

Creative iMedia Exam Paper Revision Pack

June 2018 Paper

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| 1(a) | Visualisation Diagram | 2 – 3 | Written element (Identification) |
| 1(b) | Mood board | 5 | Written element (Explanation) |
| 2(a), (b) | Story board | 1 – 2 | Written element (Explanation) |
| 3(a), (b) | Target Audience | 5 | Written element (Explanation) |
| 4 (a) | Trademark | 14 | Written element (Explanation) |
| 4 (b) | Legislation | 14 – 15 | Written element (Description) |
| 5 | Mood board | 5 | Drawing element |
| 6 | Mind map | 4 | Drawing element |
| 7 | Scripting | 6 – 8 | Written element (Identification) |
| 8 | File formats | 11 – 13 | Written element (Justification) |
| 9 | Story board | 1 – 2 | Written element (Long answer discussion) |

Unit R081: *Pre-production skills*

LO1: Understand the purpose and content of pre-production

The purpose and uses for:

- mood boards (e.g. ideas and concepts for a new creative media product development, assisting the generation of ideas)
- mind maps/spider diagrams (e.g. to show development routes and options for an idea, or component parts and resources needed for a creative media product)
- visualisation diagrams (e.g. for still images and graphics)
- storyboards (e.g. for use with video, animation)
- scripts (e.g. for a video production, voiceover, comic book or computer game)
- The content of:
 - mood boards
 - mind maps/spider diagrams
 - visualisation diagrams, i.e.:
 - images
 - graphics
 - logos
 - text
- storyboards, i.e.:
 - number of scenes
 - scene content
 - timings
 - camera shots (e.g. close up, mid, long)
 - camera angles (e.g. over the shoulder, low angle, aerial)
 - camera movement (e.g. pan, tilt, zoom or using a track and dolly)
 - lighting (e.g. types, direction)
 - sound (e.g. dialogue, sound effects, ambient sound, music)
 - locations (e.g. indoor studio or other room, outdoor)
 - camera type i.e.
 - still camera
 - video camera
 - virtual camera (e.g. for animations, 3D modelling or computer games)
- scripts, i.e.:
 - set or location for the scene direction (e.g. what happens in the scene, interaction)
 - shot type
 - camera movement
 - sounds (e.g. for actions or events)
 - characters dialogue (e.g. intonation, loudness, emotion)
 - formatting and layout

You understand:

- Mood board**
- Purpose
- Use
- Content

- Mindmap / spider diagram**
- Purpose
- Use
- Content

- Visualisation diagram**
- Purpose
- Use
- Content

- Storyboard**
- Purpose
- Use
- Content

- Script**
- Purpose
- Use
- Content

LO2: Be able to plan pre-production

Learners must be taught how to:

- Interpret client requirements for pre-production (e.g. purpose, theme, style, genre, content) based on a specific brief (e.g. by client discussion, reviewing a written brief, script or specification)
- Identify timescales for production based on target audience and end user requirements
- How to conduct and analyse research for a creative digital media product, i.e.:
 - using primary sources
 - using secondary sources
- Produce a work plan and production schedule to include:
 - Tasks
 - Activities
 - work flow
 - timescales
 - resources
 - milestones
 - contingencies

Learners must be taught :

- The importance of identifying the target audience and how they can be categorised, i.e.:
 - Gender
 - Age
 - Ethnicity
 - Income
 - Location
 - accessibility
- The hardware, techniques and software used for:
 - digitising paper-based documents
 - creating electronic pre-production documents
- The health and safety considerations when creating digital media products (e.g. use of risk assessments, location recces, safe working practices)
- Legislation regarding any assets to be sourced, i.e.:
 - Copyright
 - Trademarks
 - intellectual property
- How legislation applies to creative media production, i.e.:
 - data protection
 - privacy
 - defamation
 - certification and classification
 - Use of copyrighted material and intellectual property

You understand:

- Client Brief**
 - What is...**
 - A brief
 - The information you need from a client
 - Target audience
 - User requirements
- Timescales**
 - How do you plan tasks
 - What you have to consider
 - What is a work plan
 - What should be included in a work plan
- Sources of information**
 - Using primary sources
 - Using secondary sources
 - Keeping records of sources
- Hardware and software techniques**
 - digitising paper-based documents
 - creating electronic pre-production documents
- Health & Safety**
- Legal issues**
 - copyright
 - Use of assets
 - Trademarks
 - intellectual property
 - data protection
 - privacy
 - defamation
 - certification and classification
 - Use of copyrighted material and intellectual property

LO3: Be able to produce pre-production documents

Learners must be taught how to:

Create a:

- mood board
- mind map/spider diagram
- visualisation diagram or sketch
- storyboard

Analyse a script (e.g. scenes/locations, characters, resources and equipment needed)

Learners must be taught:

- The properties and limitations of file formats for still images
- The properties and limitations of file formats for audio
- The properties and limitations of file formats for moving images, i.e.:
 - video
 - animation
- Suitable naming conventions (e.g. version control, organisational requirements)

Learners must be taught how to:

- Identify appropriate file formats needed to produce: pre-production documents
- final products in line with client requirements

You understand how to:

- Create a mood board
- Create a mind map/spider diagram
- Create a visualisation diagram
- Create a storyboard
- Analyse a script

Understand the properties & limitations of:

- Still images
- Audio
- Video
- Animation

Understand

- Naming conventions
- File formats
- Final product relating to the client brief

LO4: Be able to review pre-production documents

Learners must be taught how to:

- Review a pre-production document (e.g. for format, style, clarity, suitability of content for the client and target audience)
- Identify areas for improvement in a pre-production document (e.g. colour schemes, content, additional scenes)

Understand how to:

- Review your pre-production document
 - Format
 - Style
 - Clarity
 - Suitability
 - Content
 - Meet the brief
 - Meet the target audience needs
- Identify area for improvement