

CREATIVE IMEDIA KNOWLEDGE ORGANISER

UNIT R081 – LO1 –UNDERSTAND PURPOSE & CONTENT OF PRE-PRODUCTION

MOOD BOARD

Definition:

It is a collage -physical (on paper) or digital, which tries to capture a feeling, theme or design.

Purpose:

- **Visual tool** used to generate ideas on a new project
- Create a **mood** or **feel** for a product (be specific)
- **NOT** to show what a product will look like

Content:

- Images (photographs, graphics, logos)
- Text (fonts, styles, quotes)

- Textures / fabrics
- Annotations (justify decisions)

Use:

- **Visual tool** used to generate ideas on a new project
- Create a **mood** or **feel** for a product (be specific)
- **NOT** to show what a product will look like.

Industry use:

- Interior designers
- Advertising
- Fashion designers
- Photographers

VISUALISATION DIAGRAMS

Definition:

It shows in a visual way what something might look like.

Purpose:

- **Mock version** of intended product (static)
- **Draft** version for client (be specific)

Content:

- Images (graphics, logos)
- Colour (scheme)
- Text (fonts, styles, text examples,

- titles, font size, position)
- Dimensions
- Annotations

Use:

- still images and graphics projects - poster designs and CD/DVD covers.
- Can be used to show layout of webs page, multimedia display, game scene

Industry use:

- Graphic designers
- Game designer
- Web designers

SCRIPTS

Definition:

A written document.

Purpose:

- **Provide lines** for characters so that they know what they are saying
- Provide details about **expressions**
- Provide **stage directions** for actors
- and production crew.

Content:

- Speech/Dialogue between characters
- Location/ Set/
- Direction
- Character names
- Camera shots
- Camera movement

Use:

- Movies
- Animations
- Plays / theatres

MINDMAP / SPIDER DIAGRAMS

Definition:

Can use the client brief as the main branches, then add thoughts/ideas

Purpose:

- Quickly **generate** ideas / outline ideas
- **Link** or connect aspects of ideas

Content:

- Central node (main theme)
- Sub-node (with branches)
- Topics (keywords)
- Colour
- Images

Industry use:

- Graphic designers
- Design team
- Project planners

STORYBOARD

Definition:

A sequence of drawings, representing the shots planned for a TV or movie productions

Purpose:

- **Visual** plan on a timeline.
- **Guidance** on how to edit scenes.

Content:

- Camera shots (Close up, mid, long..)
- Camera movement (pan, tilt, zoom)
- Timings / durations
- Location
- Sound

- Scene sketches (content, characters, scenery, speech)
- Lighting

Use:

- Movies
- Animations
- Plays/ theatre productions

Industry use:

- Directors
- Actors
- Scene designers
- Editors (scene & movie)

CAMERA SHOTS

FS - Full shot / **WA** – Wide Angle

MS – Midshot

CU – Close up

ECU - Extreme Close Up

LA – Low Angle

C/ TS – Conversation/Two shot

WA – Wide Angle

HA – High Angle

OTS – Over The Shoulder

EWA – Extreme Wide angle

Z – Zoom

D – Dolly

P – Pan

T - Tilt