

OCR Creative iMedia

R081 Pre-Production Skills

LO1

Moodboard	Purpose and uses as well as content (e.g. ideas and concepts for a new creative media product development, assisting the generation of ideas)
Mindmap	Purpose and uses as well as content 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)
Visualiation Diagrams	Purpose and uses (e.g. for still images and graphics) Content (images, graphics, logos, text)
Storyboard	Purpose and use (e.g. for use with video, animation) Content - 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	Purpose and uses (e.g. for a video production, voiceover, comic book or computer game) Content - 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. analyse a script (e.g. scenes/locations, characters, resources and equipment needed)

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LO2

Client Brief	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)
Timescales / Workplans	identify timescales for production based on target audience and end user requirements produce a work plan and production schedule to include: <ul style="list-style-type: none">• tasks• activities• work flow• timescales• resources• milestones• contingencies
Research	how to conduct and analyse research for a creative digital media product, i.e. <ul style="list-style-type: none">• using primary sources• using secondary sources
Target Audience	Importance of identifying the target audience and how they can be categorised, i.e.: <ul style="list-style-type: none">• gender• age• ethnicity• income• location• accessibility
Hardware & Software	hardware, techniques and software used for: <ul style="list-style-type: none">• digitising paper-based documents• creating electronic pre-production documents
Health & Safety	the health and safety considerations when creating digital media products (e.g. use of risk assessments, location recesses, safe working practices)
Legislation	legislation regarding any assets to be sourced, i.e.: <ul style="list-style-type: none">• copyright• trademarks• intellectual property how legislation applies to creative media production, i.e.: <ul style="list-style-type: none">• data protection• privacy• defamation• certification and classification• use of copyrighted material and intellectual property

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LO3

File Formats	<p>the properties and limitations of file formats for still images</p> <ul style="list-style-type: none">• the properties and limitations of file formats for audio• the properties and limitations of file formats for moving images, i.e.:<ul style="list-style-type: none">• video• animation• suitable naming conventions (e.g. version control, organisational requirements). <p>Learners must be taught how to:</p> <ul style="list-style-type: none">• identify appropriate file formats needed to produce:<ul style="list-style-type: none">• pre-production documents• final products in line with client requirements.
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L04

Review	<p>Learners must be taught how to:</p> <ul style="list-style-type: none">• 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).
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