

Revision Guide

# Creative Imedia R081

Student Name

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## 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.

### 1. 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.

## 2. Visualization 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.

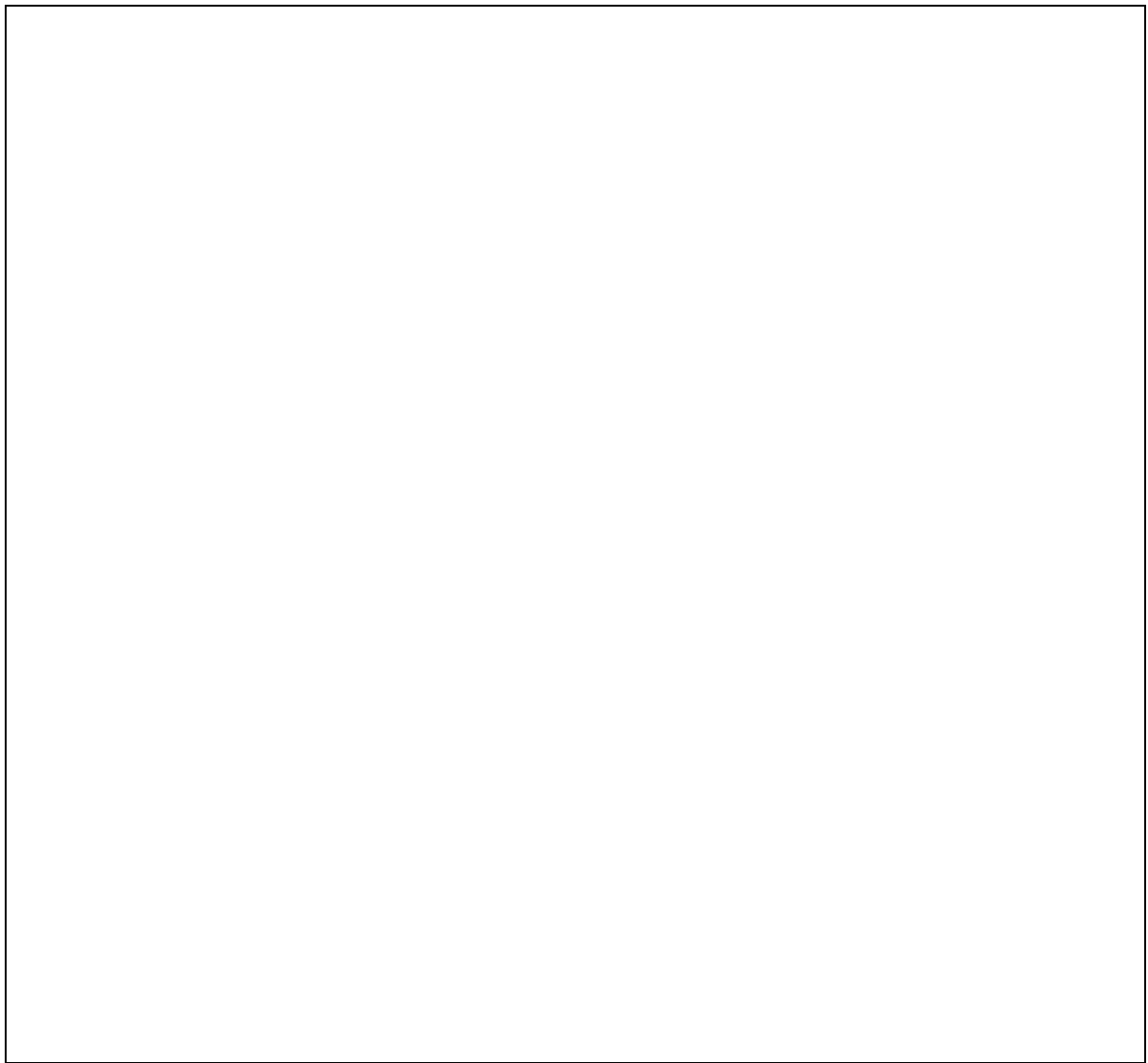


### 3. What is a spider diagram?

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.

#### Questions.

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



4.Moodboards

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 moodboards to show ideas for a wide variety of product from posters and DVD covers to animations and TV adverts.

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

### Questions

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

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4.2 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.

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### 5. Hardware

Understand that hardware can be used to digitalise items, for example a scanner could be used to make a digital copy of a script which could be saved a PDF.

Hardware	Uses	File types that can be created.
Scanner		
Camera		
Video Recorder		
Voice recorder		

### 6. 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.

# Writing a properly formatted screen play

The slug line!  
When and where your scene is taking place.

Always written in the present tense.

INT. FREMONT CITY TAXI - NIGHT - MOVING #1 Slug line  
Buildings and street scenes go by, as seen through a dirty car window. WILLIAM, an older, gruff-looking gentleman who looks like he'd be more comfortable on a western film set, is in the back seat of a RATTILING taxi, looking out the window at the passing urban decay. The CABBIE has a rough but friendly voice and speaks to William with a nostalgic tone. #2 Action

Capitalize the first time a character is introduced.

Capitalize and centred .

CABBIE #3 Character Name  
(adjusts rear view mirror to see William easier) #5 Parentheticals  
I've been livin' in this city almost thirty years, y'know? Seen it all. My parents, god rest their souls, moved us here so I could be in a good school system. The school system! Ha! Can you believe it to look at this place? #4 Dialogue

## Questions

List 5 items a script would usually contain.

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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.

Use the extract of the script above which was taken from the hit show 'Our Girl' to create a story board to carry on from where the script finishes. Your story board should stay in theme and demonstrate your ability to interpret short extracts.

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Extension break down a script a selection of which can be found <http://www.bbc.co.uk/writersroom/scripts/> create a storyboard to demonstrate one of them.

## 7. Health and safety

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



How to avoid injuries consistent with long periods of computer use.

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.

Health and safety in computer rooms

Hazard	What is the risk?	Who is at risk?	Control Measures	Risk Level
<b>Electrical Equipment</b>	Students suffering shock from loose cabling or risk from improper use of any additional equipment.	Students	<ul style="list-style-type: none"> <li>• Students taught how to use equipment</li> <li>• Staff check electrical equipment</li> <li>• Staff report any problems</li> </ul>	Low
<b>Movement around classroom</b>	Staff and students may trip injure themselves when walking around the classroom due to trips and falls.	Staff & Students		Medium
<b>Computers</b>		Staff & Students	<ul style="list-style-type: none"> <li>• Regular breaks to be taken during day</li> <li>• Workstations maintained</li> <li>• Specialist equipment used as necessary</li> </ul>	High
<b>Heating</b>	Students and staff may be in poor working conditions if the room temperature drops too low or reaches too high a level.	Staff & Students	<ul style="list-style-type: none"> <li>• Air conditioning unit installed in class</li> <li>• Heating system installed in classroom</li> <li>• Easy access for staff to adjust both systems</li> </ul>	Low
<b>Fire</b>	Students and staff may suffer burns, smoke inhalation or potentially fatal injuries if trapped in a classroom during a fire.	Staff & Students		Medium
<b>Food and Drink</b>	Computers may become damaged or student safety put at risk if drinks or any fluids are spilled on or near a computer.	Students	<ul style="list-style-type: none"> <li>• No food or drink in classroom</li> <li>• Students aware of classroom procedure</li> <li>• Drinks to remain in sealed containers</li> </ul>	High

What is a site recce?

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

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

Hazard	How could you avoid?

List three possible hazards of working in a computer room.

Hazard	How could you avoid?

### 8. 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

### Still images

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

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

### Song

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

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

**Poster**

See Still Images (above)

**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

**8. Version control and file naming**

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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## 9. Legislation

Legislation	Key points
Copyright	<p>Copyright, Designs and Patents Act 1988</p> <p>It is illegal to use created material without permission</p> <p>70yrs literacy, dramatic, musical or artistic work</p> <p>70yrs films</p> <p>50yrs sound recording</p> <p>You could face legal action</p> <ul style="list-style-type: none"> <li>• Fine of up to £325,000</li> <li>• Imprisonment of up to five years for a first offence.</li> <li>• Subsequent offences, fine of up to £0.6 million</li> <li>• Imprisonment of up to 10 years.</li> </ul> <p>Ignorance is not an excuse</p>
Trademarks	<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>Trademarks Act 1994</p> <p>Once registered a trademark cannot be used without permission (diluted)</p> <p>Injunctions and damages can be granted</p>
Creative commons	<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>
Patent	Patents Act 1977



	<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>
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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	

10. 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:





