# Creative iMedia
Knowledge Organisers

- Client Brief and Target Audience
- Hardware and software
- Mood board and mind map
- Visualisation diagram
- Storyboard
- Work plan and production schedule

Client Brief:

Brief is produced for a design team, client or for your own work

Client Requirements:
- Outline information and constraints
- Clear statement of what is to be produced
- To identify what is hoped to be achieved
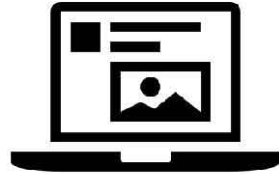
What would you find in the client requirements

- **What** media product is needed
- **Purpose** of the media product (advertise, inform, educate, promote)
- **Target audience**
- **Content** required for the media product
- **Timescale/deadline**
- **Constraints** and **restrictions**
  - Time
  - Target audience specific (e.g. baby product)
- **House style**
  - **Consistent** with the organisation's own branding and recognised style

Who is the Target Audience?

Product:
Final viewer or **consumer** (user) of the product that is to be created

Pre- production documents:
Designer, developer or **client** developing or approving the product from your ideas and designs.

Categories of target audience (user)

- **Age** – Give an age range, 16-20 11-14
- **Gender** – male and female, but also consider transgender
- **Location** –local, national or international.
- **Ethnicity** – Groups of people that have a common background or culture
- **Income** – How much money will they earn
- **Interests** – Common interests - sports, film, gaming, fashion, music etc
- **Accessibility** - Issues to consider include age, gender, disability, English as an Additional Language (EAL).

Types of research

Primary:
The **original source** is the **most accurate** and specific to your product.

Secondary:
Information is collected from someone else, it is **not as accurate** or specific to what you need.

Primary Sources	Secondary Sources
Diary	History textbook
Interview	Magazine article
Focus group	Internet search
Questionnaire / survey	

Terminology

Hardware – The equipment used.
Software – Programs or applications used (to create pre-production documents)
Resources – covers hardware, software and people
Digitise – convert a paper-based document into a digital document that can be processed by a computer

Techniques for pre-production

Creating
Using hardware to **create the original** document **in a digital format.**

Digitising:
Creating the document by hand and then **convert to a digital** copy using a scanner or digital camera.
You will have a **physical copy** as a back up and you can **send electronic version** as well

Hardware

Computer System – PC, MAC, Tablet
Computer peripherals – Keyboard, Mouse, Monitor, Microphone, speakers
Imaging devices – Digital Camera, Scanner
Hand drawing – Pen, Paper, Pencil
Printer – Turns digital to hard copy

Software

Image editing Software / Desk top Publishing
Visualisation Diagram, Mood board, Storyboard
- Adobe Photoshop
- Microsoft Publisher
- Illustrator

Word processing
Mind Map, Story board
- Microsoft Word
- Apple Pages

Presentation Software
Mood board, Mind map, Story board
- PowerPoint

Web Browsers
Search for ideas and images
- Google Chrome
- Internet Explorer
- Safari
- Firefox

Dedicated software
Mindmup (mind map)
Storyboard That (storyboard)
Toon Boom Storyboard (storyboard)

Version control

Create new versions of the project after changes have been made.

Version:
Advert_storyboard_**V1**
Advert_storyboard_**V2**

Date:
Advert_storyboard**15_09-2018**
Advert_storyboard**20_09-2018**

File formats

Word = .doc, .docx
Photoshop = .ps, .eps
Publisher = .pub
Powerpoint = .ppt, .pptx

Portable Document Format = **.PDF**

What is a Mood Board?
The starting point of a creative project (once you have interpreted the client brief).
A mood board is a collection of sample materials, products, images, video and sounds.

Content of a mood board
Images
From anything relevant, similar products, photos, logos, screenshots, films, posters

Colours
Especially any colours in the client brief or house style

Text
Keywords, fonts and styles

A **digital mood board** could include:
Sounds, music and video

Purpose of a Mood Board:
- Stimulate creativity
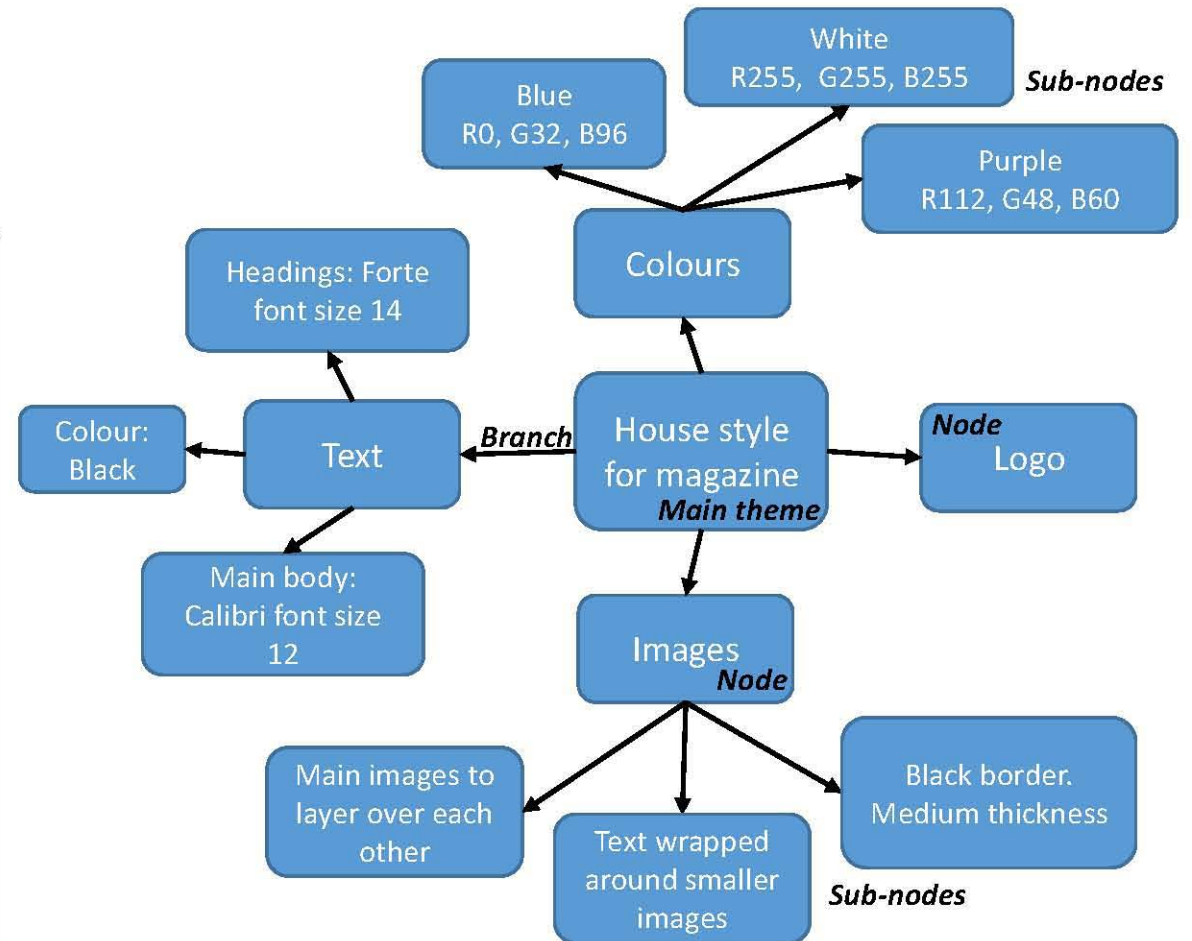- Generate ideas
- Set the tone and feel for a project

Mood board:
- There is **no set structure**
- **No legislation problems - a** mood board is not placed in the **'public domain'** or is for **'in house'** use only.
- The content should have some **relevance or connection to your own project**, brief or scenario.
- The **Target Audience** of a mood board is the **designer** (to help create ideas for the storyboard or visualisation diagram

Purpose of a mind map?
- Quick way to **organise ideas and thoughts**
- Show **links and connections** between thoughts, processes or aspects of a project

Blue
R0, G32, B96

White
R255, G255, B255   *Sub-nodes*

Purple
R112, G48, B60

Colours

Headings: Forte
font size 14

Colour:
Black

Text   *Branch*

House style
for magazine
Main theme

Node
Logo

Main body:
Calibri font size
12

Images
Node

Main images to
layer over each
other

Text wrapped
around smaller
images

Black border.
Medium thickness

Sub-nodes

Mind Map:
There is no set structure
must be a **logical flow** to the map
Nodes and sub nodes must be connected

**Annotations** can help to make it more detailed

What is a storyboard?

A storyboard is used to illustrate a sequence of moving images and a flow of scenes to follow a timeline. (eg for video, animation, comic book)

Purpose of a storyboard

- Visual representation of how a media project will look along a timeline - this could be used by the **production team / developer/ editor** when creating the final product.
- To show what a finished media product might look like – the **client** might want **to approve** this before the product is created
- How a finished item might look to show to **a focus group**, any changes can be made before the time and resources are used to create the final product.
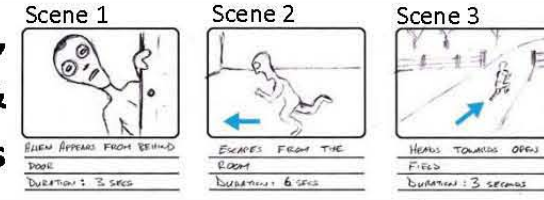
Example storyboard
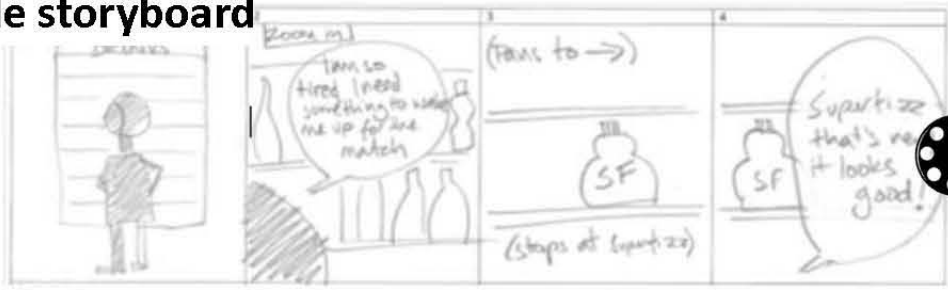
Camera shot	Mid	Close up	Close up	Close up
Camera angle	Eye level	Over the shoulder	Point of view	Point of view
Content	Character looking at drinks menu	View of inside the fridge	Looking at all drinks and stopping at Superfizz	Looking at Superfizz
Timings	3 seconds	2 seconds	2 seconds	3 seconds
Camera movement	Zoomed out	Zoom in	Pan right	None
Lighting	High key	High key	High key	High key
Sound	Quiet music	Quiet music and voice over/dialogue	Quiet music which stops when SF seen	No music and voice over / dialogue
Location	Indoor	Indoor	Indoor	Indoor

Content of a storyboard

Number of scenes, scene content & timings

Lighting

Backlight: The light hits an actor or object from behind
Soft light: There will be soft shadows
Low key: predominantly dark and the image is filled with more shadows than light.
High Key: predominantly light and the image is filled with more light than shadows

Camera Angle

Over the shoulder: angled behind one character who is looking at the other character.
Low angle and high angle: To make the character appear smaller/weaker (high-angle) or larger/stronger (low-angle)
Aerial: From directly overhead
Eye level: Camera at same level as subjects face
Point of view: As if you are the character and seeing what they see.

Camera movement

- Pan
- Tilt
- Zoom
- Track and dolly)

Camera type

- Still
- Moving
- Virtual

Locations

- Indoor studio
- Other room
- Outdoor

Sound

Dialogue: actors talking
Sound effects: Make the scene more dramatic (eg smashing plates)
Ambient: Background noise to make it more realistic (eg car sounds on a road scene)
Music: Can help enhance the storytelling

Camera Shots

Close up: Usually a close up of the characters face.
Mid: Can see most of the character – audience feels like they can see the whole character (even if maybe from waist up)
Long: Character may be in the distance. The audience can see a lot of the background

What is a Visualisation Diagram?

It is a **rough** drawing or sketch of what a final **static / still** image media product is intended to look like. *(**Not** used for a moving product that has a timeline such as a movie or animation – they would use a storyboard)*

Purpose of a Visualisation Diagram

- To plan the **layout** of a static or still image in a visual manner – this could be **used by the production team / developer** when creating the final product.
- To show **how a finished media product might look** – the **client** might want to approve this before the product is created..
- To show how a **finished item might look** to **show to a focus group**, who would be asked for **feedback**, any changes can be made to a **version 2** before the time and resources are used to create the final product.

Visualisation diagram content

- Multiple images and **graphics (their size and placement** on the media product)
- Colours and colour **scheme**
- Position and **style** of **text** & fonts
- **Annotations** to provide more detail **to the developer/ production team or client** where needed

How does a visualisation diagram differ from a mood board?

These are not the same. Keep in mind for each:
- **Purpose**: MB – generating ideas, this is not the final product, VD – final idea of what product looks like
- **Layout**: MB – no specific layout, VD – everything has to be in the exact place that it would be in the final product
- **Content**: MB – not necessarily the content that will be in the final product, VD – the exact content (images, text, fonts, colours) that will be in the final product.
- **Image permissions**: MB – Not for public domain so no need to worry about legislation, VD: all images (including logos and taglines) could be Copyright, Trademark, Registered therefore permission must be given to use them.

Visualisation Diagram for "The Whale that Visited the Lake" colour magazine print advert.
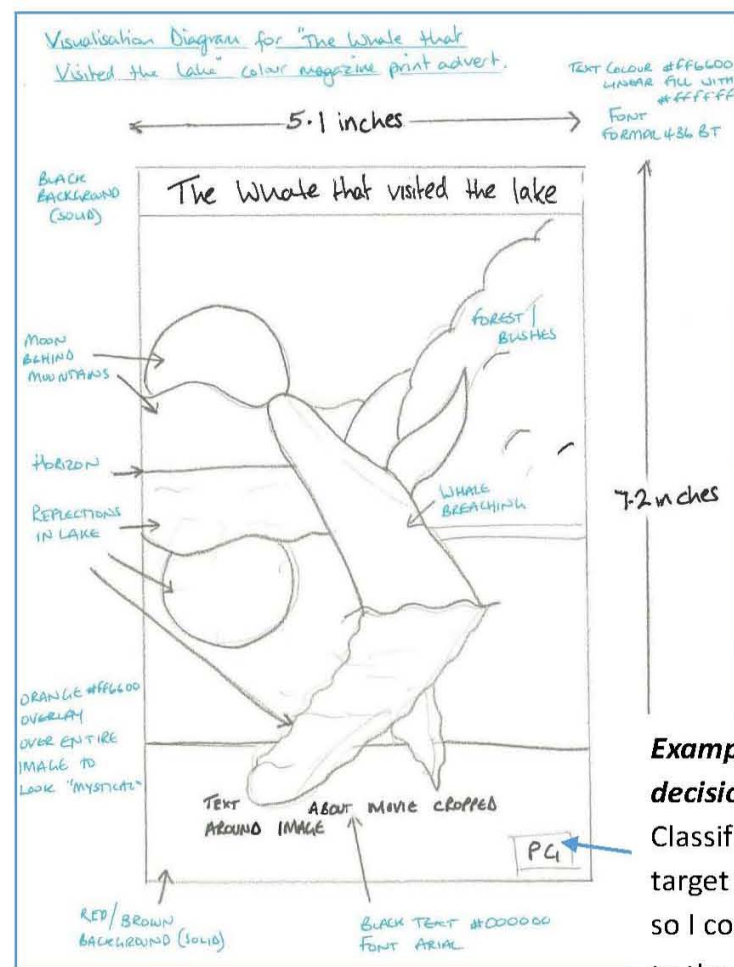
Annotations

- Annotations are labels to give more information to the development team of client.
- If you are asked to use annotations to **justify** your decisions – you need to **explain why** you have used that image, why it is in the place that it is, why it is the colour you have chosen.

Example of annotation that justifies a decision:
Classification rating of PG because the target audience is actually 14-25 year olds – so I couldn't choose a 15 classification due to the 14 year olds.

Visualisation diagrams are **normally hand drawn.**
(You don't have to be an artist to create a good one).

The most appropriate **software** to create a **digital version** is image editing software or **Desk Top Publishing software** – such as Microsoft Publisher.

It is the **concept** (plan or idea), layout and **content** for the media product (images don't have to be fully drawn – just know **where** they are and **what size**. The actual **size** of the Visualisation Diagram also needs to be **appropriate** – may be square, landscape or portrait

It needs to be meet the **client requirements** and be **fit for purpose**.

What is a work plan

- A structured list of all the **tasks** and **activities** needed to complete project.
- It provide a visual representation of how long each activity should take to ensure the **deadline** is met

Purpose of a Work plan

- Provides a timescale for the overall project to be completed
- Maps out over time all of the different aspects of a project

Content of a work plan

Tasks – the different stages or main sections of the overall plan

Activities – all of the individual things to do to complete a task (*see above*)

Durations – how long each activity is expected to take

Workflow – in most projects some tasks cannot be started until others have been completed (eg. the images in a magazine article cannot be arranged until the pictures have been taken).

Timescales – how long it will take to complete the product

Milestones – key dates when a section (task) is complete

Deadlines – A date something has to be completed by

Contingencies – 'What if' scenarios, back up plan, build in extra time or other ways to do things
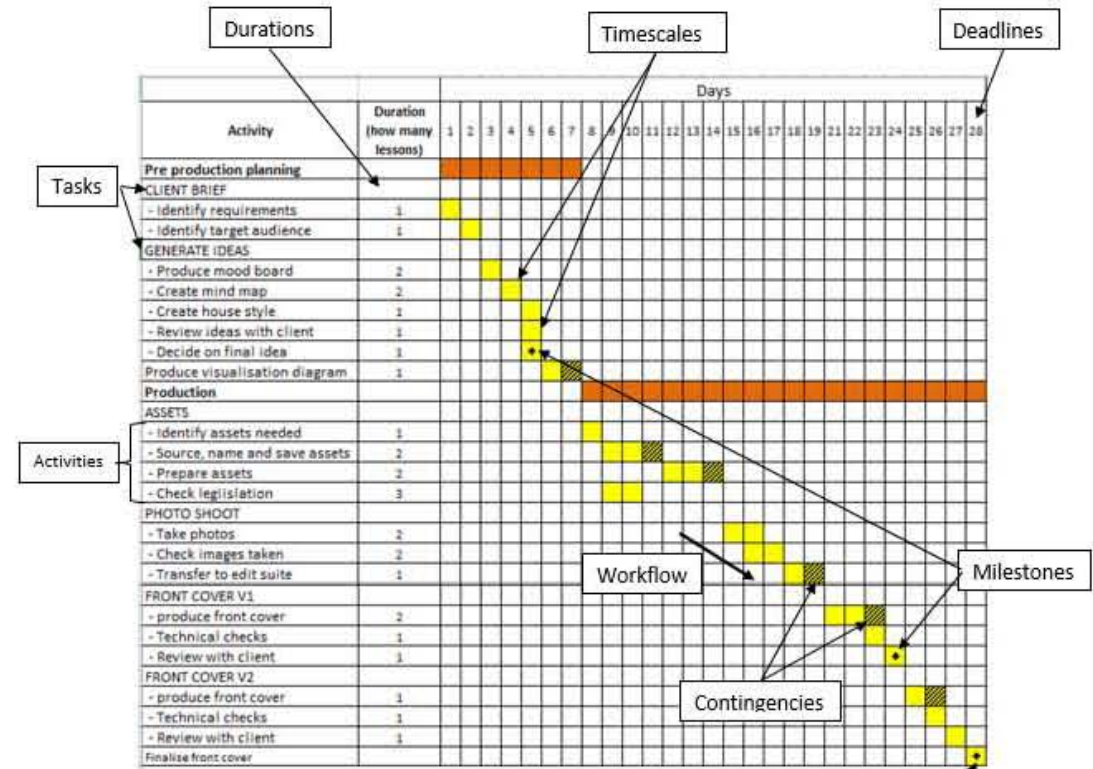
Production Schedules

A list of **what will be done when**, within the required timescale. eg video production schedule may define what scenes to be recorded on which days. Inside scenes on one day, outside scenes on another day (dependent on weather).

Different from work plan which may have allocated a duration of 3 days to get all of the scenes filmed in order for the project to be completed.

Example work plan for a photoshoot

Example production schedule for a video shoot.

This is for the outdoor scenes (one of three days of filming in total).

Project	Video – Mountain climbing promotion		
Production Task	Outdoor scenes of mountain climbers 4, 5, 6 and 7		
Date	1st October	Start Time	6.30am
Main Location	Helvellyn, Lake District		
People needed	Cast: Actor 1 Actor 2	Crew: Camera operator Sound operator	Other: Director
Time	Scene	Characters / actors	Location
5.30	4 – packing gear	Actor 1 Actor 2	Car park
5.45	5 – Setting off	Actor 1 Actor 2	Approaching Helvellyn mountain from the path
7.30	6 – Viewing the mountain range	Actor 1 Actor 2	Grid ref 34 Looking East
11.00	7 – Climbing to the summit	Actor 1	On the summit of the mountain