

Unit R081: *Pre-production skills*

LO1: Understand the purpose and content of pre-production	
<p>The purpose and uses for:</p> <ul style="list-style-type: none"> <li>• mood boards (e.g. ideas and concepts for a new creative media product development, assisting the generation of ideas)</li> <li>• 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)</li> <li>• visualisation diagrams (e.g. for still images and graphics)</li> <li>• storyboards (e.g. for use with video, animation)</li> <li>• scripts (e.g. for a video production, voiceover, comic book or computer game)</li> <li>• The content of:             <ul style="list-style-type: none"> <li>- mood boards</li> <li>- mind maps/spider diagrams</li> <li>- visualisation diagrams, i.e.:                 <ul style="list-style-type: none"> <li>- images</li> <li>- graphics</li> <li>- logos</li> <li>- text</li> </ul> </li> </ul> </li> <li>• storyboards, i.e.:             <ul style="list-style-type: none"> <li>- number of scenes</li> <li>- scene content</li> <li>- timings</li> <li>- camera shots (e.g. close up, mid, long)</li> <li>- camera angles (e.g. over the shoulder, low angle, aerial)</li> <li>- camera movement (e.g. pan, tilt, zoom or using a track and dolly)</li> <li>- lighting (e.g. types, direction)</li> <li>- sound (e.g. dialogue, sound effects, ambient sound, music)</li> <li>- locations (e.g. indoor studio or other room, outdoor)</li> <li>- camera type i.e.                 <ul style="list-style-type: none"> <li>still camera</li> <li>video camera</li> </ul> </li> <li>- virtual camera (e.g. for animations, 3D modelling or computer games)</li> </ul> </li> <li>• scripts, i.e.:             <ul style="list-style-type: none"> <li>- set or location for the scene direction (e.g. what happens in the scene, interaction)</li> <li>- shot type</li> <li>- camera movement</li> <li>- sounds (e.g. for actions or events)</li> <li>- characters dialogue (e.g. intonation, loudness, emotion)</li> <li>- formatting and layout</li> </ul> </li> </ul>	<p>You understand:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Mood board</b></li> <li><input type="checkbox"/> Purpose</li> <li><input type="checkbox"/> Use</li> <li><input type="checkbox"/> Content</li>   <li><input type="checkbox"/> <b>Mindmap / spider diagram</b></li> <li><input type="checkbox"/> Purpose</li> <li><input type="checkbox"/> Use</li> <li><input type="checkbox"/> Content</li>   <li><input type="checkbox"/> <b>Visualisation diagram</b></li> <li><input type="checkbox"/> Purpose</li> <li><input type="checkbox"/> Use</li> <li><input type="checkbox"/> Content</li>   <li><input type="checkbox"/> <b>Storyboard</b></li> <li><input type="checkbox"/> Purpose</li> <li><input type="checkbox"/> Use</li> <li><input type="checkbox"/> Content</li>   <li><input type="checkbox"/> <b>Script</b></li> <li><input type="checkbox"/> Purpose</li> <li><input type="checkbox"/> Use</li> <li><input type="checkbox"/> Content</li> </ul>

## 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