OCR

Creative

iMedia

R081 Pre-production Skills

LO1, 3, and 4

Contains OCR based exam questions.

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Contents

Exam Question Vocabulary

Terminology

Purpose

The reason for which something is produced or created.

Content

The information that is directed at the end user or audience.

Uses

The action of using something for a purpose.

Plan

A detailed proposal for doing or achieving something.

Produce

To make something using creative skills.

Review

A formal assessment with the intention of making a change, if necessary.

Verbs

Identify

What are the key features of something?

State

Present briefly the main points.

Explain

How things work or how they came to be the way they are.

Describe

Give a detailed or graphics account.

Choose

Pick out something as being the best or most appropriate.

Create

Design a new product.

Justify

Express valid reasons for your decisions.

Indicate

To point or show.

Essay Question Starters

A mind map is created to …

A script is a pre-production document that …

A positive feature of this script is …

Another strength of this story board is …

A clear weakness of the visualisation diagram is …

A suitable improvement that I would make is …

Essay Question Guide

Top Tips

1) **DO NOT** write in bullet points as they will restrict you to the lower band.

2) Write an introduction:

   - What is the purpose of the pre-production document?

   - Who is the target audience for the pre-production document?

3) Balance (Equal Weighting)

   - Good points.

   - Bad points

4) Link it to the scenario.

5) Improvements:

   - What are the improvements?

   - What would be the effect of the improvement?

The Introduction

Purpose

The purpose of the …

- **Moodboard** is to inspire ideas for …… so that they can they go on to design and create a …… for [INSERT COMPANY NAME] to ……

- **Visualisation diagram** is to create a rough design that will guide the graphic designer to create the final ……

- **Mind map** is to structure and organise ideas, so that …… can plan ……

- **Story board** is to plan out animated/video productions. This helps the actor/animator/ director/camera operators …… to know what is going to happen and when.

- **Script** is to plan out animated/video productions which include dialogue. This helps the actors/animators/director/camera operator/lighting operator …… to know what is going to happen and when.

Audience

The audience is therefore …… However the end user is [explain the products target audience]

Balance

Points you could look at:

Mood Board	Story Board	Mind Map	Visualisation Diagram	Script
Text	Timings	Central Node	Colours	Dialogue
Annotations	Sound	Sub-Nodes	Annotations	Location
Grouping	Scene	Text	Text	Characters
Textures	Camera Angle	Images	Images	Sound
Images	Camera Movement	Colour	Dimensions	Camera Angle
Colours	Lighting	Branches	White Space	Camera Movement
White Space	Location	Logical Structure		
	Dialogue			
	Scenery			
	Characters			

It is vital that you use points the points above to identify what is good and bad about the pre-production documents. You must try to give an equal amount of good and bad points.

Link

When you have identified the good and bad points of the pre-production document try to link them to the scenario by writing about how it would be of benefit or disadvantage. Think in terms of the end user of the document.

Improvements

How would you improve the bad points?

What effect would these improvements have on the pre-production document?

Try to think about how the improvements would help the target audience of the document.

Hardware and Software

WARM UP

What is the difference between hardware and software?

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What examples of hardware and software are there in your school?

Hardware	Software

HARDWARE

This includes the devices to make digital documents and the equipment to create hard copies.

Computing Devices

- Desktops
- Laptops
- Net Books
- Smart/Android Mobile Phones
- Tablets

Computer Peripherals

- Keyboard
- Mouse
- Graphics Tablet
- Microphone
- Monitor
- Speakers
- Web Camera
- Printer
- Scanner

Internal Hardware

- Sound Card
- Graphics/Video Card
- CPU
- RAM and ROM

SOFTWARE

Graphics

- Adobe Photoshop
- Serif DrawPlus
- Serif PhotoPlus

Desktop Publishing (DTP)

- Microsoft Publisher
- Serif PagePlus

Word Processing

- Microsoft Word
- Google Docs
- Apple Pages

Presentation

- Microsoft PowerPoint
- Google Slides
- Apple Keynote

Web Browsers

- Microsoft Edge
- Google Chrome
- Safari
- Firefox

Spreadsheet

- Microsoft Excel
- Google Sheets
- Apple Number

Dedicated Software is software that has been designed for specific purpose. For example MindMup is an online application used to create mind maps.

DIGITISING

There are two techniques used when creating pre-production documents.

1) **Creating** - the use of hardware to create documents in a digital format which are than saved using a file name and format.

2) **Digitising** - the document is created by hand and then turned into a digital format to be shared or stored.

The methods for digitising the work are:

- **Photograph** the work - Documents that are larger than A4 and mood boards that have materials and fabrics attached.

- **Scanning** the work - A4 documents or smaller.

EXAM ADVICE

- Make sure you know the **hardware** required to digitise a pr-production document.

- You may also be asked for the **most suitable file format** for the digital version.

- Make sure you know the difference between **creating** and **digitising**.

- Consider the size of the document when choosing a technique.

KNOWLEDGE

1. State a piece of hardware and software that you would use to create the following pre-production documents.

   a. Mood board.

   ....

   b. Mind Map

   ....

   c. Visualisation Diagram

   ....

   d. Story Board

   ....

   e. Script

   ....**[10]**

2. State two methods that you could digitise a pre-production document.

   First method: ....

   Second method: ....**[2]**

3. A member of your production team has shared a file with your client using a **designated file format.** Explain what the potential issue of this could be.

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HARDWARE

Make a list of the hardware that you could use at your school to create pre-production documents.

SOFTWARE

Make a list of the software that you could use at your school to create pre-production documents.

DEEPER

What are the **file formats** for the software that you have found?

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Why would you use the **.pdf** file format?

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Why would you **not** use a **proprietary** file format to share you pre-production documents?

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EXAM STYLE QUESTIONS

1. A new clothes fashion store, called New Look, is opening in town. The fashion store is aimed at young adults. The store will sell high end designer label formal and casual clothing and shoes for men and women.

   a) Identify **two** pieces of hardware that could be used to create a digital visualisation diagram for a magazine advert that will be printed to advertise the stores grand opening.

      1. ………

      2. ……**[2]**

   b) New Look wants launch an advertising campaign to promote the opening of the new store. They have requested that you produce a mood board for the advertising campaign.

      Describe **one** method for converting the physical mood board into a digital version.

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      [2]

2. StreamFilm is launching a website that will stream all the latest films and popular TV programs from around the world. They will also have section for children so they can watch film and TV programs that are appropriate to their age.

   Identify **one** type of software that could be used to create each of the following parts of the website.

   Navigation Buttons:

   ……

   Web Pages:

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   Downloadable Information Sheets:

   ……**[3]**

TEACHER FEEDBACK

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Knowledge Score = ……... out of 15

Exam Style Questions Score = ……... out of 7

Total Score = ……… out of 22.

Grade Calculation = ……… ÷ 22 x 60 = ……

Level Awarded

18	24	30	36	42	48	54
L1P	L1M	L1D	L2P	L2M	L2D	L2D*

STUDENT FEEDBACK

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File Formats

WARM UP

List as many file types as you can and identify the associated file types.

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PRE-PRODUCTION DOCUMENTS

The file formats used will depend on the software you are using to create the pre-production document. The most common ones are listed below:

File Type	File Format
Microsoft Word	.doc and .docx
Microsoft Publisher	.pub
Microsoft Excel	.xls and .xlsx
Microsoft PowerPoint	.ppt and .pptx

It is important that if you are sharing your work that you use a file format that can be accessed by any device. The person you are sharing the file with may not have the same software as you so you will need to use **open** file formats. The most common one to use is .pdf.

FINAL MEDIA PRODUCTS

These will be determined by:

- The product you have been asked to create.
- The platform the product will be used on.
- The quality of the file needed.
- The client requirements.

FILE SIZE

The file size will be affected by:

- The file format.
- The quality of the file.
- The upload time of the file (especially when used on a website)
- The level of compression

FILE COMPRESSION

Advantages

Uses less space (smaller file size)

Faster transfers between devices

Can save money - HDD and SSD can be expensive.

Disadvantage

Loss of quality due to loss of data

RESEARCH TASK

Using an appropriate application software of your choice to record your findings.

Carry out some **secondary research** on the file formats below:

File Type	File Format
Image	JPG, PNG, TIFF, PDF, GIF
Audio	MP3, WAV, AIFF, OGG, VORBISS
Video	MPG, MP4, MOV, AVI, FLV
Animation	SWF, GIF, FLV, MOV

You will need to research the following areas:

- Properties

- Uses

- Advantages

- Disadvantages

TOP TIP: You can use this research in your set assignments!

MARK SCHEME

Mark Band 1 1 to 3 Marks	Mark Band 2 4 to 6 Marks	Mark Band 3 7 to 9 Marks
The student has completed a *limited range* of file types and has shown a *limited* understanding [1 2 3]	The student has completed a *range* of file types and has shown a *sound* understanding [4 5 6]	The student has completed a *wide range* of file types and has shown a *thorough and detailed* understanding [7 8 9]

Limited Range - Two or less file types researched.

Range - Three file types researched.

Wide Range - Four file types researched.

Understanding will be based on the number of areas of research covered and the use of technical terminology.

DEEPER

1. What does **lossless** mean?

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2. What does **lossy** mean?

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What does **lossless** mean? ....
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EXAM STYLE QUESTIONS

1. The fashion store New Look wants to promote their new line of Winter clothing. You have been asked to produce a poster campaign that will be displayed in store and around town at bus stops.

   State on file format that would be suitable for creating an A1 size promotional poster for advertising the new Winter clothing range.

   ………**[1]**

2. "8 Bit" is a new website that has been created to review vintage games. They have asked you to design the logo for the website. The digital version of the logo is to be created in a **.png** file format.

   Explain one reason why .png is a suitable file format for this type of image.

   ………
   ………
   ………
   ………**[2]**

3. Your school has launched a local radio advert campaign to let people know about an Open Evening event for parents to come and see the school.

   Identify a suitable file format for the finished radio advert.

   ………**[1]**

4. You local Rugby Club has opened a new supporters shop in town. Customers will be able to buy the latest kit and other related leisure wear and merchandise.

   They have created a short video that will used as a pop-up advert on various websites.

   Identify a suitable file format for the finished advert. Give a reason to support your choice.

   Format: ……..

   Reason:

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   ………**[2]**

TEACHER FEEDBACK

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Research Task Score = …….... out of 9

Exam Style Questions Score = …….... out of 6

Total Score = ……… out of 15.

Grade Calculation = ……… ÷ 15 x 60 = ……

Level Awarded

18	24	30	36	42	48	54
L1P	L1M	L1D	L2P	L2M	L2D	L2D*

STUDENT FEEDBACK

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Mood Boards

What do you think and feel when you see these images

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LMNOPQRSTU
VWXYZ

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A mood board is a pre-production document that is designed to generate ideas for a creative project. There are two types of mood board.

PHYSICAL

This is created on a notice board or paper/card. The contents of the mood board is fixed to it.

DIGITAL

This is created using software. There are some dedicated websites that you could use to generate digital mood boards.
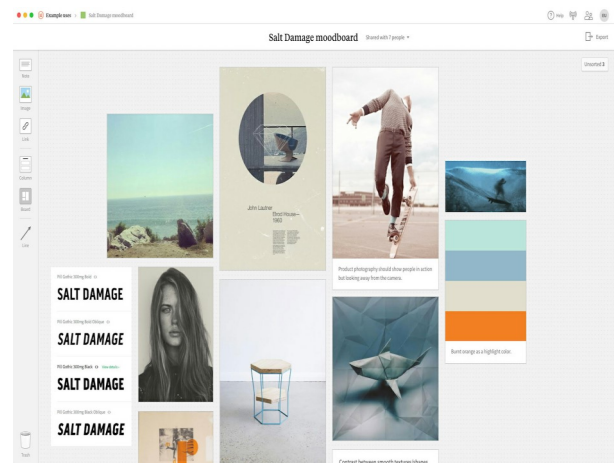
PURPOSE

- Helps generate new ideas.
- Gives a *feel* of what is required.
- Encourage creativity and original approaches.

USE

- A starting point for any creative project.
- Act as a reminder of possible styles.
- To collect materials that are relevant to the project.

CONTENT

- Images - This will include anything that is relevant from examples of existing products, photographs, advertising, logos, and posters.
- **Text** - Font colour, font style and keywords.
- **Colours** - These must meet the client requirements or could have been used by similar products.
- **Textures** - This includes fabrics and textures.
- **Sounds and Video** - These can be used on a digital mood board.

CREATING

- The content can be placed at random but do consider grouping similar content together.

- Use white space to make areas of the mood board stand out.

- Copyright does not apply as the mood board can be used to show similar products and to help generate new ideas.

- The content needs to be related to the product. Make sure you have understanding of the project brief, client and target audience.

REVIEWING

Introduction	The purpose of the mood board is to inspire ideas for …… so that they can go on to design and create a ……… for [INSERT COMPANY NAME] for …… The target audience is ……… and the product target audience is ………
Strengths/Weaknesses	Consider the contents when identifying the strengths and weaknesses. How will they affect the target audience of the document?
Suitability for Purpose	How easy would it be for the target audience to interpret? Would the document be able to produce the final product?
Improvements	Use the weaknesses to identify your improvements. What affect would you expect these improvements to have?

EXAM ADVICE

- When they ask for the **purpose** make sure you include some reference to the **visual** aspect of a mood board and how it will help in the scenario.

- When creating a pre-production document you will get marks for:

  - Content

  - Layout

  - Fitness for Purpose

- **Annotate** your mood board justifying your choices and relate it back to the **client brief.**

KNOWLEDGE

1. State **one** purpose of a mood board.

    ……

    ……

    [1]

2. State **four** items that could be included on a mood board.

    Item 1: ……

    Item 2: ……

    Item 3: ……

    Item 4: ……**[4]**

3. Identify **one** item of hardware that could be used to capture the content to put on the mood board.

    ………**[1]**

4. When creating a mood board you can place the content randomly but what you should consider doing?

    ………**[1]**

5. You have decided to redecorate your room at home.

    Explain how you could use a mood board to help you?

    ……

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    … **[3]**

6. State **two** items that you can include on a digital mood board that you can't include on a physical mood board.

    Item 1: ……..

    Item 2: ……**[2]**

CREATE

Project Brief

You have been asked to create full page advert in a magazine for new fashion clothing store. The store sells high end , designer label clothes. The fashion is aimed at 18 to 30 year old men and women and ranges from leisure wear to formal wear. The name of the store is Now Look.

The magazine advert size is 8" x 11" and needs to be printed at 300 dpi. The final product needs to be saved as a high quality file type. A web version is also required that needs to be 450 pixels wide.

Using an application software of your choice create a digital mood for the Now Look magazine advert.

Marks will be awarded for:

- Fitness for purpose.

- Layout.

- Annotations to justify choices.

MARK SCHEME

Mark Band 1 1 - 4 Marks	Mark Band 2 5 - 7 Marks	Mark Band 3 8 - 12 Marks
The content of the mood board contains **little relevant** content and the range of items is **limited.** The mood board has a **poor layout** and may not be clear. Justifications are **weak.** [1 2 3 4]	Most of the content is relevant and they have included a wide range of items. The mood board layout is **not wholly** suitable. Justifications **may lack** detail. [5 6 7]	**All** of the content is relevant and they have included a **wide range** of items. The mood board layout is **wholly** suitable. **Good** justifications for the content of the mood board that **relate to the brief**. [8 9 10 11 12]

REVIEW

Using the Essay Question Guide at the front of the book write a review for your mood board.

The following areas for the mood board should be considered in your answer:

- Suitability for the target audience of designer not the people viewing the advert.
- Layout
- Clarity/Relevance of the content
- Use of different elements
- Annotations
- Fitness for purpose
- Suitability for the client

MARK SCHEME

Mark Band 1 1 - 4 Marks	Mark Band 2 5 - 8 Marks	Mark Band 3 9 - 12 Marks
Limited understanding of the use of the mood board. Answer will be vague and not linked to the context of the question. Answers may be presented in a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive. [1 2 3 4]	Good understanding of the question with strengths and/or weaknesses of the mood board being described. This may be one sided. Some improvements may be suggested but not wholly suitable and only focus on the content of the document itself At the top end of this mark band the answer will be presented in the context of the Now Look magazine advert. There may errors in spelling, punctuation and grammar but these may not be intrusive. [5 6 7 8]	Excellent understanding of the question with a clear explanation of the suitability of the mood board use by its target audience. The strengths and weaknesses are considered in equal weighting in relation to audience and purpose. The suggested improvements will be well thought through and explained in context. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling, punctuation and grammar. [9 10 11 12]

USE THE SPACE PROVIDED OVER THE PAGE FOR YOUR ANSWER

DEEPER

Find an example of a physical mood board on the internet, print it out and stick it in the space provided below.

What do you think the mood board was created for?

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What content have they included in the physical mood board?

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Based on what you think the mood board is going to be used for, describe one thing that you would improve.

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EXAM STYLE QUESTIONS

1. StreamFilm have released their own children's program called "Normal Norman". The program will focus on a character called Norman who is 12 years old. On the surface he looks like any normal boy but when he eats a Prune he gains super powers.

   StreamFilm have asked you to produce a physical mood board for Normal Norman.

   a) Identify **four** items that could be included on the physical mood board for the program Normal Norman.

   Item 1: ……

   Item 2: ……

   Item 3: …….

   Item 4: ……………………………………………………………………………………………………**[4]**

   b) Describe one method for converting the physical mood board into a digital version.

   ……

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   ……

   ……**[2]**

2. "8 Bit" is a new website that has been created to review vintage games. It is aimed at 20 to 30 year old men and women. The website will review games on many different types of platforms from the 1990's.

   They have asked you to create a mood board for the website.

   a) State **one** purpose of a mood board.

   ……**[1]**

   b) Explain **one** way the mood board can be used to plan the website.

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   [4]

3. "Nitro" are a leisure footwear manufacturer. They are going to release a new running trainer that has been designed for the semi-professional runner. They have different styles aimed at men and women from the ages of 18 to 50.

Consider the images below:

Image 1

Various Trainers

Image 2

Brown Shoe

Image 3

Old Couple

Image 4

Childs Trainers

Image 5

Lady Stretching

Image 6

Do More

Image 8

Running Track

Image 9

Font

Image 10

Wooden man running

Image 11

Font
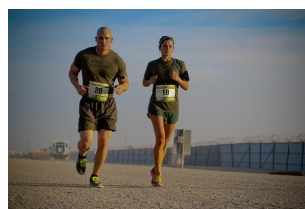
Image 12

Couple running
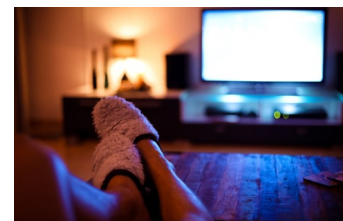
Image 13

Watching TV

Choose 6 images from above to create a mood board for the new trainer poster adverts.

You do not need to draw the images. You must show which images you have chosen and position them on the mood board.

Marks will be awarded for:

- Fitness for purpose

- Annotations to justify your choice

[12]

TEACHER FEEDBACK

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Knowledge Score = ……... out of 12

Create Score = ……... out of 12

Review Score = ……. out of 12

Exam Style Questions Score = …… out of 23

Total Score = ……… out of 59.

Grade Calculation = ……… ÷ 59 x 60 = ……

Level Awarded

18	24	30	36	42	48	54
L1P	L1M	L1D	L2P	L2M	L2D	L2D*

STUDENT FEEDBACK

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Mind Maps

Look at the mind map below for planning a holiday.
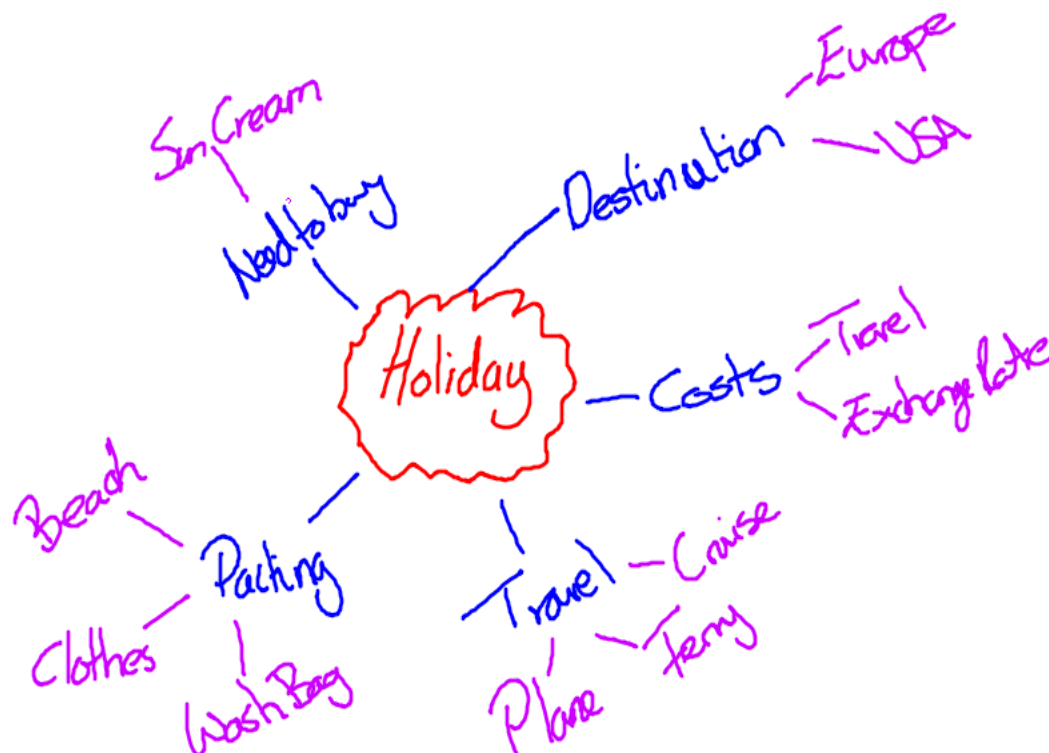
Explain **one**

advantage of using a mind map to plan a holiday?

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What would you add to the mind map?

A mind map is used to organise your initial thoughts and ideas . It is based around a central theme or problem **(Central Node)** and **branches** off to the ideas **(Sub-nodes)**.

Structure
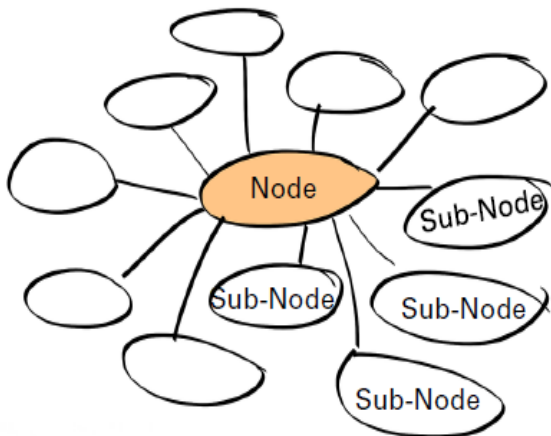
Example
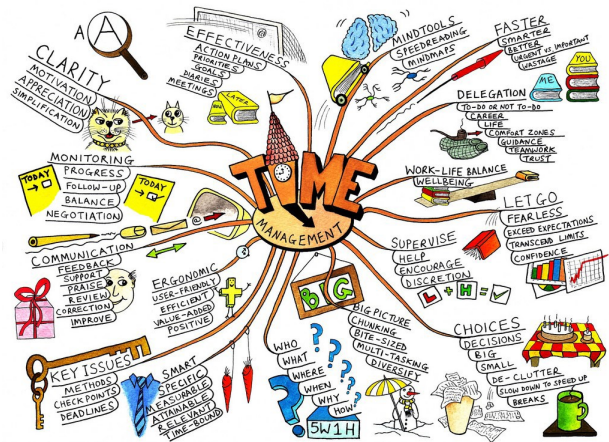
PURPOSE

- Helps generate new ideas quickly.

- Develops **links** between ideas and parts of a project.

- Shows **links** between ideas and parts of a project.

USE

- Shows how a project will develop.

- Shows the options for different ideas and parts of the project.

- Shows connections and links.

CONTENT

- **Central Node** - This has the main theme or problem.

- **Sub-nodes** - Showing the different options and ideas.

- **Branches** - Used to show links between ideas and parts of the project.

- **Text** - For ideas, activities, requirements and key points.

- **Images** - These can be used as sub-nodes when appropriate.

CREATING

- The content can be placed at random.

- Use branches to link content.

- Use a central node with sub-nodes branching off.

- Make sure the content is relevant to the central node.

REVIEWING

Introduction	The purpose of the mind map is to structure and order ideas quickly showing links between ideas and parts of the project for .... The target audience is .... and the product target audience is ....
Strengths/Weaknesses	Consider the contents when identifying the strengths and weaknesses. How will they affect the target audience of the document?
Suitability for Purpose	How easy would it be for the target audience to interpret? Would the document be able to produce the final product?
Improvements	Use the weaknesses to identify your improvements. What affect would you expect these improvements to have?

EXAM ADVICE

- When they ask for the **purpose** make sure you include some reference to the how it shows **links** between ideas or parts of a project.

- When creating a pre-production document you will get marks for:

    - Content

    - Layout

    - Fitness for Purpose

KNOWLEDGE

1. State **one** purpose of a mind map.

   ....
   ....
   [1]

2. State **four** items that could be included on a mind map.

   Item 1: ....

   Item 2: ....

   Item 3: ....

   Item 4: ....**[4]**

3. Identify **one** item of hardware that could be used to convert a physical mind map into a digital version.

   ....**[1]**

4. What file format would you use for a digital mind map?

   ....**[1]**

5. How would you use a mind map to help you create a website?

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   ......**[3]**

6. Label the parts of the mind map below:

   [3]

CREATE

Project Brief

You have been asked to create full page advert in a magazine for new fashion clothing store. The store sells high end , designer label clothes. The fashion is aimed at 18 to 30 year old men and women and ranges from leisure wear to formal wear. The name of the store is Now Look.

The magazine advert size is 8" x 11" and needs to be printed at 300 dpi. The final product needs to be saved as a high quality file type. A web version is also required that needs to be 450 pixels wide.

Using the information contained in the project brief, create a mind map for the possible content of the advert.

Marks will be awarded for:

- Structure

- Content

- Relevance

MARK SCHEME

USE THE NEXT PAGE TO CREATE YOUR MIND MAP

Mark Band 1 1 - 2 Marks	Mark Band 2 3 - 5 Marks	Mark Band 3 6 - 7 Marks
Diagram has little structure. Content may no be appropriate. Links may not be logical. [1 2]	Diagram has a basic structure (may not be clear). Content may not be wholly appropriate. Links may not be totally logical. [3 5]	Complex structure with logical connections including the use of sub nodes. Content is wholly relevant to context and magazine advert. Detail is clear and understandable. [6 7]

REVIEW

Using the Essay Question Guide at the front of the book write a review for your mind map.

The following areas for the mind map should be considered in your answer:

- Central Node

- Sub-nodes

- Text

- Images

- Colours

- Logical structure (Branches)

MARK SCHEME

USE THE SPACE PROVIDED OVER THE PAGE FOR YOUR ANSWER

Mark Band 1 1 - 4 Marks	Mark Band 2 5 - 8 Marks	Mark Band 3 9 - 12 Marks
Limited understanding of the use of the mind map. Answer will be vague and not linked to the context of the question. Answers may be presented in a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive. [1 2 3 4]	Good understanding of the question with strengths and/or weaknesses of the mind map being described. This may be one sided. Some improvements may be suggested but not wholly suitable and only focus on the content of the document itself At the top end of this mark band the answer will be presented in the context of the Now Look magazine advert. There may errors in spelling, punctuation and grammar but these may not be intrusive. [5 6 7 8]	Excellent understanding of the question with a clear explanation of the suitability of the mind map use by its target audience. The strengths and weaknesses are considered in equal weighting in relation to audience and purpose. The suggested improvements will be well thought through and explained in context. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling, punctuation and grammar. [9 10 11 12]

DEEPER

Write a list of software that you could use to create a mind map.

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Write a list of websites where you can make mind maps.

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Find example of a mind map from the internet that you feel is a good example, print it out and glue it in the space below. Annotate it showing why you think this is a good example.

EXAM STYLE QUESTIONS

1) DROF is a new electric car manufacturer. They are releasing a their new off road car in Summer . The name of the car is "Angus". They would like a poster to be created that will be displayed at bus stops, underground and train stations.

They have asked you to create a pre-production mid map for the new poster campaign.

a) State **one** purpose of the mind map.

……**[1]**

b) Identify **three** items that you could include on the mind map.

1. ………

2. ………

3. ……………………………………………………………………………………………………**[3]**

c) Describe how you would convert a physical mind map in to a digital version .

……

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………

….**[2]**

d) Identify a suitable file format for the digital version of the mind map if it is to be emailed to members of your production team.

……**[1]**

2) A new rollercoaster ride is being opened in the Spring called "Dracula". The ride I based around the story of Count Dracula. The riders will start by queuing in a grave yard where actors have been employed to scare the riders before they get on the ride. They will then enter the ride through the doors of Castle Dracula. The main selling point of the ride is that it has the most loops of any other ride in the world.

The them park would like you to create a pre-production mind map for a 30 second TV advert that will be shown in the UK.

Marks will be awarded for:

- Structure

- Content

- Relevance

[7]

-

43

3)   A new female fragrance is being released in June.

Fig. 1 shows a mind map that will be given to the graphic design team who will create a poster for the new fragrance.

Yellow

Orange

Elegant   Bold

Summer

Colour

Font

Poster Campaign

Fragrance

Poster Campaign

Images

Discuss the   Beach   Female   suitability of the
content and   layout of the mind
map in Fig. 2 for use by the graphics department. You should include any strengths, weaknesses and areas for improvement.

[12]

The quality of written communication will be assessed in your answer to this question.

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TEACHER FEEDBACK

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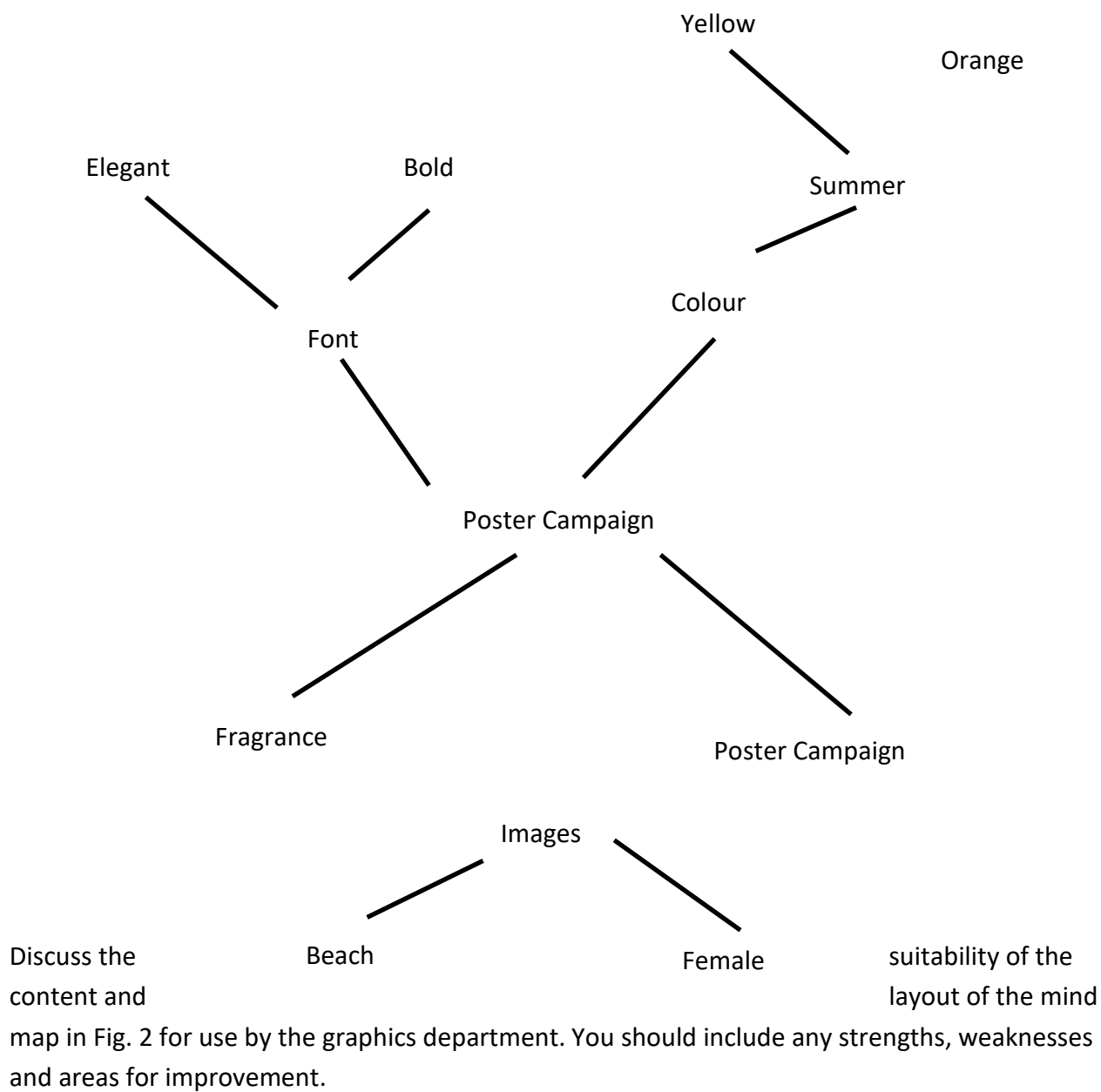
Knowledge Score = ……... out of 13

Create Score = ……... out of 7

Review Score = ……. out of 12

Exam Style Questions Score = …… out of 10

Total Score = ……… out of 26.

Grade Calculation = ……… ÷ 68 x 60 = ……

Level Awarded

18	24	30	36	42	48	54
L1P	L1M	L1D	L2P	L2M	L2D	L2D*

STUDENT FEEDBACK

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Visualisation Diagram

WARM UP

City

Film Festival

| Date and Time |

| Location | Other Information |

Look at the visualisation diagram above for a film festival.

Fill in the boxes below.

Good Points	**Bad Points**

A visualisation diagram is a sketch of what the final product is intended to look like. The diagram is usually hand drawn. **You do not have to be good artist**, as long as the user can see clearly what the final product will look like. You only use visualisation diagrams for **static or still images**, for example:

- Magazine adverts
- Posters
- Gane covers
- CD/DVD covers
- Website Pages
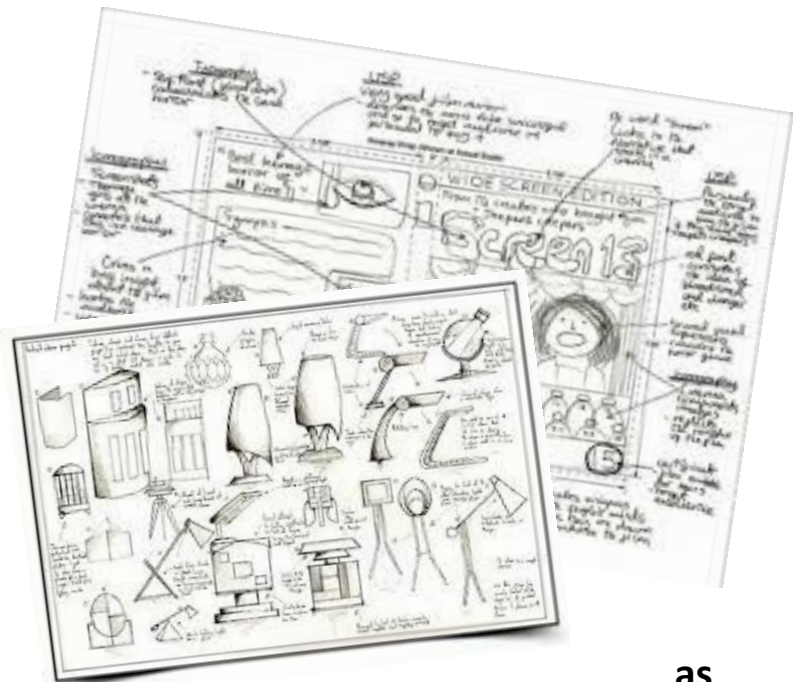
NEVER use them for anything that has a time element, such animations or videos.   as

PURPOSE

- Visual representation od a still/static image.
- Shows how the final product will look.

USE

- To show the client and production team how the product will look.

CONTENT

- **Colours** - Make sure they are related to the client brief.
- **Images and graphics** - Show size and position.
- **Text/Fonts -** Show position and style.
- **Annotations** - Use these to give the user more detailed information and justify decisions

CREATING

- Make sure the content is relevant to the client brief.
- Make sure that is clear what the intended product will look like..
- Show where different elements will be positioned.
- State the colours of the different elements.
- **ANNOTATE**

REVIEWING

Introduction	The purpose of the visualisation diagram is to provide a visual representation to the ………. of how the final product should look. The target audience is ……..
Strengths/Weaknesses	Consider the contents when identifying the strengths and weaknesses. How will they affect the target audience of the document?
Suitability for Purpose	How easy would it be for the target audience to interpret? Would the document be able to produce the final product?
Improvements	Use the weaknesses to identify your improvements. What affect would you expect these improvements to have?

EXAM ADVICE

- When they ask for the **purpose** make sure you include some reference to it being a **visual representation** of the final product.

- You will need to draw a visualisation diagram be hand but you will also need to know how to digitise a physical visualisation diagram.

- Make sure the content in the visualisation diagram is relevant to the client brief.

- Make sure you include annotations to add extra detail and justify your design decisions.

KNOWLEDGE

1. State **one** purpose of a visualisation diagram.

    ……

    ……

    [1]

2. State **four** items that could be included on a visualisation diagram.

    Item 1: …….

    Item 2: ……

    Item 3: ………

    Item 4: ……

    [4]

3. Identify **one** item of hardware that could be used to convert a physical visualisation diagram into a digital version.

    ……

    [1]

4. What file format would you use for a digital visualisation diagram?

    ……

    [1]

5. How would you use a visualisation diagram to help you create a cover for a computer game?

    ……

    ……

    ……

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    …………

    [3]

CREATE

Project Brief

You have been asked to create full page advert in a magazine for new fashion clothing store. The store sells high end , designer label clothes. The fashion is aimed at 18 to 30 year old men and women and ranges from leisure wear to formal wear. The name of the store is Now Look.

The magazine advert size is 8" x 11" and needs to be printed at 300 dpi. The final product needs to be saved as a high quality file type. A web version is also required that needs to be 450 pixels wide.

Using the information contained in the project brief, create a visualisation diagram for the possible content of the advert.

Marks will be awarded for:

- Structure

- Content

- Relevance

- Annotations to justify decisions.

MARK SCHEME

Mark Band 1 1 - 3 Marks	Mark Band 2 4 - 7 Marks	Mark Band 3 8 - 10 Marks
Layout is **simplistic** in structure and maybe limited in suitability for use as a magazine advert. Content has **limited** relevance to context and fashion magazine. Justifications are weak or missing It will be **weak** in its fitness for purpose of contents for an advert in a fashion magazine [1 2 3]	Layout is **mostly** suitable although there may be weaknesses in its structure. Content is **mostly** relevant to the context and/or the contents page in a fashion magazine. Justifications may not be **wholly** relevant to the context. Fitness for purpose of the visualisation diagram **may not be fully** clear for the contents page in a fashion magazine [4 3 5 6 7]	Suitable layout for the visualisation diagram with **wholly relevant** content for the context. Colour scheme is shown and **appropriate** to the context. Justifications are **relevant** to the context. The visualisation diagram is **wholly suitable** for purpose of a contents page in a fashion magazine . [8 9 10]

REVIEW

Using the Essay Question Guide at the front of the book write a review for your visualisation diagram.

The following areas for the mind map should be considered in your answer:

- Colours

- Annotations

- Text

- Layout and Whitespace

- Images

MARK SCHEME

USE THE SPACE PROVIDED OVER THE PAGE FOR YOUR ANSWER

Mark Band 1 1 - 4 Marks	Mark Band 2 5 - 8 Marks	Mark Band 3 9 - 12 Marks
Limited understanding of the use of the visualisation diagram. Answer will be vague and not linked to the context of the question. Answers may be presented in a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive. [1 2 3 4]	Good understanding of the question with strengths and/or weaknesses of the visualisation diagram being described. This may be one sided. Some improvements may be suggested but not wholly suitable and only focus on the content of the document itself At the top end of this mark band the answer will be presented in the context of the Now Look magazine advert. There may errors in spelling, punctuation and grammar but these may not be intrusive. [5 6 7 8]	Excellent understanding of the question with a clear explanation of the suitability of the visualisation diagram use by its target audience. The strengths and weaknesses are considered in equal weighting in relation to audience and purpose. The suggested improvements will be well thought through and explained in context. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling, punctuation and grammar. [9 10 11 12]

DEEPER

Write a list of software that you could use to create a visualisation diagram.

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Write a list of websites where you can make visualisation diagrams.

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Find example of a visualisation diagram from the internet that you feel is a good example, print it out and glue it in the space below. Annotate it showing why you think this is a good example.

EXAM STYLE QUESTIONS

1) A new motorsport is to be launched in the UK called "Off-road Kart". The drivers will all be between the ages of 11 to 16 years old. They will be driving Karts that have been modified to be driven on rally style circuits. There will two races in England, Wales, Scotland and Northern Ireland with a special stage in Hyde Park, London.

The championship will be sponsored by a well known motor company based in the UK.

You have been asked to help promote the new championship with the aim of attracting spectators to the racing events.

You have been asked to create a pre-production visualisation diagram for an advert that will go in national newspapers.

a) Identify **four** items that could be included on a visualisation diagram for a promotional advert in a national newspaper.

1. ....

2. ....

3. ....

4. ....

[4]

b) Explain the purpose of creating a visualisation diagram for the promotional advert.

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[2]

c) Identify a suitable file naming convention for the visualisation diagram.

....
....**[1]**

d) Identify **one** suitable final file format for the image of the advert to be used in the national newspapers.

....
....**[1]**

2) Create a visualisation for the promotional advert for "Off-road Kart" that will be seen in national newspapers.

Marks will be awarded for:

- Content

- Layout

- Fitness for purpose

- Annotations to justify decisions.

[9]

3) A visualisation diagram has been created for the initial planning meeting. The visualisation diagram will be given to the graphics team to create the final advert for "Off-road Kart"

Locations and race dates.
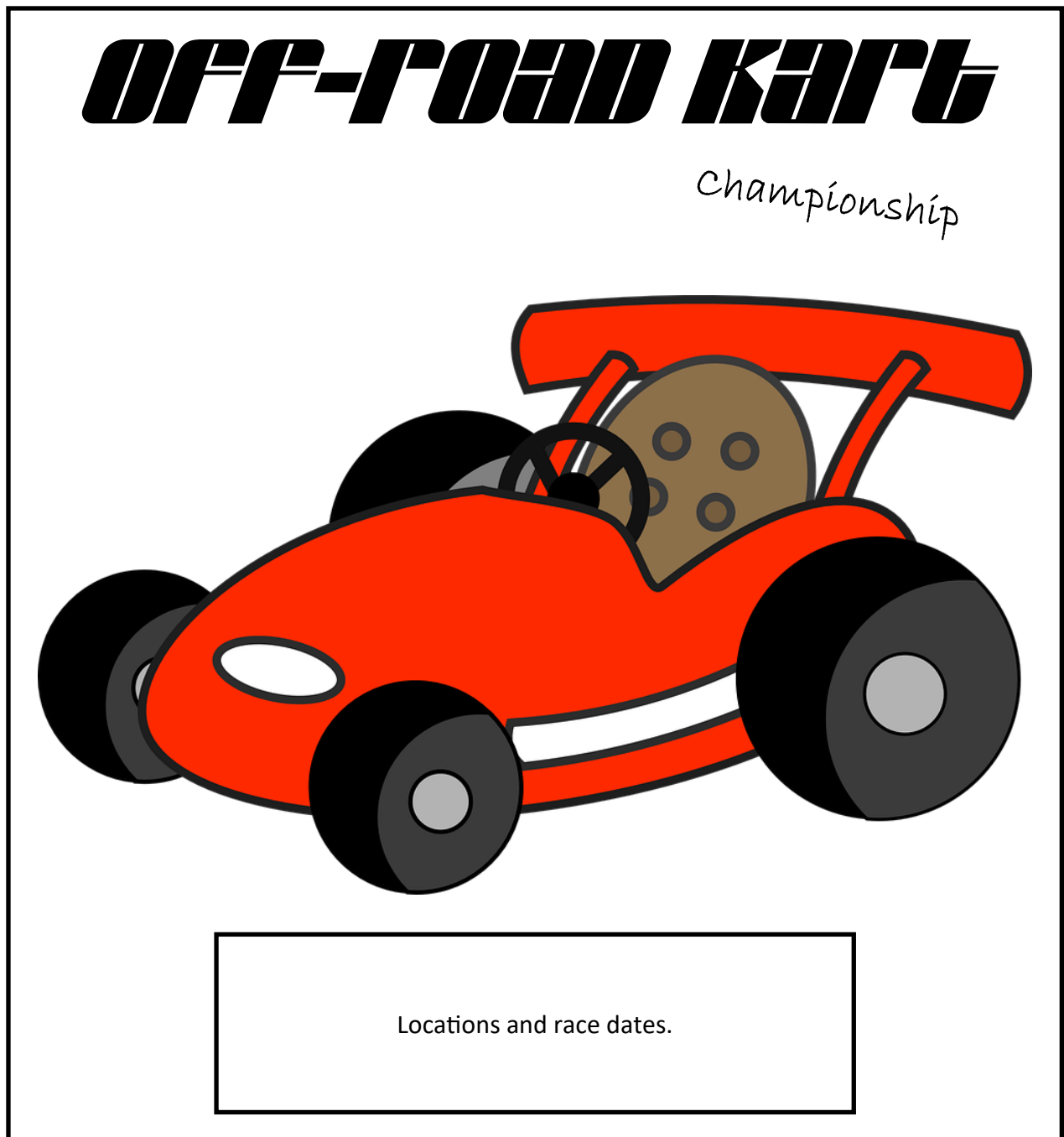
Discuss the suitability of the content and the layout of the visualisation diagram for the marketing team. You should include any areas for improvement.

The quality of written communication will be assessed in your answer to this question.

[12]

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TEACHER FEEDBACK

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Knowledge Score = ……... out of 10

Create Score = ……... out of 10

Review Score = ……. out of 12

Exam Style Questions Score = …… out of 29

Total Score = ……… out of 61.

Grade Calculation = ……… ÷ 61 x 60 = ……

Level Awarded

18	24	30	36	42	48	54
L1P	L1M	L1D	L2P	L2M	L2D	L2D*

STUDENT FEEDBACK

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Story Board

WARM UP

Only using drawings show how you would open a door.

How would you show motion?

A story board is used to show a sequence of images along a timeline.

There are two types of storyboard:

LINEAR

Film or Video

TV advertisement

Comic Strip

Animation

Multi-media presentations.

NON - LINEAR
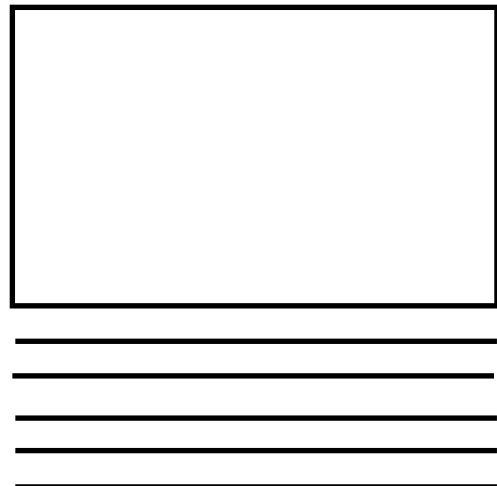
Interactive Multimedia Products

Computer Games

Information Display

These can further be split into *basic* and *detailed*.

BASIC

This has space for scene content and a series of blank lines underneath . The scene can be drawn by hand or using digital images. Text is added to describe the scene. Depending on the product it may include the following information:

- Duration

- Camera Angle

- Lighting

- Colours

DETAILED

This example has defined fields:

- Duration: length of scene

- Camera: shot type, angle, movement

- Action: What is happening.

- Audio: Music or sound effects

- Transitions: fade in, fade out, cut to ...

- Arrows: shows camera movement.

Scene number: ......
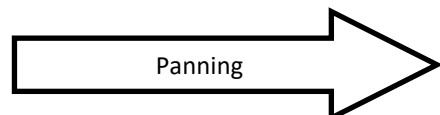
Panning

| Duration: |
| Camera: |
| Audio: |
| Transitions: |

CAMERA MOVES

Zoom

- Magnifies a focus point in a frame.
- **Quick zoom** can add a sense of drama to a frame.
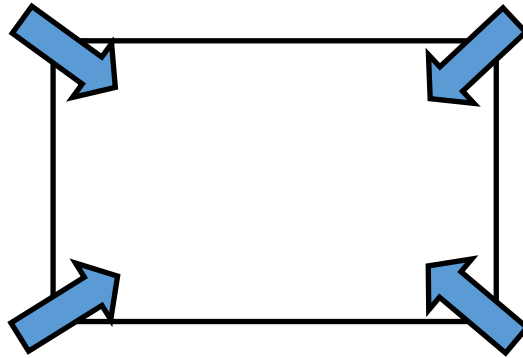
Pan

- Moved from one side to another from a central point.
- Panning a across a landscape to give a sense of space.
- Follow a moving character.
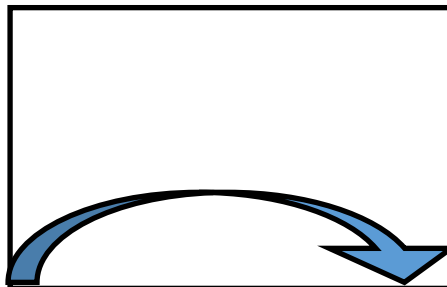
Tilt

- Camera is stationary and moves up and down.
- Fits more into a single frame.
- Upwards tilt can make subject appear bigger.
- Downwards tilt can make subject appear smaller.

MORE CAMERA MOVES

Truck

- The camera is mounted on a track and moves from side to side.
- Follows character in action.
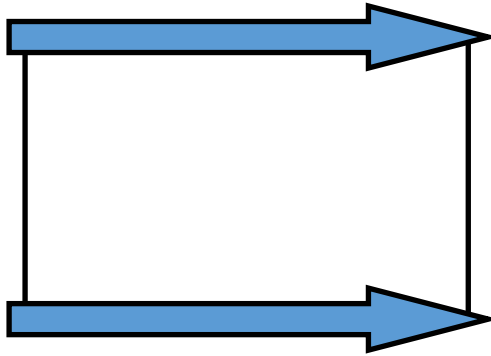
Pedestal

- Camera moves upwards and downwards in relation to subject.
- Used to frame a tall or high subject while keeps the shot at eye level.
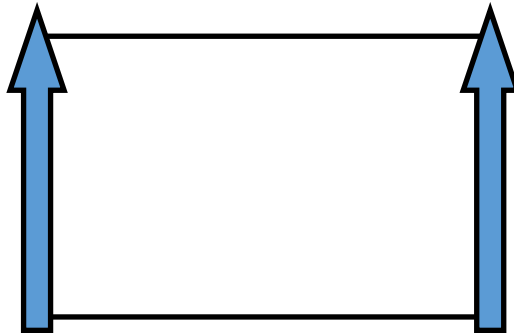
Dolly

- Camera is placed on a track and moves forwards and backwards.
- Used ti give the illusion of travelling towards to subject.
- Can create a sense of intimacy.
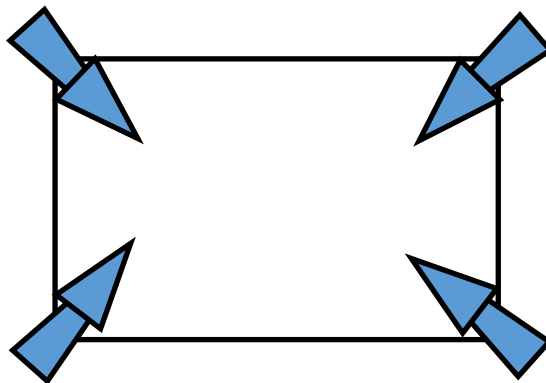
CAMERA SHOTS

Establishing Shot

- Used at the beginning of the scene.

- Can be a long shot.

- Shows where and when the scene is taking place.

Full Shot

- The whole subject is included in the frame.

- Used to show subjects motion and gestures.

Medium shot (3/4 Shot)

- You can still see the background environment and the subjects gestures

- Used to capture emotions.

Close Shot

- Subjects head takes up most of the frame.

- The subject becomes the main focus.

- Increases the sense of intimacy with the subject .

- Reduces distraction with what going on in the background.

Extreme Close Shot

- Focuses in a specific feature of the subject, like the mouth or eyes.

- Used to increase the drama of the scene.

- Helps the viewer experience the emotions that might of otherwise been missed.

Up Shot

- Taken from below the subjects eye line looking up at the subject.

- Used to make the subject look important, powerful, dangerous or heroic.

MORE CAMERA SHOTS

Down Shot

- Taken from above the subjects eyeline and looking down on the subject.

- Used to make the subject look weak, powerless and vulnerable.

Over the Shoulder Shot

- Taken from behind the shoulder of another subject.

- Uses a medium or close shot.

- Used in group conversations scenes.

- Allows the viewer to see who is talking to who.

Two Shot

- Two characters together in the same film.

- Shows relationship between two characters.

Point of View Shot

- Shows what the character is looking at.

- Helps the viewer to connect with the character on a more personal level.

PURPOSE

- To show how a media project will look along a timeline.

- To show what a sequence of movements will look like.

- Provides guidance on what scenes to film.

- Shows how to edit scenes.

USE

- Any media project that involves movement or a sequence.

- Video

- Animation

- Comic books

- Computer games

- Multimedia products

CONTENT

- Images
- Locations
- Camera shot types and angles
- Shot length and timings
- Lighting
- Sound

CREATING

- Show the flow of the story or sequence.
- The viewer need as much information as possible to see in their minds eye what the final product will look like.
- Visual content supported by descriptions, scene time, scene number, camera shots and types and any other information required to make it clear to the viewer.

REVIEWING

Introduction	A story board is used to plan out animated/video productions. This helps the actor/animator/director/camera operators …… to know what is going to happen and when.
Strengths/Weaknesses	Consider the contents when identifying the strengths and weaknesses. How will they affect the target audience of the document?
Suitability for Purpose	How easy would it be for the target audience to interpret? Would the document be able to produce the final product?
Improvements	Use the weaknesses to identify your improvements. What affect would you expect these improvements to have?

EXAM ADVICE

- When they ask for the purpose of something they want you to say what it is going to be used for.
- When creating a pre-production document they will give marks for content, layout and fitness for purpose.
- Make sure all the content on the storyboard is relevant.
- In the exam you will hand draw your storyboard but you will need to know other ways to create and digitise them.

KNOWLEDGE

1.   State **one** purpose of a story board.

     ……
     ……...

     [1]

2.   State **four** items that could be included on a story board.

     Item 1: ……….

     Item 2: ………

     Item 3: ……

     Item 4: ………

     [4]

3.   Identify **one** item of hardware that could be used to convert a physical story board into a digital version.

     ……

     [1]

4.   What file format would you use for a digital story board?

     ……

     [1]

5.   Explain how you would use a story board if you were a camera man.

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     [3]

CREATE

Project Brief

You have been asked to create a short 30 second TV advert for a new chocolate bar called "Berry Burst". The chocolate bar contains strawberries, biscuit pieces, marsh mellow and white chocolate.

The chocolate bar is aimed at the luxury end of the market and they expect the consumer to be aged between 30 and 50 years old.

MARK SCHEME

Answers may include:

Level 1 **1-3 Marks**	Story may not follow scene, not all panels will be complete although they should relate to video advertisement. Information may not be sparse. No use/little use of
Level 2 **4-6 Marks**	Most of the panels will have some scene content. Sketches may be vague and panels not follow on. Answers will be in context but may not be wholly relevant.
Level 3 **7-9 Marks**	All the panels contain sketches of the scene content, although sketches may not be complete. Storyboard will follow logical sequence and be mostly accurate. Answers will be in context and relevant to video advertisement. Information will be mostly complete for each scene. Terms will for the most part be used correctly and accurately.
Level 4 **10-12 marks**	All the panels completed with sketches of the scene content. Answers will be in context and relevant to video advertisement. Storyboard will follow logical sequence and be accurate. Information will be complete for each scene. Terms will be used

- Scene content/description

- Timings

- Camera shots (e.g. close up, mid, long)

- Camera movement (e.g. pan, tilt, zoom, track and dolly)

- Lighting (e.g. types, direction)

- Sound (e.g. dialogue, sound effects, ambient sound, music)

- Locations, (e.g. indoor, outdoor)

USE THE NEXT PAGE TO CREATE YOUR STORYBOARD

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Created by Paul Bridges 2020 ....

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REVIEW

Using the Essay Question Guide at the front of the book write a review for your storyboard.

MARK SCHEME

Mark Band 1 1 - 4 Marks	Mark Band 2 5 - 8 Marks	Mark Band 3 9 - 12 Marks
Limited understanding of the use of the visualisation diagram. Answer will be vague and not linked to the context of the question. Answers may be presented in a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive. [1 2 3 4]	Good understanding of the question with strengths and/or weaknesses of the visualisation diagram being described. This may be one sided. Some improvements may be suggested but not wholly suitable and only focus on the content of the document itself At the top end of this mark band the answer will be presented in the context of the Now Look magazine advert. There may errors in spelling, punctuation and grammar but these may not be intrusive. [5 6 7 8]	Excellent understanding of the question with a clear explanation of the suitability of the visualisation diagram use by its target audience. The strengths and weaknesses are considered in equal weighting in relation to audience and purpose. The suggested improvements will be well thought through and explained in context. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling, punctuation and grammar. [9 10 11 12]

USE THE SPACE PROVIDED OVER THE PAGE FOR YOUR ANSWER

EXAM STYLE QUESTIONS

1)

Now Look is a high end online fashion store for men and women. The fashion they sell is aimed at 25 to 30 year old professionals who earn between £30000 and £40000 a year. They need to produce a TV advert to promote their new Winter fashion range.

You have been asked to develop the preproduction documents for this advertising campaign.

One of your team has developed the story board below.

Scene 1	Scene 2	Scene 3
Now Look Winter Range Has Arrived		
Background: Pastel Blue Text Colour: Dark Blue Time Duration: 5 Seconds	Background: Outdoor Scene Time Duration: 5 seconds	Background: Offices Time Duration: 5 Seconds Walking

Scene 4	Scene 5	Scene 6
Designer Labels Online		**Visit** **NowLook.com**
Background: Light Pastel Purple with designer logos Text Colour: Dark Blue Time Duration: 5 Seconds	Background: expensive restaurant and Time Duration: 5 Seconds	Background: Now Look Logo Text Colour: Dark Blue Time Duration: 5 Seconds

Discuss the suitability of the story board for the magazine advert. You should include areas for improvement.

The quality of written communication will be assessed in your answer to this question.

[12]