

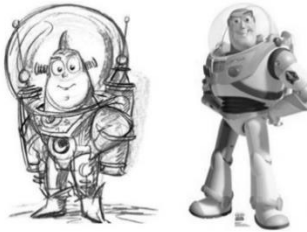
Name:

R081: Mood boards and Visualisation Diagrams

A	Mood boards: Content
1	Images
2	Colours
3	Colour schemes
4	Fonts
5	Graphics
6	<i>(digital only)</i> Sound
7	<i>(digital only)</i> Video
8	<i>(physical only)</i> Fabrics
9	<i>(physical only)</i> Materials

B	Mood boards: Purpose
1	<i>Generation</i> of ideas
2	<i>Development</i> of ideas
3	Communication of ideas with clients or colleagues
4	Creating a mood or feel

C	Mood boards: Key Vocab
Generation	Creation
Development	Gradual improvements
Physical	On paper
Digital	On screen



D	Visualisation Diagrams: Content
1	Drawn images
2	Different viewpoints (eg bird's eye, plan etc)
3	Graphics (eg logos, barcodes etc)
4	Layout
5	Font and style of text (not necessarily the content)
6	Annotations showing details (eg size, interactivities, colours etc)

E	Visualisation Diagrams: Purpose
1	Show how a finished item may look
2	Plan layout of a product visually
3	Show actions or interactivity

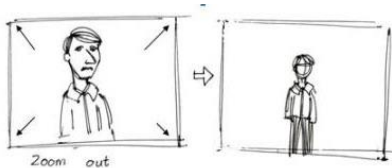
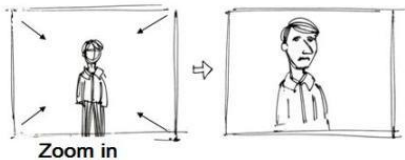
F	Visualisation Diagrams: Key Vocab
Graphics	Images made of simple shapes and colours
Layout	The way parts of something are arranged
Interactivity	The way something reacts with something else (eg what a button would do on a webpage)

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R081: Story boards

A	Story boards: Content
1	Camera Shots
2	Camera Angles
3	Camera Movements
4	Scene content (what's happening)
5	Annotations (showing...)
6	Timings
7	Lighting effects
8	Sound effects
9	Location
10	Camera Type

B	Story boards: Purpose
1	Show how a moving visual product will look
2	Help to plan camera positions, scenery, setting and props in production



C	Camera Vocab
Camera Shots	
Establishing shot	Wide angle including characters and setting
Two shot	Shot including two characters in dialogue
Close up	Shot of one character's whole head
Extreme close up	Shot of a particular detail (should be used sparingly)
Camera Angles	
Low angle	Shot from below, looking up at a character
High angle	Shot from above, looking down at a character
Mid angle	Shot showing the upper body and head of a character
Wide angle	Shot including the whole body of a character
Over shoulder	Shot with the back of a character's shoulder and head in the foreground, putting the viewer in the scene
Point of View	(normally hand held) shot as if the camera is the eyes of a character, putting the viewer in the position of the character
Camera Movements	
Zoom in	Camera stays still, but the image gets bigger
Zoom out	Camera stays still, but the image gets smaller
Pan	Camera stays still, but twists left or right
Camera Type	
Still	A still shot would not be moving
Video	A normal moving image
Virtual	An animated image

Name:

R081: Scripts and Mind Maps

A	Scripts: Content
1	Dialogue
2	Stage directions
3	Sound effects
4	Names and details of characters
5	Music or ambient sound
6	Location

B	Scripts: Purpose
1	Show the dialogue and delivery directions for actors
2	Indicate sound effects and scene requirements for production crew
3	Outline of a production for clients, advertisers or any other stakeholders

D	Mind maps: Content
1	Central node with main theme
2	Sub-nodes with related <i>general</i> ideas
3	Sub-sub-nodes with <i>specific</i> ideas
4	Links between nodes
5	Text to show ideas
6	Sometimes Images

E	Mind maps: Purpose
1	Generate ideas
2	Develop ideas
3	Visually display how ideas might relate

C	Scripts: Key Vocab
Audio	To do with sound
Audio-visual	Combining sound and pictures (ie films)
Formatting	How the words are presented on the page
Indentation	Set in from one side of a page
Dialogue	Talking between characters

108.

INT. REAL WORLD BASEMENT - DAY

Emmet hits the ground. His eyes open... where is he?

As his eyes adjust, he realizes everything isn't made of Lego. It's made of relics! And the scale is ENORMOUS! Emmet finds himself in the REAL WORLD. It's a HUMAN BASEMENT filled with LEGO buildings and basement junk.

We hear

Now he gets a good look at what's attached to the giant show: a HUMAN CHILD in the basement. This is FINN, 8 like the spaceship Benny just built.

Emmet's mind is blown. In this world, he cannot move or He loo speak. Only we can hear him.

FINN (puppeting vehicles)
Spaceship! Spaceship! Spaceship!

EMMET (V.O.)
What in the world is that?

Finn puppets Benny's ship TOWARDS Emmet...

F	Mind maps: Key Vocab
Node	An idea in a mind map
Sub-node	A node which is further away from the central node (ie <i>Menu</i> is a sub-node of <i>Website</i> . <i>Info</i> is a sub-node of <i>Menu</i>)
Link	A connection between nodes
General	Relating to lots of things
Specific	Relating to few things

Name:

R081: Planning Pre-Production

A		Target Audience Categories	
1	Gender		
2	Age		
3	Ethnicity		
4	Income		
5	Location		
6	Accessibility		
B		Work Plan	
1	Task		
2	Activity		
3	Work flow		
4	Timescale		
5	Resource		
6	Milestone		
7	Contingency		
C		House Style	
1	Fonts		
2	Colour schemes		
3	Logos		
4	Design styles		
D		Planning: Key Vocab	
	Accessibility	The quality of being easily used by people with disabilities	
	Work flow	The order the tasks have to be done in	
	Milestone	A significant stage in a project, when a section is completed	<i>eg "All assets collected"</i>
	Contingency	Time set aside for if parts of the project run over schedule	
	Asset	An individual part of a final product	<i>eg images, logos, sound files, text etc</i>
	Resource	Something used to create an asset	<i>eg laptop, Publisher etc</i>
	Primary source	Research collected directly by the person using it.	<i>eg questionnaires, meetings, etc</i>
	Secondary source	Research collected indirectly by the person using it.	<i>eg published reports, papers, websites etc</i>
	User requirement	What the client wants from the product	<i>eg "Must appeal to 20-30 year old men"</i>
	Constraint	Something that cannot happen	<i>eg cost less than £3,000</i>
	Digitise	Make a digital copy of a physical thing	<i>eg scan a drawing</i>
	Hardware	Physical resources	<i>eg scanner, laptop</i>
	Software	Computer programs which are used as resources	<i>eg Publisher, GIMP</i>
	House style	A set of rules for how documents or products will appear to ensure consistency	<i>eg Calibri, size 11, bold for titles, italics for examples</i>
E		Software	
	Image editing (photo)	Photoshop, GIMP, Publisher	<i>eg visualisation, image assets, moodboard</i>
	Image editing (vector)	Illustrator, InkScape	<i>eg visualisation, logo design, graphics</i>
	Word processing	Word, Google Docs	<i>eg scripts, documentation</i>
	Presentation software	Powerpoint, Google Slides	<i>eg visualisation diagram, moodboard</i>

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R081: Health and Safety

A	Health and Safety: Key Vocab
Risk Assessment	An examination of the risks and an attempt to mitigate against them
Mitigate	Take steps to avoid something bad
Recce	Visit to a location to help with planning
Legislation	Laws
Intellectual Property	Something non-physical which belongs to someone, <i>eg script, image, music, logo</i>
Copyright©	Legal protection for intellectual property
Trademark™	A word or phrase associated with a company
Registered Trademark®	A trademark which has been registered, meaning misuse of it could be against the law
Defamation	Bringing someone's reputation into doubt. This can be illegal, and the offender can be sued
Slander	Defamatory words which are publicly spoken
Libel	Defamatory words which are written and published
Certification	The minimum age a film or game is suitable for
Copyright, Designs and Patents Act, 1988	Legislation which protects intellectual property by banning its unauthorised copying or redistribution
Creative Commons	Organisation which issues licences which allow the public partial or total access
Licence	A legal agreement about how an asset can be used or distributed
Public Domain	Intellectual property with no copyright which is free for anyone to use

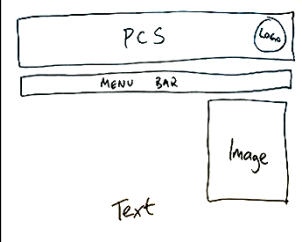
B	Risk Assessments: Purpose
1	Identify the hazards
2	Identify who is at risk
3	Identify the severity of the risks
4	Help mitigate against risks
5	Provide a record of what has been done
C	Risk Assessments: Contents
	Working at heights
	Slips, trips and falls
	Manual handling
	Cable safety
D	Data Protection Act, 1998
1	Fairly and lawfully processed
2	Processed for limited purposes
3	Adequate, relevant and not excessive
4	Accurate
5	Not kept for longer than necessary
6	Processed in line with your rights
7	Secure
8	Not transferred to other countries without adequate protection
E	Certifications
BBFC	U, PG, 12, 12A, 15, 18
PEGI	3, 7, 12, 16, 18

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R081: Evaluation of Pre-production Documents

A		Evaluating Pre-Production Documents
1	Target Audience	Don't get confused between the target audience of the document and the target audience of the product
2	Purpose	When you are explaining a strength, weakness or improvement you must show you understand the purpose of the document
3	Content	You must know what is normally in this type of document
4	Strengths	It may be very bad, but it will still have strengths. Make sure you mention them and explain them
5	Weaknesses	Weaknesses are not the same as areas for improvement. Address them separately and explain them both
6	Areas for improvement	
7	Technical vocabulary	Use a lot of the key vocab words on these organisers.
8	Be specific	Show a detailed understanding of the scenario you are discussing
9	Explain each point	Explanations should always refer to the target audience and the purpose of the pre-production document

B		Key Vocab
Discuss		Evaluate, and give reasons for each of the points you are making. Write several paragraphs
Suitability		How well something does its job
Target audience of the document		The pre-production document will normally be aimed at a member of a production team – camera crew, client, script writer etc – not the general public
Target audience of the product		The product will be aimed at a certain demographic of the general public

C		Example
Question		Answer
Below is a visualisation diagram for a new website for PCS. Discuss the suitability of the diagram. [12]		One strength ⁴ of the visualisation diagram is that it clearly shows the web designer ¹ the layout ³ of the title and menu bar ⁴ . This will help her know how to arrange the web page ^{2,9} . One weakness ⁵ is the font ⁷ is not specified, so the web designer ¹ will not know which font to use ⁹ . To improve ⁶ this, annotations ⁷ could be included.
		¹ Target Audience ² Purpose ³ Content ⁴ Strength ⁵ Weakness ⁶ Areas for improvement ⁷ Technical vocab ⁸ Specific ⁹ Explanation