

CM10: Work plan

Description:

A work plan is used to plan out all the tasks that need to be completed within a project.

Benefits of a work plan

- It can provide clear timescales for each task.
- To better understand the hardware, software and people required for each activity.
- To factor in unexpected events and putting contingencies in place.
- Increased the chance of the production meeting the deadline.

Components of a work plan

Activity

A task within a task – known as a sub-tasks.

Tasks

The main parts of the project that need to be completed.

Resources

The hardware, software and people required to complete the task.

Timescales

The time given to each activity/task to be completed.

Contingencies

A plan put in place to deal with any unexpected events.

Workflow

The sequence/order in which the activities are carried out.

Milestone

A significant achievement within the project.

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Work plan example

						Jan				Feb			
						Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Pre-production													
Task	Activity	Hardware	Software	People	Contingencies								
1	Read client brief	Monitor, Laptop	Word Processing Software	Production manager	Print out a hard copy								
2	Generating ideas	Laptop	Desktop publishing software	Creative director, Production manager.	Draw mind map on flipchart paper								
3	Visualisation diagram	Laptop	Desktop publishing software	Illustrator, Graphics artist	Draw visualisation diagram on paper								
4	Source assets	Laptop	Web browser software	Content creator	Books, Magazines, Television								
Milestone: Pre-production phase complete													
Production													
5	Repurpose assets	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
6	Create the digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
Milestone: Production complete													
Post-production													
7	Export digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
Milestone: Project complete													

CM11: Mind maps

Description:

Mind Maps are used to organise thoughts into a more formalised structure by having a main idea which branches off into different ideas that link to the central theme. It's a common pre-production document used in the first meeting because it's a quick way to generate new ideas.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Mind map software
- Desktop publishing software

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Components of a mind map

Central idea

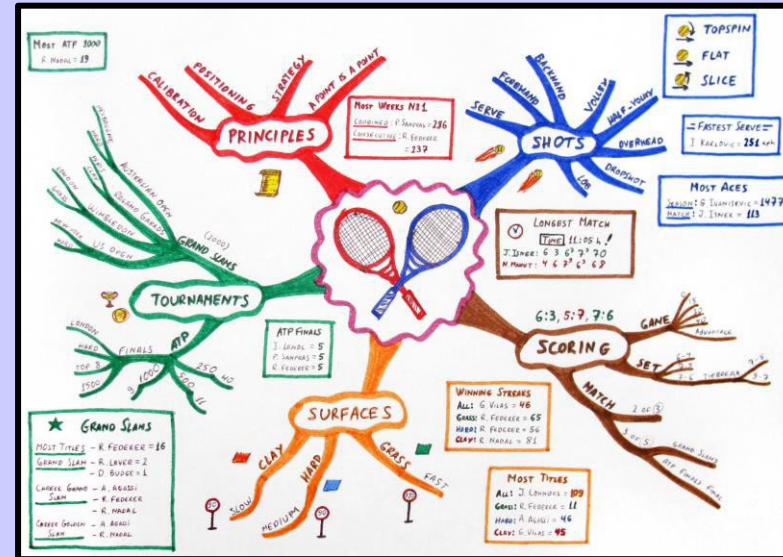
The central idea is what the project is about or what the theme is.

Nodes

Nodes are points connected to the central idea using branches which illustrated how the ideas are related to each other.

Sub-nodes

These are connected to nodes to organise ideas more clearly and provide more detail.



Keywords

Specific words may be used to help express the idea.

Colours

Colours can be used to differentiate between the ideas. Each node is in different colour in this example.

Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

CM11: Moodboard

Description:

A moodboard is a collection of sample materials which can be in paper or digital form. It's a way of generating ideas/setting a theme for the product.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones
- Speakers
- Headset

Software:

- Desktop publishing software
- Graphics software
- Video editing software
- Presentation software

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Components of a mind map

Colours

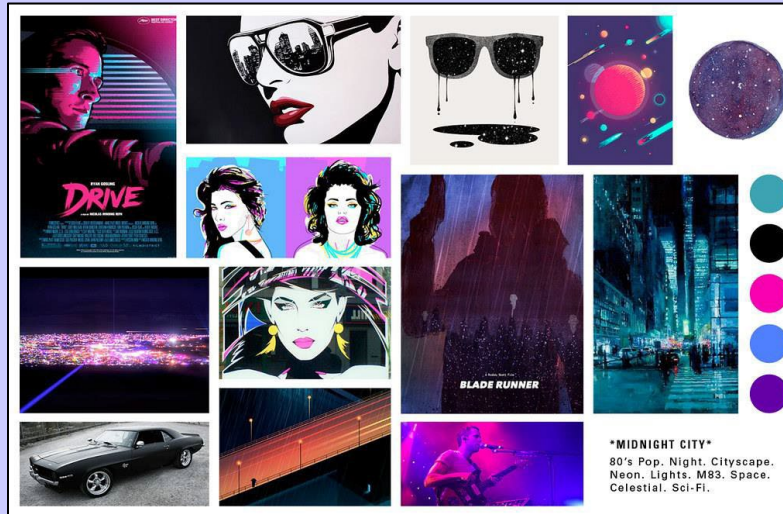
This can be represented with the inclusion of a colour swatch or colour palette.

Fabrics

A physical moodboard may include actual cut-outs of material that are stuck to the paper.

Multimedia assets

A digital moodboard may use videos, audio and animation to express an idea.



Images

Images are a key feature of a moodboard because of the visual representation it provides for the idea.

Text

Text may be used in the form of keywords that represent the theme or to provide information typography and colour schemes that could be used.

Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

CM12: Visualisation diagram

Description:

A draft version to plan out a product in a visual way. It can be used to show the client what the final product could look like. This can be a good opportunity for the client to provide useful feedback to the designer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Desktop publishing software
- Graphics software

People:

Illustrator, Graphics artist, Graphics designer, Content creator, Copywriter and Photographer

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Components of a visualisation diagram

Title

This is because it tells you what the graphic is about. In this example, the title has been used to promote a festival, it's name and when it takes place.

Font

This refers to typography choice such as font colour, size and style. This is helpful as it can help to determine the sizes of headings, sub-headings and the main body of text.

Text

This refers to information that needs to be on the graphic.

Logo

The most recognisable part which should be easily visible to the viewer.



Colour

This is important because if it's left out then the graphics designer may not know what the colour scheme will be.

Images

This provides a more visual representation of what the product will look. Using clear images make it easier for the graphics designer to understand what assets need to be added.

Annotation

Another term used for labelling and this is important when doing a sketch design because it's not always easy to provide a complete visual representation of the final product. The more annotation, the more information the graphics has to work with.



Description:

A timeline that is designed to illustrate a sequence of events for content that requires movement. It allows changes to be seen over time, narrative to be included, storylines to be developed through dialogue and allows the ideas to be planned and linked together.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones/Headset
- Speakers

Software:

- Desktop publishing software
- Graphics software
- Video editing software

Components of a storyboard

Scene content

This can be inferred from the drawings found in each panel.

Timings

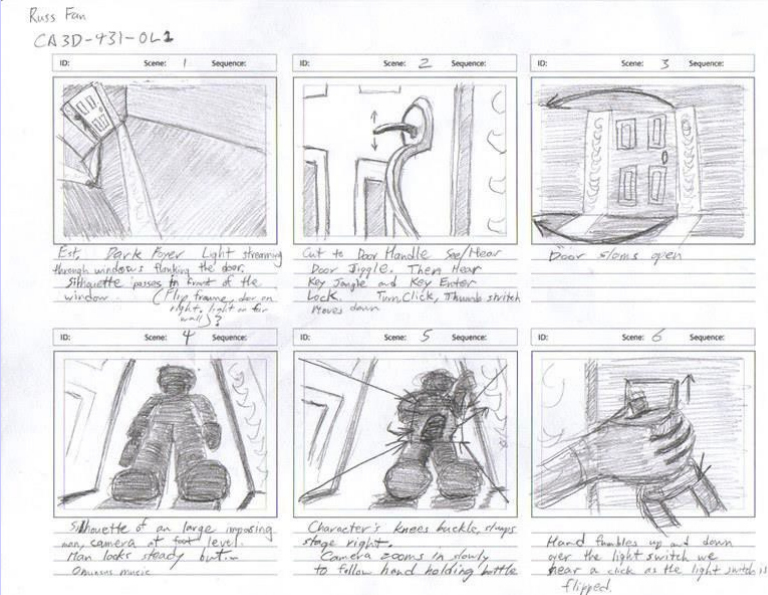
How long each scene will last.

Scene numbers

Each panel will have clearly defined scene number which makes it easier to film these in isolation and use editing techniques to put them together.

Location

The scene is filmed outside (EXT) or inside (INT)



Order of panels

The storyboard should follow a logical structure to make it easier to put together.

Camera

This can be used to identify camera shots, movements and angles. It can also identify camera type such as a virtual camera.

Sound

Background music, dialogue or sound effects could be expressed

Lighting

Specify use of lighting techniques in scenes.

Who would use the storyboard?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

Description:

A script is a pre-production document that is used as part of a narrative for an audio-visual product. It provides lines for the characters so they know what to say and provides direction for the camera crew to know what will be used within each scene.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Word processing software
- Script writing software

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Components of a script

Location

The scene is filmed outside (EXT) or inside (INT)

Camera

This can be used to identify camera shots, movements and angles. It can also identify camera type such as a virtual camera.

Dialogue

the speaking parts of the product. But this can also include: Intonation, loudness, emotion.

Sound

Background music, dialogue or sound effects could be expressed.

```
It's peaceful, the two fisherman have left and we see their
aluminium chairs left behind at the edge of the lake.

JOHN
Not many left fishing the lake now.
There was a time you'd see lamps
all around, floating.

John rows out as Eamon sorts the bait.

JOHN
Ah it's hard to get the licence now. We impoverish the
fishing for the tourists.
Impoverish!

Eamon pauses for a moment and looks up at him. John continues to
row.

JOHN
A thousand. I told him you were
well able to count to a thousand.
That's what I told Ben Moran.
(Getting more irate)
That he's the one helping them
clear the lake!

EAMON
(Interrupting him quickly)
That's his job.

JOHN
His job! To clear us off the lake!
His job.

Eamon pauses, hesitating and then decides to speak.

EAMON
I saw Una Moran today.

John looks at him keenly and stops rowing.

JOHN
What business did you have with
her?

EAMON
(embarassed)
None. None. I just saw her walking
down the road.

JOHN
It's a free country I suppose.

John starts rowing again and looks away.
```

Direction

This refers to what happens in the scene, this might be something as simple as a character movement.

Characters

It's important the character names are included as it helps to clearly define the dialogue for each character.

Who would use the script?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

CM14: Wireframe

Description:

A planning document that illustrates how a product will look. It will show how pages/screens are linked together and is used commonly for websites and apps. Wireframe focuses more on how the website will look and will be used by a front-end web developer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Word processing software
- Desktop publishing software

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Components of a wireframe

Images

These are usually displayed as a box with a cross which represents an image.

Video

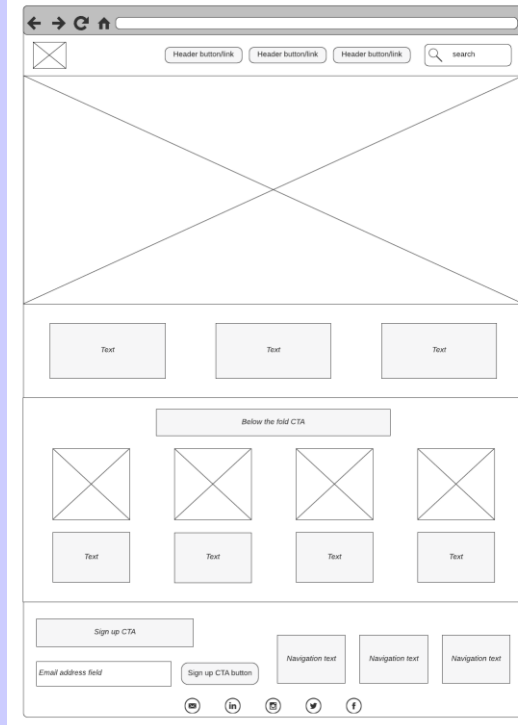
The word video is displayed inside the box.

Text

These are usually displayed as a box with straight lines, the actual copy or by a placeholder text such as Lorem ipsum.

Annotation

This allows the designer to explain how different elements are linked together.



Hierarchy

The importance of a page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

Links

Links are represented most often as blue, underlined text. Links may also be a different colour, keeping in line with a particular visual design direction.

Who would use the wireframe?

Photographer, Web designer, Illustrator, Graphics artist, Web developer

CM14: Flow chart

Description:

A diagram that represents the entire process from start to finish. It's illustrated in a logical step by step sequence using shapes that each have their own function. Flow charts focus more on how the website will work and will be used by a back-end web developer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:


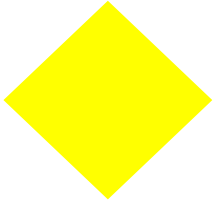

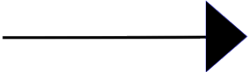

- Word processing software
- Desktop publishing software
- Flow chart software

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Flow chart symbols

	Start/Stop: This signals the beginning and the end of a flow chart.		Decision: This is used to represent selection and the outcomes when a certain condition is met.
	Input/Output: Used if data is being inputted into the system. If any data needs to be displayed then output could be used.		Arrow: This is used to connect the symbols together and to show the direction the flow chart is going.
	Process: This is used to process instructions. It could be used to process calculations or run events.	Why use flow charts? <ul style="list-style-type: none">• Easy to show the layout each page.• Show how all the pages/screens link together.• It can show how functional the website is.	

Who would use the flow chart?

Games programmer, Web designer, Web developer.

CM16: Asset log

Description:

A pre-production document that is used to record all the assets that are potentially used when creating a media product and understand any legislative constraints there may be.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Laptop/Computer

Software:

- Word processing software
- Spreadsheet software

Key term:

Assets: in the context of digital media, refers to the different components that can be used in a product such as: text, images, videos, animation and audio.

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Components of an asset log

No/Asset ID

A count of how many assets are recorded or to give an asset a unique ID which is useful if the log contains a large volume of assets.

Filename

So the user knows what the file is called if they need to use it.

Description

To provide a description of what the asset is so the user knows what it is before they open it.

Properties

The resolution and dimensions if it's a digital graphic in case it needs repurposing.

Source

Where the asset has come from by recording the URL.

Legal issues

To record any legal considerations such as whether they need to ask permission to use the asset.

Use

What it will and what it could be used for.

No.	Filename	Description	Properties	Source	Legal issues	Use
1	Pizza.jpg	Image of a pizza.	800 x 1022 96 DPI	https://clipart.world/pizza-clipart/simple-pizza/	Should only be for personal use.	To be used in the YePizza logo.
2	Pizza paddle.jpg	Pizza paddle	450 x 450	https://www.123rf.com/photo_134983275_pizza-cooking-shovel-icon-isometric-style.html?vti=nbubvpyvtl89e1e66y-1-2	Subscription required to download which will remove the watermark.	To be used in the YePizza logo.
3	Phone icon.png	Image of a phone	320 x 431	Client image	Not applicable	To be used to represent contact details on a poster.
4	Wood_fire_pizza.jpg	Image of a pizza that has been in a wood fire oven.	6016 x 4016 96 DPI	https://www.pexels.com/photo/baked-pizza-on-pizza-peel-in-oven-905847/	Free to use	To be included in the promotional poster.
5	Tomatoes.jpg	Image of fresh tomatoes	640 x 320	I took the image myself	Free to use as I'm the original owner.	To be included in the promotional poster to promote how fresh the ingredients are.

Who would use the asset log?

Graphic artist, Web designer, Games programmer, Animator

CM15: Legislation for individuals

Description:

Legislation is the process of enacting laws so if they're breached then it can become a criminal offence. Some laws are in place to protect individuals when they make a contribution to the creation of a media product.

Permissions when filming

Key facts:

- It's not against the law to film in a place that may include general members of the public.
- You may need to request permission of anyone who has been filmed if it was for commercial purposes.
- If filming takes place on private property then you must ask the land owner for permission.
- Photographers can capture images and sell them on image libraries.

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Key term:

Defamation the action of damaging the good reputation of someone; slander or libel. Slander is a verbal statement and Libel is a written statement.

Slander

Description:

The action or crime of making a false spoken statement damaging to a person's reputation.

Libel

Description:

A published false statement that is damaging to a person's reputation; a written defamation.

Data protection

Description:

A piece of legislation that aims to protect a person's personal data.

Principles:

- Used for a specific purpose (as shown above)
- Relevant and not more than needed (as shown above)
- Accurate and kept up to date.
- Not kept longer than necessary (e.g. user closes account)
- Stored securely

CM16: Legislation for assets

Description:

Intellectual property is legislation designed stop your work from being copied and distributed without your permission and there are three types of intellectual property: Copyright, Trademarks and Patents which aim to protect ideas.

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Trademarks

Description:

A sign or logo that identifies a brand or company as a unique entity. This is represented by the TM symbol. The R symbol protects words and phrases.

Using copyrighted materials

Examples:

- Ask permission from the copyright holder.
- Creative commons licensing
- Royalty free – pay a fee to gain a licence to use the image and remove the watermark.
- Stock libraries – assets that are free to use.

Copyright

Description:

- Copyright is the legal right to protect the original work of the people whom it may belong to.
- Copyright can protect....

Books

Music

Art

Images

Sound

Software

Fair use

This is when copyrighted material may be used for news reporting, commentary or educational purposes.

Creative commons licence

Description:

This license allows copyrighted material to be more freely distributed.



Attribution: Material can be copied, modified and used. However, the original creator must be given credit.



Non-commercial: Material can be copied, modified and used as long as there is no intention to make money from it.



Share-a-like: Material can be modified and used but must be covered by a similar license.



No derivative works: Material can be copied and used, but it cannot be modified.

CM17: Regulation, Classification and Certification

Description

The control or guidance of media content by governments and other bodies. This means media production and consumption are monitored.

Example:



Background:

- The ASA banned this Ryanair newspaper campaign featuring scantily-clad flight attendants, ruling that it linked female cabin crew with sexual behaviour.

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BBFC

Description:

- The British Board of Film Classification who regulate media content and classify films that are distributed in the UK.

ASA

Description:

- The Advertising Standards Agency regulate all broadcast and non-broadcast content across the UK.

Key terms:

Certification

This is the award given to a media product as a result of the classification process which is displayed on the product. For example, a film might have an 18 certificate placed on the front cover.

Ofcom

Description:

- The Office of Communications regulate all broadcasted content across UK television channels.

PEGI

Description

- Pan European Game Information have classified all video game content in the UK. It used to be the role of the BBFC.

Key terms:

Classification

The process of giving age ratings and content advice to films and other audio-visual content to help children and families choose what's right for them and avoid what's not..

CM18: Health and safety

Description:

Health and safety is about stopping you getting hurt at work or ill through work. Your employer is responsible for health and safety and they have a legal obligation to follow this through.

Healthy and safety in production:

Camera risks

- In some cases, camera operator may need to walk backwards? Or if they're suspended from a harness?

Lifting hazards

- May need to move equipment or props so manual handling training might be required.

Trip hazards

- Lots of cameras and other equipment will lead to more cables.

Electrocution

- If devices fail or are not connected correctly so people may need training.

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Healthy and safety in pre and post-production

Regular breaks

Eyes must be level with the top of the screen.

Suitable lighting

Anti-glare filters

Tiltable screens

Clear working space

Wrist support

Desk needs to be about 70cm high

Chair needs to be adjustable for tilt and height.

Foot rest



Key term:

Mitigate: make (something bad) less severe, serious, or painful. In the context of health and safety, mitigating risks is all about reducing the risk of an accident happening.



CM18: Location recces

Description:

A location recce involves members of a production company visiting a potential location for filming and use a set of measures to assess it's suitability.

Risk assessment

Components of a risk assessment.

- Activity
- Hazard – what might cause danger or injury?
- Risk – what are the consequences of the hazard? Normally an injury.
- Prevention – what measure can be put in place to reduce the risk.

Key term:



Risk assessment: This is a document that identifies the hazards, the risks they pose and what can be put in place to mitigate these risks.

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Location recce checklist

Safety

They can check for an potential trip hazards, potential obstructions when carrying equipment around, risk of electrocution.

Sound

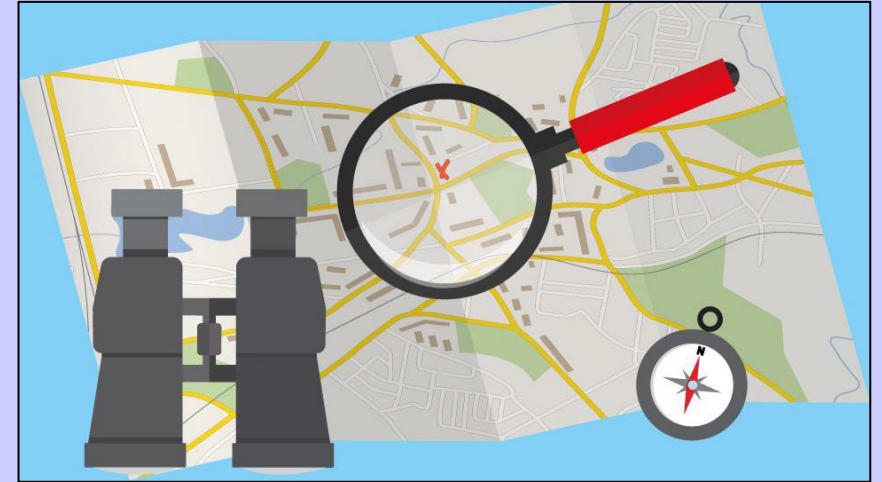
Checking for any background noise that might affect the recording such as road traffic, trains, planes etc..

Lighting

Does the location have lots of natural lighting? Will there be a problem when it gets dark? What sort of lighting can the camera crew use?

Facilities

Toilets, areas for employees to have breaks, place for catering facilities, can people park? Is there parking that allows heavy equipment to be transferred?



Power outlets

Are there enough sockets to plug them in? Is there enough distance between the outlet and where the equipment needs to go? Will the unit cope with the watts generated by the equipment?

Who would be involved in the location recce?

Director, Camera operator, Audio technician, Photographer