

IM1: Audience and Purpose

Purpose in pre-production

Every product developed originates from an initial idea which then becomes the client brief. The client brief is what the production team must follow to ensure the product is fit for purpose.

Target audience in pre-production

For the pre-production team, the customer is not their target audience. Their target audience is the people in charge of creating the product. Here are a few examples.

Site Map for a
website

Web developer

Visualisation diagram of a
new promotional poster

Graphic artist

Mind map for a new
product.

Marketing department

Purpose (Customers)



Inform	Entertain	Persuade
To tell the viewer about the product.	To make the viewer enjoy the product.	To change the viewer's opinion of that product.

Promote	Advertise	Instruct
To make the viewer aware of the product.	To encourage the viewer to purchase the product.	To tell the viewer how to use the product.

Target audience (Customers)



Age	Gender	Ethnicity
A product might be aimed at specific age group. (e.g. Alcohol 18+)	A product might appeal to a specific gender (e.g. Barbie, Action Man)	Referring to an individuals race, religion or language.

Location	Income	Accessibility
A product might be available in a particular area (e.g. only sold in UK)	A product classed as premium/high-end (e.g. expensive cars)	Content that can be accessed and read by as many people as possible.

IM2: Work Plan

Purpose

A work plan is used to create a schedule of tasks broken down into activities, when they should happen and how long they should take. They may set milestones to make sure they stay on track. If it becomes difficult to stay on track, then contingencies are set up to deal with any unexpected events.

Hardware used for a Work Plan

Create:

- Mouse
- Keyboard
- Graphics Tablet
- Touch Screen

View:

- Monitor
- Touch Screen
- Graphics Tablet

Digitise:

- Scanner
- Camera
- Graphic Tablet

Items found in a Work Plan

Work Plan												
			Time									
Task	Activity	Milestone	1	2	3	4	5	6	7	8	9	10
1	Write client brief		■									
	Moodboard			■								
	Visualisation diagram	x		■								
2	Collect assets				■							
	Source assets	x			■							
3	Create website					■	■	■				
	Test website	x								■		
4	Review website	x									■	
			Dependencies									
			Contingency									



Software used to create a Work Plan

- Word processing software
- Presentation software
- Spreadsheet software



Exam tip:

Dependencies can impact work flow. So a digital graphic can't be produced until they've received a visualisation diagram.

Key terms:



Schedule Milestone Contingency
Dependency Task Activities

Tasks

Activities

Workflow

Timescales

Resources

Milestones

Contingencies

Dependencies

Duration

IM3: Hardware

Purpose

Hardware is an item you can physically touch. There is computer hardware in the form of internal components such as the CPU, RAM and Hard Drive. In addition to this, is external computer hardware known as peripheral devices. These are accessories that support the functionality of a computer system.

Input and Output devices

Input devices allows the computer to receive data.



Device	Purpose
Mouse	It moves a pointer on the screen, allowing the user to select icons, buttons and menus.
Keyboard	Used to enter characters and functions into the computer system by pressing buttons, or keys.
Scanner	Captures images from photographic prints to be stored electronically.

Output devices that allows the computer to send data.



Device	Purpose
Monitor	Displays the computer's user interface and open programs.
Printer	A device that accepts text and graphic output from a computer and transfers the information to paper.
Speakers	To produce audio output that can be heard by the listener.

Specialist devices

Specialist devices might be needed for people with additional needs. A few examples include...

Puff-suck Switch, Foot Mouse, Screen Magnifier, Braille Keyboard, Eye Typer.

Multi-functional devices

There are some devices that can receive and send data (both input and output)

Device	Purpose
Touch screen	A display device that allows the user to interact with a computer by using their finger or stylus.
Graphics tablet	A device that enables a user to hand-draw images, animations and graphics, with a special pen-like stylus.

Exam tip:

The term hardware may be used to refer to peripheral devices.



IM3: Software

Purpose

Software is a program that can be ran on the computer. Application software is a program designed for users to perform specific tasks. Each type of application software will be able to perform more specialised tasks. However, some can be a little more versatile.

Software used in pre-production

Work Plan:

- Word processing software
- Spreadsheet software

Moodboard:

- Desktop publishing software.
- Graphics editing software.

Script:

- Word processing software
- Script editor software

Different types of Software

Word processing software	Allows the user to create, edit, format, and print written documents.	Database software	Used for storing, manipulating, and managing data.	Video-editing software	Involves putting together raw footage of various shots to create a sequence or scene.
Spreadsheet software	Displays data in a grid format and allows the user to enter and manipulate data using formulas.	Diary management software	Used to manage emails, calendars and set up appointments.	Web browser software	Allows users to open and display web pages.
Presentation software	Used to show information, normally in the form of a slide show.	Graphics editing software	Used to manipulate or enhance digital images.	Web-authoring software	A type of desktop publishing tool that allows users to create websites.
Desktop publishing software	Designed for creating visual communications in print form. (e.g. posters)	Audio editing software	Allows editing and generating of audio data.	Animation software	Allows for the creation of motion on a frame-by-frame basis.

IM4: Moodboard

Purpose

A moodboard is a collection of sample materials which can be in paper or digital form. It's a way of generating ideas/setting a theme for the product.

Hardware used for a Moodboard

Create:

- Mouse
- Keyboard
- Graphics Tablet
- Touch Screen

View:

- Monitor
- Touch Screen
- Graphics Tablet

Digitise:

- Scanner
- Camera
- Graphic Tablet

Items found in a Moodboard

Application Moodboards



- Textures
- Text (Fonts, Keywords)
- Fabrics
- Images (Drawings)
- Photos (Digital images)
- Colours
- Video*
- Audio*

*These two items would be used in a digital moodboard.

Software used to create a Moodboard

- Desktop publishing software
- Word processing software
- Presentation software
- Image editing software

Digital Moodboard only:

- Sound editing software
- Video editing software
- Animation software

Key terms:

Idea Visual Digital Physical Content



Exam tip:

The moodboard on the left will be given to the marketing team so they can the brand image. So the target audience in this case is the marketing team.



IM5: Visualisation Diagram

Purpose

A draft version to plan out a product in a visual way. It can be used to show the client what the final product could look like. This can be a good opportunity for the client to provide useful feedback to the designer.

Hardware used for a Visualisation Diagram

Create:

- Mouse
- Keyboard
- Graphics Tablet
- Touch Screen

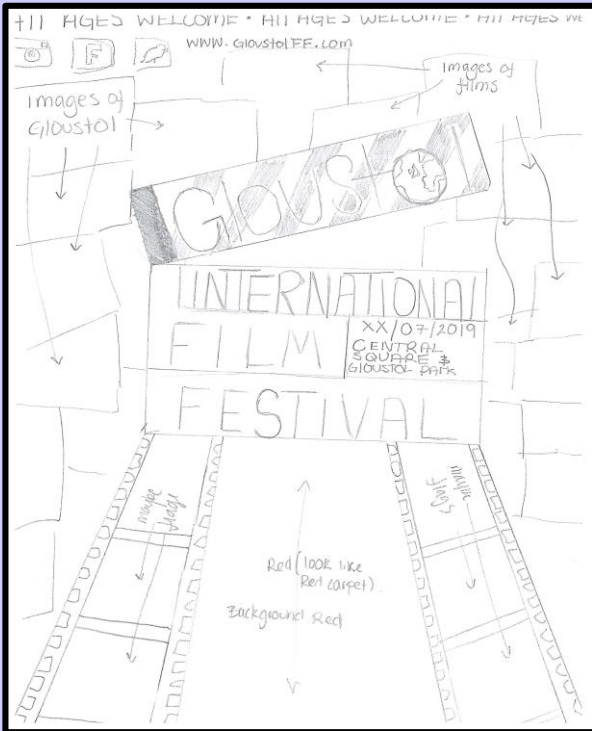
View:

- Monitor
- Touch Screen
- Graphics Tablet

Digitise:

- Scanner
- Camera
- Graphic Tablet

Items found in a Visualisation Diagram



- **Visuals** (e.g. Images, Logos and Drawings)
- **Text** (Size, Font and Colour)
- **Colour** (Background, Foreground, Fonts)
- **Dimensions** (Height and Width)
- **Annotations** (Used to justify your design choices.)

Software used to create a Visualisation Diagram

- Desktop publishing software
- Word processing software
- Presentation software
- Image editing software

Exam tip:

The visualisation diagram for this poster on the left will be given to a graphic artist who will then create the final version of the poster. So the target audience in this case is the graphic artist.

Key terms:

Draft Visual Annotations Layout Content

IM6: Mind Map

Purpose

Mind Maps are used to organise thoughts into a more formalised structure by having a main idea which branches off into different ideas that link to the central theme. It's a common pre-production document used in the first meeting because it's a quick way to generate new ideas.

Hardware used for a Mind Map

Create:

- Mouse
- Keyboard
- Graphics Tablet
- Touch Screen

View:

- Monitor
- Touch Screen
- Graphics Tablet

Digitise:

- Scanner
- Camera
- Graphic Tablet

Items found in a Mind Map

Node:

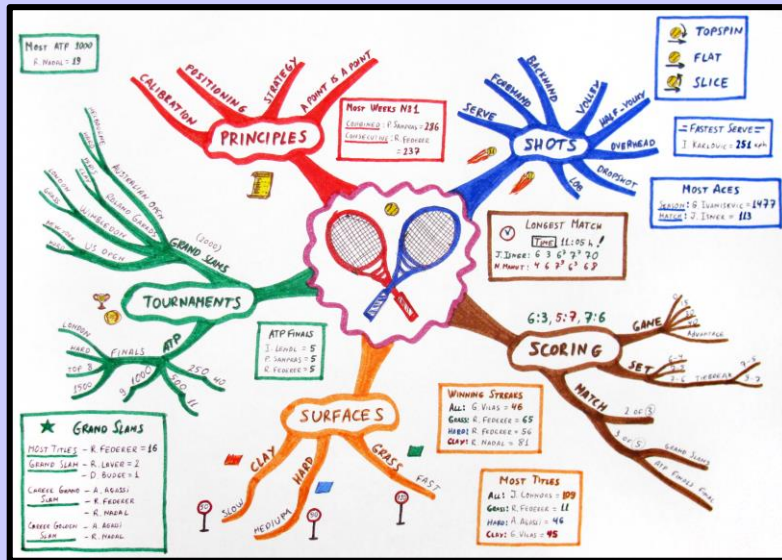
The main idea/central theme.

Sub-node:

A node within the main node.

Keywords

Information linked to theme.



Images:

Images that represent theme/node.

Icons:

Small and simple images.

Key

Explain what each symbol means.

Software used to create a Mind Map

- Desktop publishing software
- Word processing software
- Presentation software

Exam tip:

The mind map on the left will be given to the graphics department who will then produce the house style from the ideas generated. So the target audience in this case is the graphics department.

Key terms:

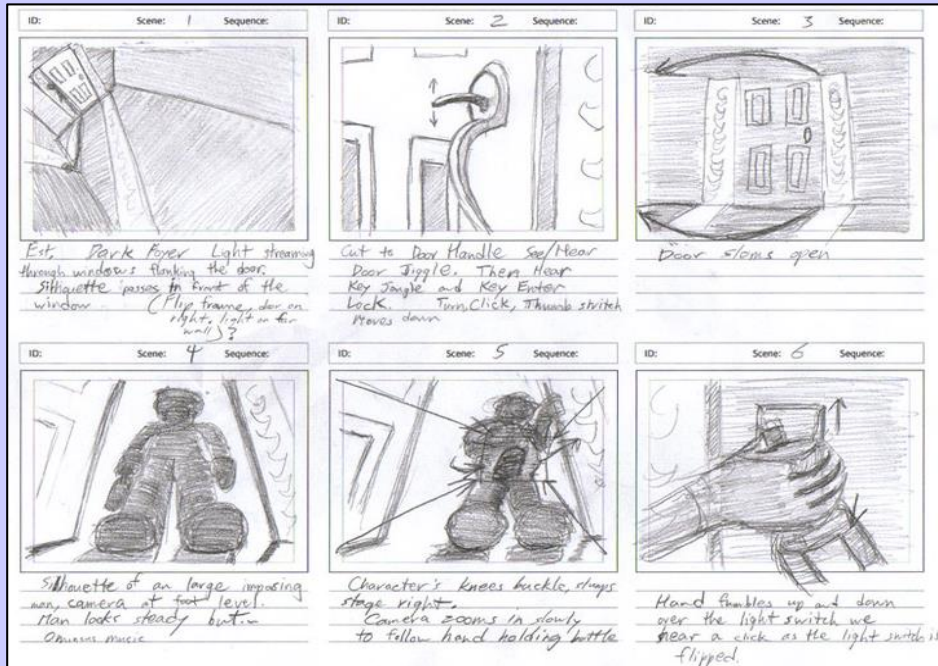
Node Sub-node Ideas Structure Relevance

IM7: Storyboard

Purpose

A storyboard is a timeline that is designed to illustrate a sequence of events for content that requires movement. It allows changes to be seen over time, narrative to be included, storylines to be developed through dialogue and allows the ideas to be planned and linked together.

Items found in a Storyboard



Hardware used for a Storyboard

Create:

- Mouse
- Keyboard
- Graphics Tablet
- Touch Screen
- Microphone*

View:

- Monitor
- Touch Screen
- Graphics Tablet

Digitise:

- Scanner
- Camera
- Graphic Tablet

*used for video storyboard.

Software used to create a Storyboard

- Desktop publishing software
- Illustration software
- Graphics software
- Audio software*
- Video software*

Items include:

- Scene numbers
- Camera shots
- Camera angles
- Camera movement
- Number of scenes
- Timings
- Sound
- Lighting
- Location
- Scene content
- Camera type

Exam tip:

The storyboard on the left will be given to the camera crew who will then film the scene. So the target audience in this case is the camera crew.

Key terms:

Scene Camera Timeline Narrative Relevance

IM7: Storyboard

Camerawork




Camerawork used to film scenes helps to identify the characters, storyline and can make a significant contribution to the overall meaning of the product.

Camera movements




Camera movement can add visual interest and depth to a scene. On the right is one common technique called a dolly. A dolly is when you move the entire camera forwards and backwards, typically on some sort of track or motorised vehicle.



Camera shots

Close-up shot		It frames the actors face in the frame and is usually used to gauge their reaction and emotions.
Over-the-shoulder shot		Can be used to communicate the relationship the two people involved in the scene.
Long shot		Shows the relationship between the characters and their environment.

Camera angles

High angle		Can make the subject seem vulnerable or powerless when applied with the correct setting.
Low angle		Can be used to convey a heroic kind of power, not just the intimidating kind.
Dutch angle		Camera has been rotated relative to the horizon or vertical lines in the shot usually to cause unease.

IM8: Script

Purpose

A script is a pre-production document that is used as part of a narrative for an audio-visual product. It provides lines for the characters so they know what to say and provides direction for the camera crew to know what will be used within each scene.

Hardware used for a Script

Create:

- Mouse
- Keyboard
- Touch Screen

View:

- Monitor
- Touch Screen
- Printer

Digitise:

- Scanner
- Camera

Items found in a Script

It's peaceful, the two fisherman have left and we see their aluminium chairs left behind at the edge of the lake.

JOHN
Not many left fishing the lake now.
There was a time you'd see lamps
all around, floating.

John rows out as Eamon sorts the bait.

JOHN
Ah it's hard to get the licence now. We impoverish the
fishing for the tourists.
Impoverish!

Eamon pauses for a moment and looks up at him. John continues to row.

JOHN
A thousand. I told him you were
well able to count to a thousand.
That's what I told Ben Moran.
(Getting more irate)
That he's the one helping them
clear the lake!

EAMON
(interrupting him quickly)
That's his job.

JOHN
His job! To clear us off the lake!
His job.

Eamon pauses, hesitating and then decides to speak.

EAMON
I saw Una Moran today.
John looks at him keenly and stops rowing.

JOHN
What business did you have with
her?

EAMON
(embarrassed)
None. None. I just saw her walking
down the road.

JOHN
It's a free country I suppose.
John starts rowing again and looks away.

A script would include many of the following items.

- Set or location for the scene.
- Direction (What happens in the scene, interaction)
- Shot type
- Camera movement
- Sound (e.g. for actions or events)
- Characters
- Dialogue (e.g. Intonation, loudness, emotion).
- Formatting and layout.



Software used to create a Script

- Word processing software
- Script editor software

Exam tip:



The storyboard on the left will be given to the camera crew who will then film the scene and the actors would use it for the dialogue. So the target audience in this case is the camera crew and the actors.

Key terms:



Dialogue Camera Location Narrative Expression

IM9: Primary Research

Purpose

This method of research is used when there is currently very little or no existing data out there that can be used to support their research. This can be the more expensive, but it's a good way of gathering data that may be more specific to their needs.

Focus group

A group of people assembled to participate in a discussion about a product before it is launched.



Pros	Cons
Get an immediate reaction.	Not as in depth (limited group)
Saves time.	Cost

Interview

A meeting of people face to face. This can take place in groups or between two people.



Pros	Cons
More accurate response	Expensive
Flexibility	Limited reach

Observation

The action or process of closely observing or monitoring something or someone.



Pros	Cons
Cost effective	Data may lack depth.
Data may not become distorted.	Unethical

Surveys

A list of questions aimed at extracting specific data from a particular group of people.



Pros	Cons
Quick to create	Time consuming
Cost effective research method.	Inaccurate/biased data provided.

IM9: Secondary Research

Purpose

Secondary research involves gathering data that already exists. This method can be cost effective and time consuming if the data found is relevant to the research that is currently taking place.

Magazines

A publication containing articles and illustrations, often on a particular subject.



Pros	Cons
Credible source	Monthly so could become outdated.
Specific information	Cost

Websites

A set of related web pages located under a single domain name which can be accessed anywhere as long as there is an internet connection.



Pros	Cons
24/7 access	Need internet connection
Wider reach	Sources not always reliable

Books

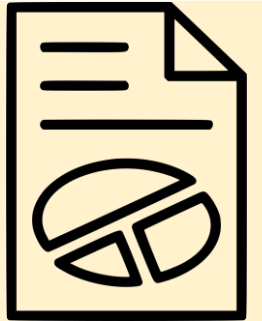
A written or printed work consisting of pages glued or sewn together along one side and bound in covers.



Pros	Cons
Reliable source	Cost (Purchased or Loaned)
Might cover a specific subject.	Lack of availability

Market reports

Contains the information regarding the overall market situation of a product of a group of products or service



Pros	Cons
Reliable source	Time consuming
Quantitative & Qualitative data.	Data might be too generic.

IM10: Legislation

Purpose

Intellectual property is legislation designed stop your work from being copied and distributed without your permission and there are three types of intellectual property: Copyright, Trademarks and Patents.

Patents

A patent registers your invention and lets you take legal action against anyone who makes, uses, sells or imports your invention without your permission.



Trademarks

A trademark is sign or logo that identifies a brand or company as a unique entity. This is represented by the TM symbol. The R symbol protects words and phrases.



Copyright

Copyright is the legal right to protect the original work of the people whom it may belong to.



Copyright can protect....

Books

Music

Art

Images

Sound

Software

Defamation

The term 'defamation' describes an untrue statement that's been presented as fact and causes harm to the character of the person it describes.



Data Protection Act

It controls how your personal information is used by organisations, businesses or the government.



Privacy

Our movements can be detected through the location settings on our phones and nearby phone masts can track phone calls. The increasing need to use CCTV to monitor everyday activity. Some people will welcome this as it aims to keep communities safe. However, some people would argue it's an invasion of privacy.



Certification and Classification

Content has to be made age appropriate and that children or young people do not have access to media products that are unsuitable for them.

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IM11: File Formats

Purpose

The file format is the structure of a file that tells a program how to display its contents.

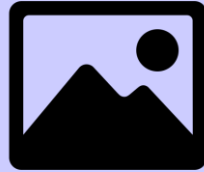
Exam tip:



It's worth remembering other file formats used to save pre-production documents such as .doc (word) .pub (publishing), .ppt (presentation)

Images

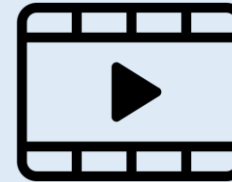
File formats include:



JPG	Commonly used for online images.
PNG	The web standard for images and allows transparency.
PDF	Files can be displayed and opened the same on any device.
TIFF	Used with printed graphics.

Video

File formats include:



MP4	Used for viewing content on online sharing platforms.
WMV	Used for viewing content on online sharing platforms.
MOV	Used for watching content on a HD TV or computer.
AVI	Used for watching content on a HD TV or computer.

Audio

File formats include:



MP3	This format is very popular for all mobile audio-playing devices.
WAV	Impractical for portable devices and streaming.

Animation

File formats include:



GIF	Best known for allowing animations and can be transparent in appearance.
SWF	Video and vector based animations and sound to be viewed over the web.

IM12: Health & Safety

Purpose

Health and safety is about stopping you getting hurt at work or ill through work. Your employer is responsible for health and safety and they have a legal obligation to follow this through.

Site recce checklist:

1. Check for any background noise. (e.g. Trains)
2. Check nothing in the location would seem out of place.
3. Is there enough space to run the entire production? (Filming, Catering, Parking)
4. Power outlets – Is there enough to plug in all the equipment?
5. Weather – will this have impact on the scenes that need to be filmed?
6. Time of the day
7. Ensure you have all the documentation (e.g. location release form)



Pre-Production & Post-Production

Regular breaks

Suitable lighting

Tiltable screens

Desk needs to be about 70cm high

Foot rest

Eyes must be level with the top of the screen.

Anti-glare filters

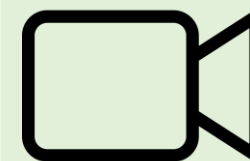
Clear working space

Wrist support

Chair needs to be adjustable for tilt and height.



Production



Camera risks

In some cases, camera operator may need to walk backwards. What if it rains?



Lifting hazard

May need to move equipment or props so manual handling training might be required.



Trip hazard

Lots of cameras and other equipment will lead to more cables.