

Creative iMedia Core Knowledge

What are Pre-Production documents?

They are documents produced to help to prepare to design and make digital media

Name some commonly used Pre-Production documents

Client Brief Mood Board Mind Map / Spider diagram Visualisation Diagram
Storyboard Script Work Plan

What is a Mood Board?

A collage of images to set a mood, show styles, colours and fonts, show what has been created before and help generate new ideas

What might be included on a mood board?

Images from the internet, scanned from books and magazines etc., examples of colours and fonts.

What is a Mind Map / Spider Diagram?

A set of branches spreading out from a central theme or idea giving finer detail as it spreads out from the centre

What is a Mind Map / Spider Diagram for?

A tool to create an overview of a project
A way of showing how different parts of a project link together
A Tool to help generate ideas

What would be included on a mind map / spider diagram?

Titles (nodes) Subtitles (sub-nodes) Images
Text Branches Colour used to link tasks or themes

What is a visualisation diagram?

A sort of mock up the designer can use to show people (client, other people in the design team) what they have in mind for the finished digital media

What would a visualisation diagram be used for?

To show a client what the designer is planning on making
To allow discussions about whether the design will fit with the brief / target audience or if it needs to be changed
To give a visual representation of the design so people can more easily see what it will be like

What might be included on a visualisation diagram?

Logos Titles Fonts Images
Use of colour and whitespace Annotations Composition and Layout

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Why would preproduction documents be digital (made on a computer)?

Easy to access anywhere Easy to copy Easy to share
Easy to send anywhere in the world Easy to edit

What is a storyboard?

A "cartoon strip" version of the scene in a TV show, movie or animation

Why would you produce a storyboard?

So the director and the designers can more easily see what is supposed to happen in the scene - pictures are easier to visualise than writing.

What might be included on a storyboard?

Scene number Scene content Timings Cameras shots
Camera movements Camera type Lighting Sound
Locations

What is a script?

A written document containing the characters and the dialogue they are going to say.

A script would include:

Scene numbers A list of the characters The dialogue - who says what
Directions - how something is said (loudness, intonation)
Stage directions (coming onto and going of the stage, sound effects, visual effects)
Location - indoors, on a beach, at night

What is a script for (what are its purposes)?

To sell the idea for a production - gives producers a good idea of what the finished performance will be like
To tell the actors what to say and how to say it
To tell the producer and director how the person who wrote the script thinks it should be performed

What is a Producer?

The person who is in charge of the production. They might find material from a book or script, work on the script into good enough to make, secure financing (get the money) for the film or play, if it is not being made for a studio, choose the director, actors and other parts of the creative team.

What is a director?

The person who controls the how the play or film is performed, makes decisions about the look and feel of a play or film.

What is a client?

The person(s) who wants to graphic design, play, movie etc. to be made.

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What is a client brief?

A document given to the designer to tell them what the client wants to be made. It is a set of rules the finished design must follow if it is to be what the designer wants

What is a designer?

The person who takes the client brief and turns it into a design.

What is a Developer?

The person(s) who take a design and make it into a real object

What is the purpose of a digital media?

The job the digital media is meant to do - educate, inform, entertain etc.

What is target audience?

The group of people who you expect to be the main group who buy / use the digital media

How can you describe a target audience?

Gender Age Ethnicity Income Location
Accessibility

What does gender mean?

Whether someone is male or female (or other or prefer not to say)

What does age mean?

How old someone is - can be put into an age bracket (25-35) or a description (pre-school children, OAPs)

What does ethnicity mean?

People with a shared culture - this may be because of the part of the world they come or shared language, religion or race.

What does income mean?

How much money you have

What does location mean?

The place in the world you live (London, California etc.)

What does accessibility mean?

Whether something is available, whether it is there for you to use (Internet, 4G, computer)

What is a specification?

A set of rules (often in a client brief) which a design must follow (e.g. DVD cover must be 272mm by 184 mm)

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What is a work plan?

A plan of how you are going to get things done. It will include what you need and how long it will take

What would be included on a work plan?

Tasks Activities Work Flow Time scales Resources
Milestones Contingencies

What are Tasks?

A part of the whole piece of work that needs to be done.

What are Activities?

The things that need to be done to complete a task

What is Work Flow?

How the activities and tasks are passed onto the next stage in the process (the order in which things need to be done)

What are Timescales?

The amount of time you are giving someone to complete an activity or task

What are Milestones?

Times or dates by which activities or tasks must be finished

What are Resources?

The things (hardware, software, consumables) you need to do an activity or task

What are Assets?

The things you need to complete a task with

What is the difference between Resources and Assets?

Assets are what you make something from (i.e. make pancakes from eggs, milk, flour and oil)

Resources are what you make something with (i.e. with a cooker hob, frying pan and spatula)

What is Hardware?

ICT equipment you can see/ touch - computer, keyboard, mouse, graphics tablet, scanner

What is Software?

The computer programs and apps that run on computers (PowerPoint, Photoshop)

What are contingencies?

Preparations you make in case something unexpected happens (extra time, money)

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Give an example of a contingency plan

You are going to take photographs of flowers in a garden - if it rains you will take photographs of flowers in the greenhouse

What is a logo?

A symbol or design used by an organisation to identify itself and its products

What is a scene?

A section of a play, film or VT show - usually takes place in the same location

What is a scene number?

Tells the director and actors know where in the production the scene happens.

What are Timings?

How long something will take - like a shot in a scene

What are Camera shots?

How zoomed in a camera is on what it is photographing/filming (Close up, Mid, Long)

What are Camera Angles?

Where the camera is positioned to take the photograph or film (high angle, low angle, aerial)

What is Camera movement?

How the camera is moving whilst it is filming (pan, tilt, zoom, track)

Give some examples of camera shots

Extreme close up	Close up	Wide angle	Extreme wide angle
Mid	Two shot	Head shot	Over the shoulder

Give some examples of camera angles

Low angle	High angle
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Give some examples of camera movements

Panning	Tilting	Tracking / Dolly
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What is lighting?

How the lights are used to create a mood or effect in a photograph or film

What is sound?

Dialogue (people speaking)	Background (ambient) sounds
Sound Effects	Background Music

What are locations?

Where a photograph or film is taken - Indoors, Outdoors, Studio, Set

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What types of camera are there?

Still Camera - for taking photographs

Video/Film camera - for taking moving pictures

Virtual camera - a camera used inside 3D animation software to change camera angles, shots and movement

What is a Style?

The way that something looks - e.g. in a Scottish style might mean using tartan, kilts, bagpipes etc.

What is a Genre?

A category or type of media that fits into a certain style - e.g. western, science fiction, romance

What is Research?

Using the internet, books, interviews, questionnaires to find out things you don't know

What is primary research?

When you carry out the research yourself e.g. look at the original image or interview people yourself or send out and collect in questionnaires yourself

What is secondary research?

When you look at copies of thing or the results of other people's research e.g. images in books or on the internet or using the results of other people's interviews or surveys

What does digital mean?

Something that has been created, stored and can be transferred using a computer

How could you create a digital image from a drawing you have made?

Use a scanner to scan it into a computer

What are Pixels?

Small coloured squares that Bitmap images are made from

What is Resolution?

How many pixels there are in each inch of the image. The smaller the pixel the bigger the resolution (dpi) and the more the image can be enlarged without pixelating

What is the normal resolution for an image to be printed?

Normal print resolution is 300 dpi

What is the normal resolution for an image to be used on the internet?

Normal resolution for internet use is 72 dpi

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What is a file type?

Different types of file have different properties and will open in different software

What are the advantages and disadvantages of the Tiff image file type?

Advantages - High quality file, opens in most software

Disadvantages - Uncompressed so very large files which take up a lot of space and are slow to load and transfer

What are the advantages and disadvantages of the JPEG image file type?

Advantages - Small file size opens in most software

Disadvantages - lossy compression so some data is lost every time it is saved (generational loss) <https://vimeo.com/3750507>

What are the advantages and disadvantages of the PNG image file type?

Advantages - Small file size, opens in most software, supports transparent backgrounds, lossless compression

Disadvantages - not supported by old internet software, files are bigger than jpeg

What are the advantages and disadvantages of the WAV audio file type?

Advantages - High quality uncompressed - all of the sound is there

Disadvantages - very large files

What are the advantages and disadvantages of the mp3 audio file type?

Advantages - Small file size, opens in most software

Disadvantages - Sound quality is lost when it is saved

What are the advantages and disadvantages of the AVI video file type?

Advantages - High quality

Disadvantages - Large file size

What are the advantages and disadvantages of the MPEG video file type?

Advantages - Smaller file size so quicker to load and process

Disadvantages - Lower image/sound quality

What is compression in file types?

Compression is when a file is saved and the software tries to reduce the size of the file without losing any of the quality of the image/sound/video

What is the difference between lossy and lossless compression?

Lossy compression permanently reduces the quality of the file

Lossless compression can be reversed and all of the original quality got back

What is word processing software?

Software designed for writing words (letters, reports etc.)

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What is presentation software?

Software designed for putting a mix of images, words, video and sound together to allow it to be shown to an audience as part of a presentation

What is digital image editing software?

Software designed to edit images and save/export them in various resolutions and file types

What is a convention?

A convention is an agreement that a group of people will all do something the same way

What is a naming convention?

A naming convention is an agreement that a group of people will all name their files in the same way.

What is version control?

A file might exist in lots of versions e.g. High Quality/Low Quality or there might be old version you might want to keep.

Version control is a way of keeping track of different versions and older versions using a naming convention

e.g. LogoDesign_LJD_CinderellaDVDCover_HQ_V3_21/3/14

Why use naming conventions and version control?

With lots of people working on different parts of a project all of which have to come together over a long period of time it is very easy to lose files or forget which is the right file - Naming conventions and version control make it easy to find files and know which is the right one

What is health and safety?

It is about looking after the people who work with you and making sure they do not get hurt

Which law covers health and safety?

Health and Safety at Work Act

What could happen if a company does not look after its workers health and safety?

They will have broken the law and could be prosecuted and fined or sued by one of their workers

What is a risk assessment?

A way of working out how dangerous something someone is doing is. How hazardous it is (how much damage it could do to them) and how risky it is (how likely it is to happen to them)

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What is a recce?

Location scouting. Once scriptwriters, producers or directors have decided what general kind of scenery they require for the various parts of their work that is shot outside of the studio, the search for a suitable place or "location" outside the studio begins. Part of the recce would also be doing a risk assessment of working in that location.

What problems might occur when using a computer for long periods?

Back Problems Neck Pain Carpel Tunnel syndrome Eye Strain

How can you prevent back and neck problems when using a computer?

A fully adjustable chair should avoid poor posture.
Footrests can reduce these problems.
Screens should tilt and turn to a position that avoids awkward movements

How can you prevent eyestrain when using a computer?

Screen filters can remove a high percentage of the harmful rays emitted from a computer screen.
Use screens that do not flicker.
Take regular breaks - do not work for more than one hour without a break.
Lighting must be suitable and blinds fitted to windows to reduce glare

What is RSI?

Repetitive Strain Injury

How can you avoid RSI when using a computer?

To prevent RSI, make sure your posture is correct, use wrist rests and have a five-minute break from typing every hour

How should a computer be set up to avoid anyone injuring themselves?

There should be no trailing wires
Food and drink should not be placed near a machine
Electrical sockets must not be overloaded
There must be adequate space around the machine
Heating and ventilation must be suitable
Lighting must be suitable with no glare or reflections
Benches must be strong enough to support the computers

What is Intellectual Property?

Intellectual property (IP) is a legal term that refers to creations of the mind (rather than things people built). Examples of intellectual property include music, literature, and other artistic works; discoveries and inventions; and words, phrases, symbols, and designs.

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What is Copyright?

Copyright gives the creators of some types of media rights to control how they're used and distributed. Music, books, video and software can all be covered by copyright law.

What does copyright law mean you can't do?

When you buy software, for example, copyright law forbids you from:

- giving a copy to a friend
- Making a copy and then selling it
- Using the software on a network (unless the licence allows it)
- Renting the software without the permission of the copyright holder

What is the name of the law covering copyright?

Copyright, Designs and Patents Act 1988

How does copyright affect how you use images from the internet?

You have to get the permission of the owner of the copyright to use the images
You have to acknowledge that it is a copyright image
You have to follow any conditions set by the owner of the copyright
You may have to pay a fee to use the image

What does copyright free mean?

Things which are not copyrighted because they were never copyrighted or the copyright has expired and people are free to use it

What does royalty free mean?

Royalty free means that you can use copyrighted material without having to pay

What are trademarks?

Words, an image or a symbol legally registered to represent a company

What does classification mean in digital media?

Saying that something is appropriate for a particular age group

What does certification mean in digital media?

Some types of media legally have to be classified for a particular age group and cannot be sold without having been certified (movies, video games).

What is intellectual property?

Something someone thought up rather than made (an idea)

What is the Data Protection Act?

The law which says how companies and organisations need to look after personal data they have collected on people

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How does the Data Protection Act protect computer users?

It says data must be:

- collected fairly and legally
- only the data that is needed
- accurate
- only kept as long as it is needed
- kept safe and secure
- not given to other people without your permission

What is defamation?

Saying something that is not true which damages a person or organisations reputation

What are Royalties?

Payments made to the person who created a media item.

What should be included on the answer to a review question?

- Paraphrase the question
- What is there that should be there
- What is good about it (strengths)
- What is missing that should be there
- What is poor about it (weaknesses)
- How specifically could it be improved
- Conclusion

Identify three purposes of a script

- To provide the lines for the characters
- To set out what the narrator will speak
- To provide details of expressions or action

Why is a storyboard a suitable pre-production document for an animated scene?

- Pictures of characters make it easier to visualise the situation
- To provide information such as timings for the scene

Identify 6 components of a work plan

- | | | |
|------------|------------|---------------|
| Tasks | Activities | Work flow |
| Timescales | Resources | Contingencies |

Explain the purpose of milestones in a work plan

- An event of note that often marks the completion of a stage
- An important decision point that can lead the project in a different direction
- A key event that allows a project to be kept on schedule

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Identify hardware which could be used to create a digital mind map

Mouse Keyboard Graphics Tablet
Touchscreen Scanner Computer/Laptop/Tablet/Smartphone

Name three online information sources

Websites Blogs Wikis

Describe the purposes of a mood board

A visual tool to help with the 'feel'/'flow'/look and to assist in generation of ideas

What could be included on a script?

Speech/dialogue
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

Original Source of Information: <https://quizlet.com/79768966/creative-imedia-flash-cards/>