

Name:

Exam paper:

R081: Pre-production Skills

Document	Purpose	Content	Example / Create	Suitability / Long Questions	File format	Hardware & Software																																								
Mind maps / Spider diagram [Website – Generate ideas for content on pages / site; Show how pages fit together]	<ul style="list-style-type: none"> Quickly generate outline ideas Link or connect aspects of ideas 	<ul style="list-style-type: none"> Central node (main theme) Sub-nodes (with branches) Topics (keywords) Images (icons) Colour 	Central node; 4-6 nodes; few sub-nodes <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Level</th> <th>Criteria</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td> <ul style="list-style-type: none"> Complex structure with all nodes and sub-nodes for topic Content is all relevant </td> </tr> <tr> <td style="text-align: center;">2</td> <td> <ul style="list-style-type: none"> Few nodes and sub-nodes Content may not be wholly appropriate </td> </tr> <tr> <td style="text-align: center;">1</td> <td> <ul style="list-style-type: none"> Central theme and few nodes Some relevance to topic </td> </tr> </tbody> </table>	Level	Criteria	3	<ul style="list-style-type: none"> Complex structure with all nodes and sub-nodes for topic Content is all relevant 	2	<ul style="list-style-type: none"> Few nodes and sub-nodes Content may not be wholly appropriate 	1	<ul style="list-style-type: none"> Central theme and few nodes Some relevance to topic 	Introduction: <ul style="list-style-type: none"> What is the document and its purpose? Who will use it? / Who is the target audience? <ul style="list-style-type: none"> In the question Strengths: <ul style="list-style-type: none"> What features are there? <ul style="list-style-type: none"> Why is this good? Weaknesses: <ul style="list-style-type: none"> Which of the required features are missing? <ul style="list-style-type: none"> Why is this an issue? How could it be improved Conclusion: <ul style="list-style-type: none"> Overall, is the document fit for audience and purpose? <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> Points to consider: Layout; Relevance to context; Suitable detail / annotations; Suitability for target audience; Suitability for client; Fitness for purpose; White space; Composition; Clarity; Colours; Fonts; Font styles; Nodes; Sub-nodes, suitable links between content... </div>	Audio: .mp3; .wav; .aac Video: .mp4; .wmv; .mov Image: Web (html5) - .png, .jpeg, .gif (animation); Print - .tiff Animation: .flv; .swf Text: .pdf – small file size (accessible by all) but can't edit Lossy (Compressed so small file size some quality lost) <ul style="list-style-type: none"> Small file sizes as downloaded so if too big will take longer High quality otherwise may be blurry and portray bad view of site 	Creating – use hardware devices to create in a digital format e.g. mouse, keyboard, monitor... Digitising – create by hand then digitise by: <ul style="list-style-type: none"> Photographing (with digital camera) work e.g. mood board or mind map Scanning (with scanner) the work e.g. visualisation diagram or storyboard Types of software: <ul style="list-style-type: none"> Graphics editing Word processing Project management Spreadsheet / Database Desktop publishing (DTP) Audio editing Video editing Web browser Web authoring 																																
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Mood boards [Warm colours to reflect summer]	<ul style="list-style-type: none"> Visual tool used to generate ideas on a new project Create mood or feel for a product (be specific) NOT to show what product will look like 	<ul style="list-style-type: none"> Images (photographs, graphics, logos) Colours (and scheme) Text (fonts, styles, quotes) Textures / fabrics Sound & video clips (only for website...) Annotations 	Title; Keywords; Images (in boxes); Colour; Annotations (justify) <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Level</th> <th>Criteria</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td> <ul style="list-style-type: none"> All images relevant (6) Good justifications including colour, fonts... Wholly suitable layout </td> </tr> <tr> <td style="text-align: center;">2</td> <td> <ul style="list-style-type: none"> Some relevant images (4) Annotations to justify images Layout not wholly suitable </td> </tr> <tr> <td style="text-align: center;">1</td> <td> <ul style="list-style-type: none"> Title One image Weak / no annotations </td> </tr> </tbody> </table>	Level	Criteria	3	<ul style="list-style-type: none"> All images relevant (6) Good justifications including colour, fonts... Wholly suitable layout 	2	<ul style="list-style-type: none"> Some relevant images (4) Annotations to justify images Layout not wholly suitable 	1	<ul style="list-style-type: none"> Title One image Weak / no annotations 	Market research <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Primary</th> <th>Secondary</th> </tr> </thead> <tbody> <tr> <td>Directly from source</td> <td>Indirectly sourced</td> </tr> <tr> <td>Meetings/Discussions</td> <td>Internet/Online</td> </tr> <tr> <td>Interview</td> <td>Magazine article</td> </tr> <tr> <td>Video footage</td> <td>News broadcast</td> </tr> <tr> <td>Autobiography</td> <td>Biography</td> </tr> <tr> <td>Surveys</td> <td>Report</td> </tr> <tr> <td>Questionnaires</td> <td>Commentaries</td> </tr> <tr> <td>Official records</td> <td>Books</td> </tr> <tr> <td>Original works</td> <td>Focus groups</td> </tr> </tbody> </table>	Primary	Secondary	Directly from source	Indirectly sourced	Meetings/Discussions	Internet/Online	Interview	Magazine article	Video footage	News broadcast	Autobiography	Biography	Surveys	Report	Questionnaires	Commentaries	Official records	Books	Original works	Focus groups	Copyright, Designs & Patent Act Intellectual property © ® TM <ul style="list-style-type: none"> Work or idea protected by copyright, trademark or patent law License <ul style="list-style-type: none"> Open and Creative Common To use sources: <ul style="list-style-type: none"> Contact the owner Ask for permission to use it Often you will need to pay a fee Defamation - Can't say nasty things about someone without proof <ul style="list-style-type: none"> False statements that harm reputation of individual / group Privacy – People have this right and it should not be invaded <ul style="list-style-type: none"> Actions to protect members: <ul style="list-style-type: none"> Provide usernames Provide password Create an avatar Check webpage is secure 	Data Protection Act (DPA) <ol style="list-style-type: none"> Processed lawfully Held for a specific purpose Adequate, relevant and not excessive Kept accurate Not kept longer than necessary Processed in accordance with subject Held securely Not transferred to countries without similar DPA <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Collecting Data</th> <th>Sorting data</th> </tr> </thead> <tbody> <tr> <td>Only collect data needed</td> <td>Ensure data stored securely</td> </tr> <tr> <td>Only collect data for purpose stated</td> <td>Not pass data onto others</td> </tr> <tr> <td>Ensure data is correct</td> <td>Data is up to date</td> </tr> <tr> <td>Seek permission / Confirm Tc & Cs</td> <td>Complies with DPA</td> </tr> <tr> <td>Ensure sign up / registration is secure</td> <td></td> </tr> </tbody> </table>	Collecting Data	Sorting data	Only collect data needed	Ensure data stored securely	Only collect data for purpose stated	Not pass data onto others	Ensure data is correct	Data is up to date	Seek permission / Confirm Tc & Cs	Complies with DPA	Ensure sign up / registration is secure	
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Visualisation diagrams [Website – allow to see webpage in a visual form]	<ul style="list-style-type: none"> Mock version of intended product (static) Draft version for client (be specific) 	<ul style="list-style-type: none"> Images (graphics, logos) Colours (scheme) Text (fonts, style, text examples, titles, size, position) Annotations Dimensions 	<ul style="list-style-type: none"> Content <ul style="list-style-type: none"> Magazine – Big image in the centre; Big title for name of magazine; Small titles for articles inside with page references; Issue date; Barcode... DVD – Title; Certification symbol; Main image; Other images (logos, sponsors); Other text Layout (Suitable for DVD, magazine) <ul style="list-style-type: none"> Use of space Colour / colour scheme Fitness for purpose <ul style="list-style-type: none"> Sizes Stylisation Annotations to justify 	Target audience <ul style="list-style-type: none"> Income – target an audience that can afford your product Age – different ages appeal e.g. children different from adults (consider colour, language etc.) Gender – male and female e.g. colour is used to differentiate Location – Audience live a certain distance from store Interest / lifestyle – target at their hobbies Accessibility for website <ul style="list-style-type: none"> Visual problems – use contrasting colours to allow people to read text easily Young members – make it easy to read as reading age lower Gender – content and colour schemes appeal to all genders Detect default language – of the user so easy for user or offer options Detect devices – depending on what it is being viewed on (e.g. mobile, tablet) load different version 	Risk assessment <ul style="list-style-type: none"> Identify the hazards / dangers Decide who might be harmed and how Evaluate the risks and decide on precautions Record your findings and implement them Review your assessment and update if necessary Health & Safety at Work Act Using computers – RSI; Eye strain; Backache (relate to scenario) Safe working practices: <ul style="list-style-type: none"> Equipment positioned properly – adjust chair height, distance from screen to eyes, cables (tripped – cover), drinks (short electrical device) Regular breaks (for eye strain) Seating posture Wrist rests for Keyboards / mice comfortable Working at heights Working with electricity Working with heavy equipment	Consequences of failing to follow DPA: <ul style="list-style-type: none"> Sued Fined Prosecuted 																																								
Scripts	<ul style="list-style-type: none"> Provide lines for characters so they know what to say Provide details about expressions or actions Provide stage directions for actors and production crew 	<ul style="list-style-type: none"> Speech / Dialogue between characters (centred) Location / Set / Slugline (INT / EXT) Direction (what happens in scene) Character names (centred) Sound and sound effects (for actions, events) Shot type (close up, mid, long) Camera movement (pan, tilt, zoom) 		Client requirements Also known as brief or specification <ul style="list-style-type: none"> Must meet their requirements otherwise your work will not be fit for purpose Done by: <ul style="list-style-type: none"> Face to face discussion Script Specification Written brief Content (look at brief and use words given): <ul style="list-style-type: none"> Purpose Timescale Target audience Budget Content (information / images) Theme / style / genre Colour scheme (use house style for consistency) 	Work plans Purpose: <ul style="list-style-type: none"> Provide timescales so you don't spend too long on one thing Allow projects to meet deadline using checkpoints to stay on track <ul style="list-style-type: none"> What order tasks need to happen (workflow) Content: Tasks; Activities; Time / Duration; Deadlines; Milestones; Contingencies; Resources; Budget Contingency - extra time built in (plus extra costs) <ul style="list-style-type: none"> Unexpected events <ul style="list-style-type: none"> Equipment failure Illness Health & Safety concerns Conditions not correct e.g. for filming Advantages: <ul style="list-style-type: none"> Allows team leader to track all members tasks are being done on time Different team members know what to do to help them finish project 	Location recce <ul style="list-style-type: none"> Visit to a specific location for recording purposes <ul style="list-style-type: none"> Filming, audio recording or photography Check it is suitable: <ul style="list-style-type: none"> Lighting? Safe? Electricity? Scenery? Distance / location / logistics Environmental issues – noise, people Possible issues that may arise? 																																								
Storyboards	<ul style="list-style-type: none"> Visual plan on a timeline Guidance on how to edit scenes 	<ul style="list-style-type: none"> Camera shots (close up, mid, long) Camera movement (pan, tilt, zoom) Camera angles (over the shoulder, low / high angle) Timings / durations Location Sound Scene sketches (content, characters, scenery, speech) Lighting 	<ul style="list-style-type: none"> Scene content – must suit scenario <ul style="list-style-type: none"> Sketch Description Timings Camera shots (close up, mid, long...) Camera angles (over the shoulder, low angle, aerial...) Camera movement (pan, tilt, zoom or using a track and dolly...) Lighting (types and direction) Sound (dialogue, sound effects, ambient sound, music...) Locations (indoor studio or other room, outdoor...) 			Questions not covered: <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> Remember all answers must be directly relating to the scenario </div>																																								