio files

Work Plan

Key term	Definition
Tasks and associated activities	What you will do to create and source content, and to produce the product.
Resources	The equipment you require to create your product, e.g. pen, paper, scanner, etc.
Workflow	The order that your activities and tasks need to be completed in.
Timescales	The deadline that you need to meet.
Milestones	Key aspects of the production that have to be completed before you can move onto the next phase, e.g. planning, creating and evaluation phases.
Contingencies	Key time scales might need to be increased or decreased. Having backups of assets that you have sourced, etc.

Key term	Definition
Age	There is a clear age range you can aim the product at, such as 6-12, 13-18, 19-40 or 40+. Using the term “everybody” is too vague.
Sex	Traditionally this is male/female, but consider neutral approaches as well.
Ethnicity	This is defined as a group that has a common background or culture, e.g. race, religion, or language.
Location	Is the product aimed at a local, national or international audience? Promotion of a product for each group would be different, and needs to be considered carefully.
Income	Affects not just the type of product but where the product is to be made available. This falls under 'need' and 'want'. For example, we need to eat to survive but we don't need to go skateboarding to survive, so when we think of income, we think of <i>disposable income</i> .
Accessibility	Considers individuals with impaired abilities, such as impaired sight or hearing. For example, a video advert with an audio description could be supported by text placed on the scenes to explain what is being promoted.

Visualisation Diagram

- A visualisation is a drawing created by hand or digitally showing what something will look like when created.
- They are used to plan for still images or products and can be rough sketch or a detailed final design
- Visualisation diagrams are used to plan for things like costumes, logos, posters, cars or webpage layouts.

Assets/Sources

- Primary** – the images, videos and sounds that you create.
Secondary – the images, videos and sounds you find from the internet.

Legal Consideration	Definition
Copyright	Is the legal right that allows the owner to distribute, licence and profit from its use. This is relevant to any assets you use on your website and this means that I will reference them on the assets table when I do save them. I am also protected under copyright when I take an image and use this. If I do use images that don't belong to me I need to contact the owner to ask permission and be prepared to pay a fee. Due to this being a school project and the fact that I will not be benefitting financially for the content I use then I will just log it on the assets table.
Trademarks	They are used to identify an organisation or product, for example a logo – this is relevant to web design because usually website contain logos.
Intellectual Property	Usually looks at inventions.
Royalty Free	This means work can be used without the need to pay royalties to the owner of the content. You can do royalty free searches on Google and this is a good way of getting around copyright.

Task	Planned time	Resources used	Time in minutes																																				
			60	10	30	60	20	15	60	75	60	60	60	10	10	20	60																						
L01 – website evaluations and internet connection methods	60	Powerpoint, computer, keyboard and mouse.																																					
Spider diagram	10 min	Paper, Pencil, Scanner and email																																					
Test plan	30 min	Microsoft word, computer, keyboard and mouse.																																					
Client Requirement's	60 min	Microsoft word, computer, keyboard and mouse.																																					
Work Plan	20 min	Powerpoint, computer, keyboard and mouse.																																					
Site plan	15 min	Powerpoint, computer, keyboard and mouse.																																					
Visualisation diagram	60 min	Powerpoint, computer, keyboard and mouse.																																					
Asset table	75 min	Microsoft word, computer, keyboard and mouse.																																					
Website Master slide	60 min	Serif Webplus, computer, mouse and keyboard																																					
Website pages	120 min	Serif Webplus, computer, mouse and keyboard																																					
Test table	10 min	Microsoft word, computer, keyboard and mouse.																																					
Folder structure	20 min	Microsoft word, computer, keyboard and mouse.																																					
Evaluation	60 min	Microsoft word, computer, keyboard and mouse.																																					

Create a detailed client requirements, on either Microsoft word or PowerPoint. It should include:

1. What the multimedia product purpose is;
2. What the client wants you to include in the website;
3. What the target audience is;
4. What legal considerations you need to consider and why;
5. What features you will include in the multimedia product;
6. What content you will include in the multimedia product;
7. What the multimedia product colour scheme and house style is going to be.