

Learning Mat - Pre-production Techniques

Mood board	Mind map	Visualisation diagram	Script	Storyboard
<p><u>Purpose</u></p> <ul style="list-style-type: none"> • To assist in the generation of ideas • To help collect ideas • A visual tool to give a 'feel' for the final product 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> • Can generate ideas • A visual tool • Organise ideas • Show links between ideas 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> • Visual tool • See how a final product will look • Plan the layout of a product 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> • To provide lines for characters • To provide direction for the crew (sound effects, camera angles etc) • To identify the location 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> • Visual tool of how a product will look like along a timeline • Sequence of movements • see flow of scenes from one to the next
<p><u>Content</u></p> <ul style="list-style-type: none"> • Images/photographs • Colours/colour scheme • Text/font • Sounds/video clips (digital) • Textures/fabrics • Logo 	<p><u>Content</u></p> <ul style="list-style-type: none"> • Central node—main theme • Sub nodes/branches • Text • Images (sometimes) 	<p><u>Content</u></p> <ul style="list-style-type: none"> • Images/graphics • Colours/colour schemes • Text • Fonts to be used • Annotations 	<p><u>Content</u></p> <ul style="list-style-type: none"> • Speech/dialogue • Set/location for the scene • Direction • Sounds • Characters • Timings • Camera movement/angles/shot types 	<p><u>Content</u></p> <ul style="list-style-type: none"> • Images/content of each scene • Locations • Camera shots/angles • Camera movement • Shot length/timings • Lighting • sound

Skills

Work plan	Client brief/audience	Research	Hardware/software	Health and safety
<p><u>Purpose</u></p> <ul style="list-style-type: none"> To plan out what order the tasks need to happen in To allow the project to meet the final deadline by using checkpoints to stay on track 	<p><u>Client brief content</u></p> <ul style="list-style-type: none"> Timescale Target audience Purpose Content Style/genre Location Budget 	<p><u>Primary research</u></p> <p>The information is obtained first hand</p> <ul style="list-style-type: none"> Forums Diary Interview Video footage photo 	<p><u>Hardware</u></p> <ul style="list-style-type: none"> Computer Computer peripherals—mouse, keyboard etc Camera Scanner 	<p><u>Recce</u></p> <p>A visit to a specific location</p> <ul style="list-style-type: none"> Location Access Lighting Issues Availability of power
<p><u>Content</u></p> <ul style="list-style-type: none"> Project duration Time/date Milestones Contingencies Tasks Activities Resources/staff Costs/budget 	<p><u>Target audience</u></p> <ul style="list-style-type: none"> Age Gender Location Ethnicity Income 	<p><u>Secondary research</u></p> <p>The information is obtained second hand</p> <ul style="list-style-type: none"> Reports Website Textbooks Magazine article 	<p><u>Software</u></p> <ul style="list-style-type: none"> Desktop publishing Word processing Presentation Web browser Mindview 	<p><u>Risk assessment</u></p> <p>What risks are involved?</p> <ul style="list-style-type: none"> Hazards and dangers Who might be harmed and how? Risks and precautions to take