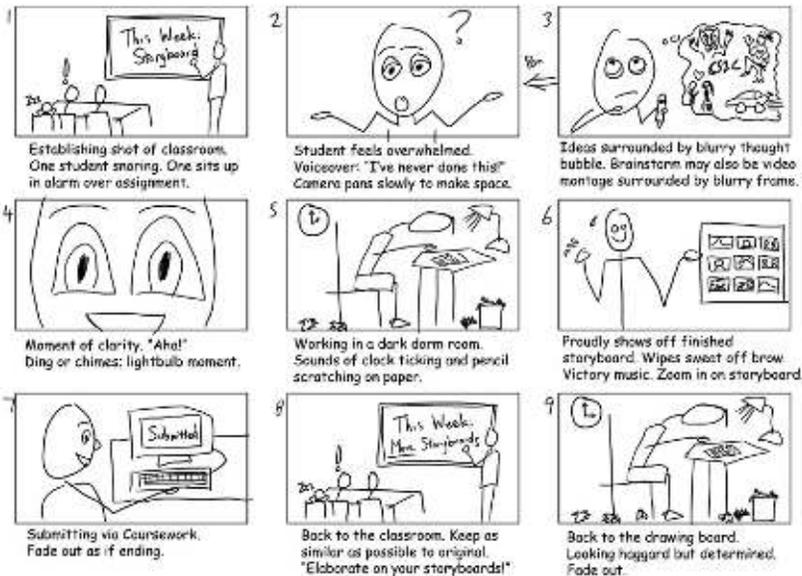


# Knowledge Organiser: Storyboards

You must be able to understand the purpose and use the content of different pre-production documents

## Storyboards

- ⇒ A storyboard is used by many people to illustrate a sequence of *moving* images.
- ⇒ A storyboard shows the flow of scenes that occur in a timeline, a succession of events.
- ⇒ This is different to a visualisation diagram which are used for a single of events.
- ⇒ Each scene of the story is placed in chronological order (in the order that they occur in time).



## Why use storyboards?

### Best way to share your vision for the project

- ⇒ A visual aid makes it much easier for you to share and explain your vision for your video with others.
- ⇒ When you have a storyboard, you can show people exactly how your video is going to be mapped out and what it will look like. This makes it much easier for other people to understand your idea.

### Makes production much easier

- ⇒ When you storyboard a video you're setting up a plan for production, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script.
- ⇒ The storyboard is a starting point or suggested storyline around which you can plan your story (all the angles you will shoot of a scene). This really comes in handy when you're making your video, as it ensures you won't forget any scenes and helps you piece together the video according to your vision.

### Saves you time

- ⇒ While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later.
- ⇒ Not only will it help you explain your vision to your team, it will also make the creation process go more smoothly.

# Knowledge Organiser: Storyboards Creative iMedia

You must be able to understand the purpose and use the content of different pre-production documents

## Storyboard and camera angles

- ⇒ The storyboard could be used by several people who could be involved in the production process.
- ⇒ Camera shots and angles are important aspects to a storyboard
- ⇒ The camera operator or animator will use the storyboard to decide how to create each scene.
- ⇒ Each scene is usually defined by changes to the camera use for each shot.
- ⇒ Below are examples of different camera angles (POV—point of view).



Establishing Shot



Up Shot



Full Shot



Down Shot



Medium Shot



Over The Shoulder



Close Shot



Two-Shot



Extreme Close Shot



POV shot

[wiki How to Draw Storyboards](#)

### Purpose of a storyboard

- ⇒ To provide a visual representation of how a media project will look along a timeline
- ⇒ To provide a graphical representation of what a sequence of movements will look like
- ⇒ To provide guidance on what scenes to film or create
- ⇒ To provide guidance on how to edit the scenes into a story

### Uses of a storyboard

- ⇒ Any project where movement or a sequence is required, especially along a timeline, for example
  - ◇ Video projects
  - ◇ Digital animations
  - ◇ Comic books to illustrate the story
  - ◇ Computer games, to illustrate game flow, narrative or story
  - ◇ Multimedia projects, to illustrate the sequence between scenes

### Content of a storyboard

- ⇒ Images, for content of each scene
- ⇒ Locations
- ⇒ Camera shot type and angles
- ⇒ Camera movement
- ⇒ Shot length and timings

# Knowledge Organiser: Mood Boards

You must be able to understand the purpose and use the content of different pre-production documents

## Mood Boards



A mood board is a collection of sample materials and products. They can be created using paper/cards on a notice board or with software.

### Purpose:

- ⇒ Help with creativity in the design stage to establish a style
- ⇒ Save time by ensuring the design ideas work well before production begins
- ⇒ Checks there is a clear creative direction for the project (show the client)
- ⇒ The client can be involved at an early stage to give their feedback
- ⇒ Shows concepts that are difficult to describe in words

### Use:

- ⇒ As a starting point for any creative media project
- ⇒ To gather sample materials



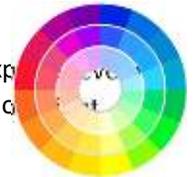
Remember: Mood boards are *not* examples of the finished creative media.

They demonstrate design ideas, concepts, suggestions and possibilities.



## Colours

Mood boards can be used to explore possible colour schemes based on preferences or your ideas.



## Inspiration

Explore ideas to see how assets work together. What is the mood created by design?



## Textures

Establish which texture designs work well together to add to the overall theme of the project



## Photography (images)

Do client photos fit with the mood? Do you need other images, if so, what are the implications of using other people's images?



# Knowledge Organiser: Scripts

You must be able to understand the purpose and use the content of different pre-production documents

Camera, Lighting and Sound

BOP206 / 2011

1. TITP GRAPHIC \_\_\_\_\_ /

"This is the Place"

TITLES / GRAMS

2. CAM 3 \_\_\_\_\_ /

M.L. 2-SH  
PRES 2 L.O.F.  
PRES 1 R.O.F.

PRESENTER 1:

Hello and welcome to "This is the Place".

PRESENTER 2:

This is the show where each week we visit a productive location of interest and today we are here at Ravensbourne – a media college and 'digital destination' just opposite the O2 in North Greenwich, London.

PRES 1:

Ravensbourne sports a Faculty of Fashion and offers studies to MA level but this afternoon we are focusing on Communication Media - more usually called Broadcasting.

3. CAM 2 \_\_\_\_\_ /

W.S. PRESENTERS R.O.F. AT TOP OF SHOT  
PAN LEFT TO INCLUDE CAMERA 1 WITH PRESENTER'S WALK

And we start our walkabout in this the jewel of Broadcasting, the Ravensbourne TV studio. (TURNS) This brand new facility is fully equipped with 5 HD cameras and is State-of-the-Art - in both the specification of its installed kit and the suitability of its building design.

4. CAM 1 \_\_\_\_\_ /

STUDIO WALL DETAIL AS DIR.

In fact without detailed planning in sound insulation for instance, no studio would be able to co-exist in this an otherwise quiet college of study.

5. CAM 2 \_\_\_\_\_ /

M.S. PRES

So, let's look at the studio fundamentals. The studio's lighting 'grid' is way up there at over 4 metres high - that's over 13 feet and here you'll find numerous

6. CAM 4 \_\_\_\_\_ /

W.S. STUDIO GRID/LIGHTS

Page 1 of 11

## Scripts

A script is a piece of written work that can be for a movie, audio, audio-visual product or screenplay. It is often that starting point for any of these products and includes information about the media product in a style and format that follows some layout conventions. It is often used by a number of different people involved in the actual production, who will analyse the script and break it down into sections with information



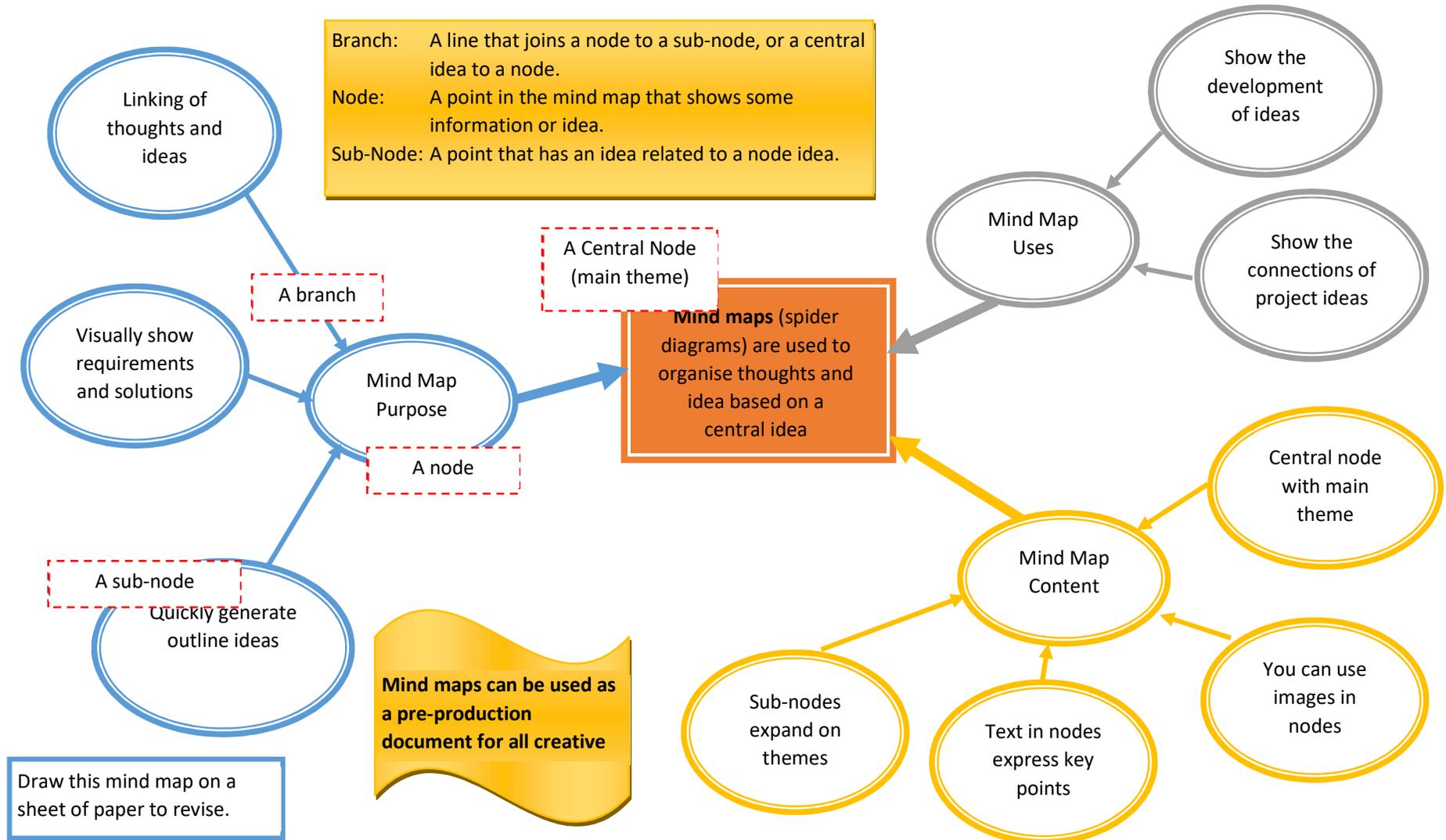
Screenplay scripts are created by the writer and presented in a standard format.

They are distributed by agencies or producers to attract talent and finance for production projects. Alternatively, a writer might be employed to adapt an existing novel or event into a screenplay or stage



# Knowledge Organiser: Mind Maps Creative iMedia

You must be able to understand the purpose and use the content of different pre-production documents



# Knowledge Organiser: Visualisation Diagrams

You must be able to understand the purpose and use the content of different pre-production documents

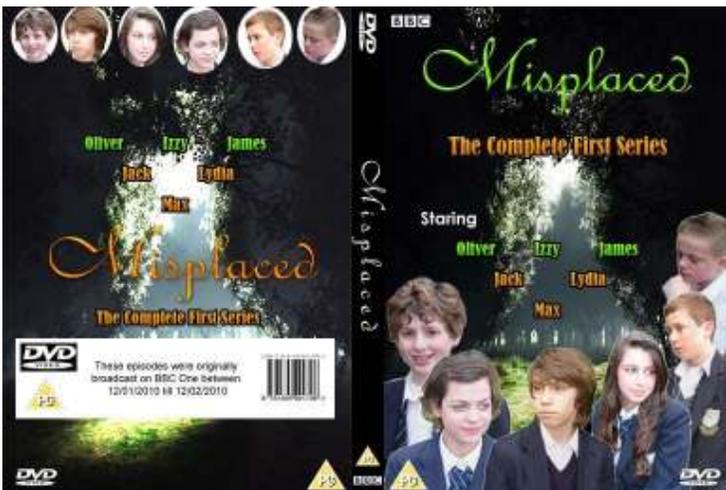
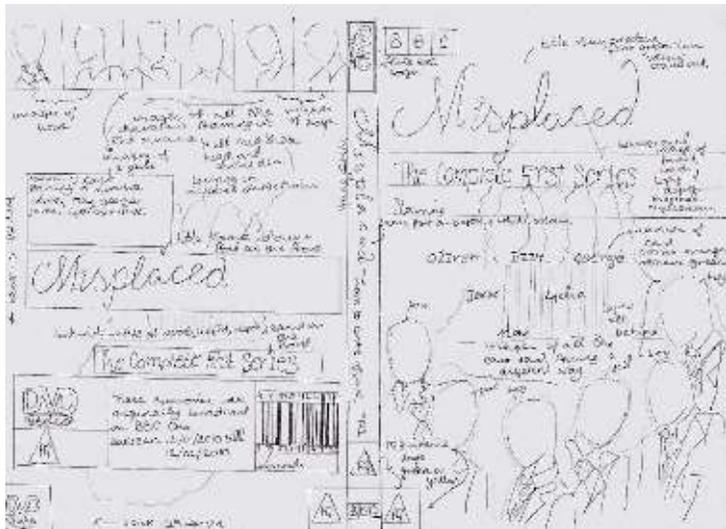
## Visualisation Diagrams

Visualisation diagrams are a rough drawing or sketch of what the final static image product is intended to look like. They will have annotations to describe the design ideas. Typically, a visualisation diagram is hand drawn, but it does not need any artistic skills to communicate ideas.

It is intended to demonstrate the layout and content of the product that is being illustrated

You might produce several drafts to demonstrate ideas to your client. Your client might choose the draft they like the most. There must be sufficient information in the visualisation diagram for the client to make a decision about their preferred design.

Visualisation diagrams are valid for static designs, that is an image that does not move. It is, therefore, relevant for designs such as a magazine cover, a DVD cover, or an image for a website. It would not be suitable for a video or an animation.



Look closely at the detail in the example visualisation diagram. Compare the concepts in the visualisation diagram and compare them to the final product that was produced. Do you notice the similarities and the differences.

Notice how the visualisation diagram was

### Purpose:

- ⇒ Plan the layout of a static or still image in a visual manner
- ⇒ To show how a finished item might look like

### Uses :

- ⇒ CD/DVD cover design
- ⇒ Poster, such as for a film, event, leaflet or advertisement
- ⇒ A single game scene or display of a single scene
- ⇒ Comic book page layout
- ⇒ Web page layout
- ⇒ Magazine front cover

### Content:

- ⇒ Multiple images, layout and positions of items.
- ⇒ Colours and colour schemes

# Knowledge Organiser: Planning Pre-production

## Client Requirement Documents

**Written brief:** A short statement of what is needed

**Script:** a short film or animation may be defined by a script. This presents all the key information to make to product—dialogue narrative, characters, direction, etc

**Specification:** A more detailed document which identifies the ideal or required aspects of the product.

**Client discussion:** Allows a better understanding of that the client wants and allows the designer to check information or ask question based on the other documents.

## Content of Client Requirement Documents

**Product:** what type of media product is wanted? Graphics, video game, sound file?

**Purpose:** Inform, entertain, educate, promote, advertise

**Content:** Depending on the type of product—may define specific images, text, use of logos and assets that must be included

**Genre:** style or theme with defined expectations for games, posters, etc

**Style:** May be a house style where all products linked to a brand use a specific set of stylistic features, colour, font, etc

**Target Audience:** an expected profile of the targeted group—age, gender, income

**Timescales:** when the product should be finished

**Constraints:** Restrictions on the product—safety requirements, rules, culturally acceptable information and design

### Types of Sources

**PRIMARY:** those where you obtain information first-hand from an original source and, typically, more reliable

### Types of Sources

**SECONDARY:** those where the information is obtained second-hand, or where somebody else has put their own interpretation of original information

## Examples of Genre

Video	Action / adventure
	Comedy
	Science Fiction
	Comedy
Game	RPG
	Platform
	Combat
Music	Pop
	Rock
	Reggae

## SOURCES

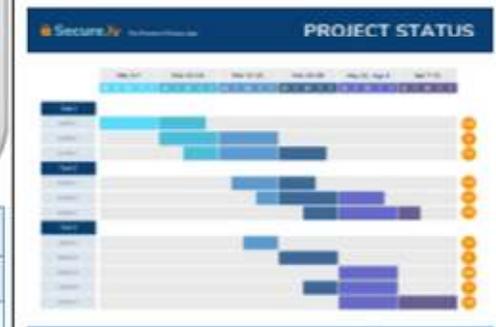
PRIMARY	SECONDARY
Autobiography	Biography
Original Works	Commentaries
First-hand account	Second-hand account
Diary	History Text Book
Interview	Magazine Article
Video Footage	Encyclopaedia
Photo	Report
Relics	Other people's products
Official Records	News broadcast

## Work Plans and Schedules

**Work or Project Plans:** Structured lists of tasks and associated activities, including time scales, that are needed to complete the project.

**Production Schedules:** Lists of what will be done on what day, date and time—for example a shooting schedule for a film or TV programme.

### Example 1—Gantt Chart



### Example 2—Shooting Schedule

Day/Date	Scene	WARD/Day/Night	Shot Descriptions/Summary	Location
<b>SUNDAY 22 MARCH 2020</b>				
12:00 - 12:30	1	Ward	Establish an arrival on location	
12:30 - 1:00	2	Ward	Richard and John arrive and introduce Ben and Libby discussing the robbery	Ben's house - kitchen and living room
1:00 - 1:30	3	Ward	Ben and Richard argue about money	Ben's house - kitchen and living room
1:30 - 2:00	4	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
<b>MONDAY 23 MARCH 2020</b>				
08:00 - 09:00	5	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
09:00 - 10:00	6	Ward	Ben and John arrive at the bank. Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
10:00 - 11:00	7	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
11:00 - 12:00	8	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
12:00 - 13:00	9	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
13:00 - 14:00	10	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
14:00 - 15:00	11	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
15:00 - 16:00	12	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
16:00 - 17:00	13	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
17:00 - 18:00	14	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
18:00 - 19:00	15	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
19:00 - 20:00	16	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
20:00 - 21:00	17	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
21:00 - 22:00	18	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
22:00 - 23:00	19	Ward	John and Ben arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room
23:00 - 00:00	20	Ward	Establish an arrival on location on Monday. Ben, Richard and John arrive in the car, Ben is driving. The car is stuck in traffic on the road to the bank	Ben's house - kitchen and living room

# Knowledge Organiser: Planning Pre-production



Creative iMedia

## Content of Work Plans

**Tasks:** The main sections of the project

**Activities:** Different things that need to be done to complete a task

**Durations:** The time a single task or activity is expected to take

**Timescales:** How long the different tasks or overall project is expected to take

**Milestones:** Key dates when a section or task is completed

**Deadlines:** A date when something must be completed by

**Resources:** What is needed to complete a task or activity—this could be people, tools or materials

**Contingencies:** 'What if' scenarios. Back up plans for when things go wrong

## Target Audience

The particular group or groups of people the product is aimed at:

**Age:** What age group is targeted—usually as a range, e.g. 6-12, 12-18, etc

**Gender:** Male, Female, Both, trans-gender and gender neutral inclusivity

**Ethnicity:** What is the client background, multicultural or a specific cultural group who share common background, language, race or religion?

**Location:** Local, national or international (global)

**Income:** Are the audience likely to be low or high income?

**Accessibility:** For people with impaired abilities, such as sight and hearing

## Hardware and Software for production

### Computer Systems



Desktop computer    Laptop    Netbook    Hybrid    Tablet    Smartphone

### Peripherals



### Imaging Devices



Purpose	Applications
Image editing / Desktop Publishing	Adobe Photoshop / Illustrator / Fireworks GIMP Microsoft Publisher
Word Processing	Microsoft Word Open Office Writer
Presentation Software	Microsoft Power Point Open Office Impress
Web Browser	Microsoft Edge / Internet Explorer Google Chrome, Firefox, Safari
Dedicated Software	Freemind,
Audio Visual editing tools	Adobe Premier / Flash Animation / Movie Maker Audacity

# Knowledge Organiser: Planning Pre-production



Creative iMedia

## HEALTH & SAFETY CONSIDERATIONS

**The Recce**—Health and Safety Visit to location

**Location**

**Access and Car parking**

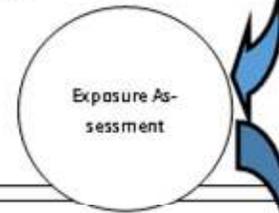
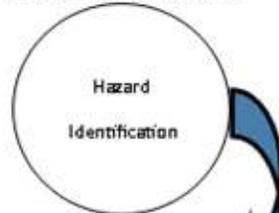
**Lighting**

**Availability of power**

**H&S requirements**

**Environmental considerations**

Risk Assessment Process



### Risk Assessment

1. Identify Hazards and dangers
2. Decide who might be harmed and how
3. Evaluate the risks, decide on precautions
4. Record findings and implement them
5. Review and update assessment

### Safe Working Practices

Using computers: Chair Height, seating position, distance from screen to eyes

Working at heights: Filming, photography

Working with electricity: Cable safety,

Working with heavy equipment: Lifting, moving, setting up

## Legislation in Creative iMedia Production

### Copyright, trademark, Intellectual property

© - Copyright is a legal right which allows the owner to distribute, licence and use a product for a period of time. (70 years) This covers anything written or created (photos, etc). Others must seek permission to use their work.

™ - Trademark used to identify a n organisation or product.

IP—Intellectual Property—a piece of work that may later be copyrighted, trademarked or patented

### Certification and classification

Informs the audience of suitability of content of a film or game. **Censorship** is where parts of a work are not allowed to be show or used.

Factors considered: Violence, strong language scenes of a sexual nature

Films: BBFC (British Board of Film Classification) - U, PG, 12, 12A, 15 and 18

Games: PEGI (Pan European Game Information) 3, 7, 12 16 and 18

### Data protection and GDPR

Data Protection Act (1988) principles

1. data is fairly and lawfully processed
2. Processed for limited purposes
3. Adequate, relevant and not excessive
4. Accurate
5. Not kept for longer than necessary
6. Processed in line with your rights
7. Secure
8. Not transferred to other countries without adequate protection

### Other legal issues

**Defamation:** damaging some one's reputation

**Slander:** make a false verbal statement which damages some one's reputation

**Libel:** make a false written statement which damages some one's reputation

**Privacy:** Covered by the European Convention on Human Rights—Article 8—A right to privacy and a family life

# Knowledge Organiser: Planning Pre-production



# Creative iMedia

## File Formats

Application	Original format	Alternative
MS Word	.doc, .docx	.pdf
MS Publisher	.pub	.pdf
Apple Pages	.pages	.doc, .pdf
MS PowerPoint	.ppt, .pptx	.pdf
Adobe Photoshop	.psd	.jpg, .tif, .pdf
Freemind	.mm	.pdf

## File Compression

The process of using data compression to reduce the size of files. File compression can be lossy or lossless.

**Lossless:** no information is discarded or thrown away when saving the file. It retains all of the original information and quality but file size is larger.

**Lossy:** discards some of the information in order to reduce file size. Useful for web use or to save space on storage media but this is done at the cost of reduced quality. A smaller file is faster to upload, download or stream / share. The method varies between different file types. JPG image files can be compressed on a scale of 1–12 where 12 is the highest quality / largest file size.

## Images and graphics

File Format	Properties	Limitations
.jpg	Used with digital cameras and websites. Lossy	Image quality with higher compression
.png	Intended for web alternative to gif. Allows transparency	Not as widely used
.tiff	High quality, lossless for printing	Can't be directly edited
.gif	Small file sizes and supports transparency and animation, website buttons, logos	Limited range of colours

## Video

File Format	Properties	Limitations
.mp4	Multimedia / video compression standard enables high quality over low bandwidth connections	
.mpg	Video file format—lossy compression, smaller file size	
.avi	Uncompressed for high quality—often used for video editing	File sizes can be large
.mov	Widely used for video files from digital cameras, good quality	

## Audio

File Format	Properties	Limitations
.mp3	Compressed format—choice of different bit rates. Options for file size and quality—good for portable devices	Audio quality for small file size
.wav	Uncompressed high quality audio files for Windows	File sizes can be large
.aiff	Uncompressed high quality audio files for Apple Mac	Cross platform restrictions
Ogg vorbis	Similar to mp3 but less widely used	Not widely supported

## Animation

File format	Properties
.swf	Compressed format for fast loading speed
.gif	Limited colour support, useful for very short animations
.flv	Flash video file, used for video and animation
.mov	Widely used for video from digital cameras. Originally used with Apple Quicktime