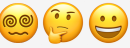


PLC for Unit 81 Exam (June). These are all the areas we need to prep for the June exam.

Key Topic	Red/Amber/ Green	Key Facts
<ul style="list-style-type: none">○ Mood boards (e.g. ideas and concepts for a new creative media product development, assisting the generation of ideas)		<p>Digital and Physical Mood boards. A mood board is a collection of sample materials and products and can be a physical mood board or a digital mood board.</p> <p>Good because....</p> <ul style="list-style-type: none">• Generating and creating ideas / moods / atmospheres• To create a mood or feeling <p>Use:</p> <ul style="list-style-type: none">• For any creative media project as a starting point e.g. in fashion and architecture• To collect samples, materials and a range of content• As a constant reminder of possible styles <p>Content:</p> <ul style="list-style-type: none">• Colours• Photos• Images• Fabrics• Textures• Text e.g. keywords, fonts and styles• For a digital mood board you could have sound clips and video clips too

Mind maps/spider diagrams (e.g. to show development routes and options for an idea, or component parts and resources needed for a creative media product



Nodal structure

A mind map or spider diagram is a way of organising thoughts and ideas. It is based around a central theme/idea (node) and has branches off for the different aspects using sub-nodes.

Purpose

- Show development routes and quickly generate outline ideas
- Link or connect aspects of ideas
- Extend an idea or Provide options for an idea

Use

- Show resources needed for a creative media product

Content

- Central idea in the central node
- Sun-nodes for key topics with branches for the different parts
- Keywords
- Colour
- Icons
- Topics
- Images can also be on the sub nodes

Visualisation diagrams (e.g. for still images and graphics)



This is a rough drawing or sketch of what the final static image of a product will look like.

Purpose

- A mock version or model of the intended product
- A draft version to show a client to plan the layout in a visual way
- You can make changes to the design/layout if it needs it

Use

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

Content

- Images
- Graphics
- Logos
- Text
- Colour
- Dimensions/sizes
- Labels/annotations to explain all parts clearly

Storyboards (e.g. for use with video, animation)

- 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, outdoor)
- camera type i.e.
 - still camera
 - video camera
 - virtual camera (e.g. for animations, 3D modelling or computer games)



A storyboard is used to illustrate a sequence of moving images to plan a video/animation product, and has a flow of scenes that follow a timeline.

Purpose

- To visually see the order of the scenes and what the characters and story is in each scene
- Show production staff the intended outline of the project.
-

To provide guidance on what scenes to film and create

- To provide a visual representation of how a project will look along a timeline

Use

- Film & Television projects
- Comic books to illustrate the story
- Animation & Video
- Computer games e.g. game flow or story

Content

- Scene sketches/images (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

Script

- set or location for the scene
- direction (e.g. what happens in the scene, interaction)
- shot type
- camera movement
- sounds (e.g. for actions or events)
- characters
- dialogue (e.g. intonation, loudness, emotion)
- formatting and layout.



A piece of written work that can be a movie, audio audio visual product or screenplay.

Purpose

- Instructions for crew & performers.
 - To identify the location of where the action takes place and to provide stage directions for the actors
 - To provide dialogue e.g. speech for actors and other characters

Use



- TV & Film
- Theatre, drama and plays
- Voice over
- Comics and computer games



Content

- Set / location e.g. INT (Interior) and EXT (exterior)
- Direction (what happens in a scene)
- Sound effects
- Dialogue and conversation
- Mood, emotion

Camera movement and shot types

On a script: the location, camera shot and directions all start in the left-hand margin but names of actors and what they say are indented across the page. This makes it easier and quicker to follow and scan.

<p>• Interpret client requirements for pre-production (e.g. purpose, theme, style, genre, content) based on a specific brief (e.g. by client discussion, reviewing a written brief, script or specification)</p>		<p>What are client requirements?</p> <ul style="list-style-type: none"> • 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 <p>What needs to be produced?</p> <ul style="list-style-type: none"> • Time management • Deadlines – needs to be completed by? • Costs – a budget you would have to stick to. <p>What is a brief?</p> <ul style="list-style-type: none"> • A written out description of what needs to be done <p>How might you interpret client requirements / brief? How can you take the requests and figure out the correct solution?</p> <ul style="list-style-type: none"> • Mind maps – brainstormed • Discuss it as a group • Speak to client – question them • Mood Board to plan the theme
<p>Identify timescales for production based on target audience and end user requirements</p>		<p>How do audience variables influence the production process and user requirements.</p> <ul style="list-style-type: none"> • AGE • GENDER • LOCATION • ETHNICITY <p>Again, this will be based on the specific brief provided in the exam.</p>

<ul style="list-style-type: none"> • Conduct and analyse research for a creative digital media product, i.e.: <ul style="list-style-type: none"> ○ using primary sources ○ using secondary sources 		<p>When researching and gathering information there are two main ways: These are primary research (gathering new ideas) and secondary (gathering existing information):</p> <p>Primary Sources: (first-hand and new information information)</p> <ul style="list-style-type: none"> - Directly from the source - First-hand account - Interviews – do 1 on 1 interviews - Video footage – look at footage that’s been recorded - Questionnaires – ask people questions - Focus groups – a group of people can discuss <p>Secondary sources: (second-hand information/gathering existing information)</p> <ul style="list-style-type: none"> - Biography - Magazine article - Encyclopaedia/books - Internet/online research
<ul style="list-style-type: none"> • Produce a work plan and production schedule to include: <ul style="list-style-type: none"> ○ tasks ○ activities ○ work flow ○ timescales ○ resources ○ milestones ○ contingencies. 		<p>You will usually plan out your work tasks as a work plan/project plan. These are usually as a table or a Gantt chart:</p> <p>These should contain:</p> <ul style="list-style-type: none"> - What needs doing? - Activities - How tasks will be done - Work flow – Order they will be completed in - Timescales – How long it will take - Resources – Materials needed to complete tasks - Milestones – Deadlines based on key dates - Contingencies – Back up plans, in case of.... <p>Purpose: it provides a timescale for the overall project to be completed and helps you to map ot all of the different aspects of a project</p> <p>You could be asked to CREATE/FILL IN a work plan in the exam...</p>

• **The hardware, techniques and software used for:**

- digitising paper-based documents
- creating electronic pre-production documents



You would need to know the types of software used for different types of products e.g. to create images you would use graphics editing software, to create sound you would use audio editing software and to write a document out you would need word processing software:

Types of Software

- Graphics/Image Editing (Example: Adobe Photoshop) – used to create a mood board, visualisation diagram or storyboard
- Word Processing (Microsoft Word) – used to create a script, storyboard or visualisation diagram
- Presentation software (Microsoft PowerPoint) – used to create a visualisation diagram or mood board
- Web Browser (Internet Explorer) – used to obtain content for a mood board or for online applications such as mind maps
- Specialist software e.g. 'freemind' for mind maps or 'toonboom' for creating storyboards
- Spread sheet software could be used to create work plans

Hardware (Things you can touch!)

Computer system e.g. a PC or tablet or laptop

- Scanner
- Printer
- Graphics Tablet (used to draw onto to get an image onto a computer)
- Camera
- Video Camera
- Microphone
- Pens, pencils etc.
- Monitor or screen

Peripherals are things you need to plug in e.g. mouse and keyboard...

You may need to use some of these when 'digitising' and getting a pre-production document onto a computer. You could photograph the work using a camera or you could scan the work using a scanner to get it onto a computer.

- **The health and safety** considerations when creating digital media products (e.g. use of risk assessments, location recce, safe working practices)
- Risk Assessments
- Location Recce



Using computers:

- Chair height – eyes same height as display
- Seating position - good posture and straight back
- Distance from screen to eyes so you can easily see the screen and not strain
- Keyboards / mice comfortable

• Working at heights:

- would need hard hats and appropriate safety gear
- safety barriers

• Working with electricity:

- Cable safety on the ground – loose cables can become trip hazards and should be tidy
- Location – if outdoors are there any wet/damp conditions?

• Working with heavy equipment (weight limits and posture)

- Lifting – you should use the correct handling techniques to prevent back injury
- Moving – being in a stable position and avoid twisting
- Setting up – You may need 2 people

To make sure that the working conditions are safe you can carry out a risk assessment:

Risk Assessments

- Identify the hazards / dangers e.g. of faulty electrics, fires, wires etc.
- 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

Location Recces

You can visit a specific location that will be used for recording purposes e.g. filming, audio recording or photography to check and assess what is there.

You might want to do a check on a location before filming there e.g. when shooting a new film.

This will check it's suitable and safe:

- Check it's suitable
- Lighting?
- Safe?
- Electricity?
- Scenery?
- Distance / location / logistics and how to get there
- Possible issues that may arise?

• Legislation regarding any assets to be sourced, i.e.:

- copyright
- trademarks
- intellectual property



Copyright © and Trademarks ™

- If it is published it has copyright protection ©.

Copyright protects books, magazines, music, movies and all content on the Internet.

- To use a published resource you must; 1.) Contact the owner

2.) Ask for permission to use it

3.) Often you will need to pay a fee

- Some people are happy for their products to be used by others but still want some protection so they will use a Creative Commons license (CC). This means you can use it but you should cite the source of where it came from.

Intellectual Property – this is a piece of work, idea or an invention, which may then be protected by copyright.

• How legislation applies to creative media production, i.e.:

- data protection
- privacy
- defamation
- certification and classification
- use of copyrighted material and intellectual property.



Certification

- Different countries have laws on what is allowed to be seen and shown.
- Censorship is when artists/filmmakers are not allowed to show their complete work
- Certification is the process of informing the audience broadly on the suitability of content e.g. for films we have BBFC film ratings and games we have PEGI ratings
- Certification is a major aspect when thinking about your target audience.

There are several factors that affect the classification with regard to age ratings:

- Violence
- Strong language
- Scenes of a sexual nature

BBFC = British board of film classification (for films)

PEGI = Pan European Game Information (for games)

Data Protection

- A series of UK laws designed to protect individuals and their personal data.
- Organisations cannot collect and keep your personal information without following this law.
- Every one has right to view and correct data.
- Data has to be accurate, for a specific purpose and secure
- The Data can only be kept for a reasonable period of time



Other legal issues

- Intellectual property – this is the concept of copyrighting an idea.
- Privacy – People have this right and it should not be invaded.
- Defamation/slander/libel – Can't say nasty things about someone without proof.

- Create a:
 - mood board
 - mind map/spider diagram
 - visualisation diagram or sketch
 - storyboard
- Analyse a script (e.g. scenes/locations, characters, resources and equipment needed).



For this, you need to apply your knowledge about the these pre-production documents to the specific context you are given in the exam.

<ul style="list-style-type: none"> • The properties and limitations of file formats for still images • The properties and limitations of file formats for audio • The properties and limitations of file formats for moving images, i.e.: <ul style="list-style-type: none"> ○ video ○ animation 		<p>Video File Formats</p> <ul style="list-style-type: none"> • MPG • MOV • MP4 <p>Compressed file formats (Lossy) Smaller file sizes</p> <ul style="list-style-type: none"> • Faster loading online (speed) Compression lowers <p>Animation File Formats</p> <p>SWF:</p> <ul style="list-style-type: none"> • Compressed file formats • Small file sizes • Fast loading online (speed) • Can be animations, games and video <p>FLV:</p> <ul style="list-style-type: none"> • Flash video format • Not compressed • Opens in 'Flash' software • Editable <p>Image File Formats</p> <ul style="list-style-type: none"> • JPEG (lossless compression; photography, online) • PNG (lossless compression; supports transparency; photography) • TIFF (large file sizes / Posters / high quality printing) • PDF (un-editable/ Documents) • GIF (small file sizes/ Online / web buttons) <p>Audio File Formats</p> <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)
<ul style="list-style-type: none"> • Suitable naming conventions (e.g. version control, organisational requirements). 		<p>When saving work we should:</p> <ul style="list-style-type: none"> - Change and rename file names so that they are clear: - Save using a sensible folder structure - Use version control (saving more than one type of the document to show the improved versions) e.g. V.01, V02, V03...

• Identify appropriate file formats needed to produce:
○ pre-production documents
○ final products in line with client requirements.



As above- you apply the right format based on the brief and your knowledge of different file formats.

Importance of compression

Compression (Reducing a file size)

RAW is a term to describe a digital file that is yet to be assigned a file type.
• Some file types try to avoid any type of loss of data – these are generally BIGGER and HIGHER QUALITY.

- + Quality can be important especially with big images
- + If editing and changing a file its best to begin with higher quality

It can be good to compress files because:
+ Smaller means they take up less hardware space, saving memory, cost and access speed
+ Smaller is faster to upload, download and share online

There are 2 types of file compression:
LOSSY – The file is compressed but some of the quality is lost
LOSSLESS – The file is compressed but no quality is lost

- Review a pre-production document (e.g. for format, style, clarity, suitability of content for the client and target audience)
- Identify areas for improvement in a pre-production document (e.g. colour schemes, content, additional scenes).



There will be a long question in the exam where you will need to review a pre-production document such as a storyboard or visualisation diagram. You should:

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

TIPS FOR TOP MARKS IN THIS PART OF THE EXAM

- Full sentences
- Correct grammar
- Explain how it suits the brief e.g. its strengths and weaknesses – what features does it have that should be there?
- Explain its weaknesses – what features are missing that would improve it?
- Aim for an even amount of strengths and weaknesses