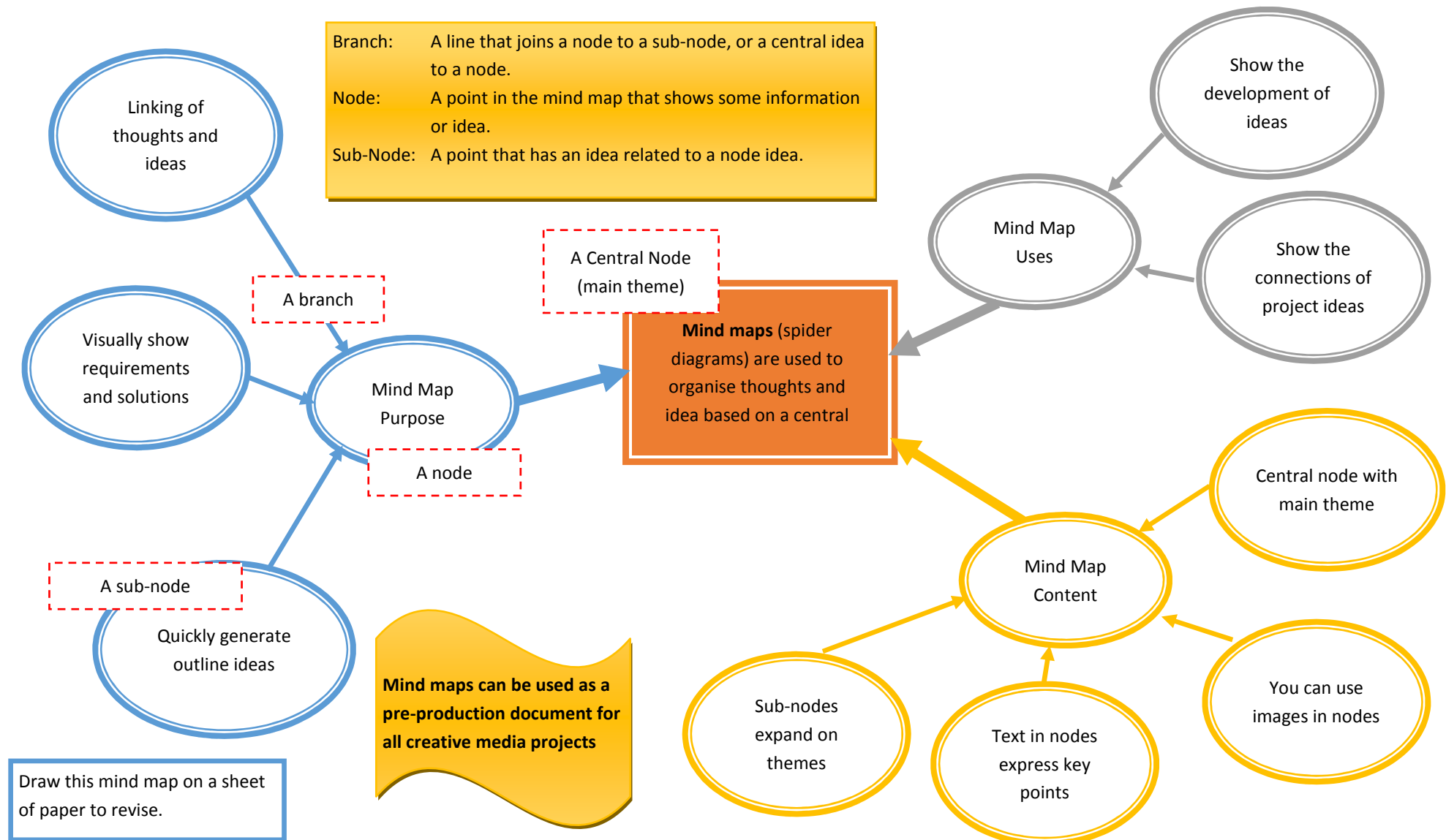


Knowledge Organiser: Mind Maps

You must be able to understand the purpose and use the content of different pre-production documents



Knowledge Organiser: Mood Boards

You must be able to understand the purpose and use the content of different pre-production documents

Mood Boards



A mood board is a collection of sample materials and products. They can be created using paper/cards on a notice board or with software.

Purpose:

- ⇒ Help with creativity in the design stage to establish a style
- ⇒ Save time by ensuring the design ideas work well before production begins
- ⇒ Checks there is a clear creative direction for the project (show the client)
- ⇒ The client can be involved at an early stage to give their feedback
- ⇒ Shows concepts that are difficult to describe in words

Use:

- ⇒ As a starting point for any creative media project
- ⇒ To gather sample materials
- ⇒ To explore a range of relevant content

Remember: Mood boards are **not** examples of the finished creative media.

They demonstrate design ideas, concepts, suggestions and possibilities.



Colours

Mood boards can be used to explore several possible colour schemes based on client preferences or your ideas.



Inspiration

Explore ideas to see how assets work well together. What is the mood created by the design?



Textures

Establish which texture designs work well together to add to the overall theme of the project



Photography (images)

Do client photo's fit with the mood?
Do you need other images, if so, what are the limitations of using other people's images?



Knowledge Organiser: Scripts

You must be able to understand the purpose and use the content of different pre-production documents

Camera, Lighting and Sound

BOP206 / 2011

1. TITP GRAPHIC

"This is the Place"

TITLES / GRAMS

2. CAM 3

M.L. 2-SH
PRES 2 L.O.F.
PRES 1 R.O.F.

PRESENTER 1:

Hello and welcome to "This is the Place".

PRESENTER 2:

This is the show where each week we visit a productive location of interest and today we are here at Ravensbourne – a media college and 'digital destination' just opposite the O2 in North Greenwich, London.

PRES 1:

Ravensbourne sports a Faculty of Fashion and offers studies to MA level but this afternoon we are focusing on Communication Media - more usually called Broadcasting.

3. CAM 2

W.S. PRESENTERS R.O.F. AT TOP OF SHOT
PAN LEFT TO INCLUDE CAMERA 1 WITH PRESENTER'S WALK

And we start our walkabout in this the jewel of Broadcasting, the Ravensbourne TV studio. (TURNS) This brand new facility is fully equipped with 5 HD cameras and is State-of-the-Art - in both the specification of its installed kit and the suitability of its building design.

4. CAM 1

STUDIO WALL DETAIL AS DIR.

In fact without detailed planning in sound insulation for instance, no studio would be able to co-exist in this an otherwise quiet college of study.

5. CAM 2

M.S. PRES

So, let's look at the studio fundamentals. The studio's lighting 'grid' is way up there at over 4 metres high - that's over 13 feet and here you'll find numerous

6. CAM 4

W.S. STUDIO GRID/LIGHTS

Scripts

A script is a piece of written work that can be for a movie, audio, audio-visual product or screenplay. It is often that starting point for any of these products and includes information about the media product in a style and format that follows some layout conventions. It is often used by a number of different people involved in the actual production, who will analyse the script and break it down into sections with information that is needed.



Screenplay scripts are created by the writer and presented in a standard format.

They are distributed by agencies or producers to attract talent and finance for production projects. Alternatively, a writer might be employed to adapt an existing novel or event into a screenplay or stage play script.

They are used by the whole production company to learn the play (above).

Knowledge Organiser: Scripts

You must be able to understand the purpose and use the content of different pre-production documents

Purpose:

- ⇒ To identify the location where the action takes place
- ⇒ To identify who will be in the scene, e.g. actors, narrative
- ⇒ To provide stage direction for actors and production crew
- ⇒ To provide dialogue (i.e. speech) for the actors and other characters

Uses:

- ⇒ Any moving product with dialogue (spoken words), actions and a timeline, for example:
 - ◇ Video products, e.g. advertisements, films
 - ◇ Audio products, e.g. advertisements, jingles, radio plays
 - ◇ Animation products, e.g. short films
 - ◇ Computer game with short story-telling scene or interactions between game characters

Content:

- ⇒ Set or locations where the action takes place
- ⇒ Scene descriptions
- ⇒ Scene/stage directions, i.e. what happens in the scene
- ⇒ Camera shot types
- ⇒ Sounds and sound effects
- ⇒ Names of actors or characters
- ⇒ Dialogue, e.g. speech and how it is spoken

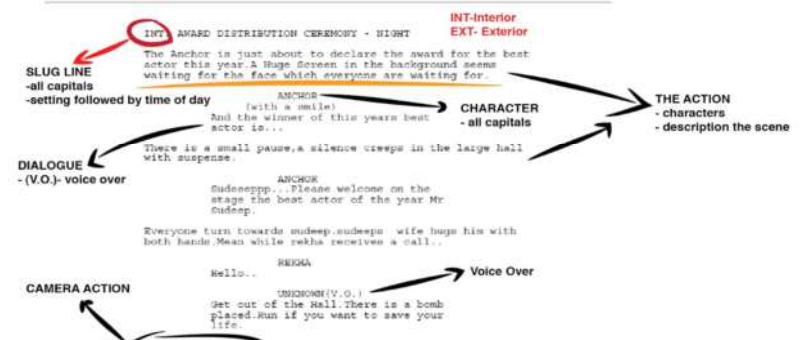
Keywords:

Narrator: A person that tells the story verbally. The narrator voice will be heard over the action, but the narrator does not appear in the scenes or take part in the acting. Typically a narrator is employed in a screenplay or an audio-visual product.

Dialogue: The combination of what is spoken by a character in the scene together with how they say it, that is, identifying any emotion, factual expression, e.t.c.

Voiceover: The words spoken by an unseen person to accompany an audio or audio-visual product. Often used in radio adverts and jingles.

SCRIPT EXAMPLE



Knowledge Organiser: Storyboards

You must be able to understand the purpose and use the content of different pre-production documents

Storyboards

- ⇒ A storyboard is used by many people to illustrate a sequence of **moving** images.
- ⇒ A storyboard shows the flow of scenes that occur in a timeline, a succession of events.
- ⇒ This is different to a visualisation diagram which are used for a single of events.
- ⇒ Each scene of the story is placed in chronological order (in the order that they occur in time).

Why use storyboards?

Best way to share your vision for the project

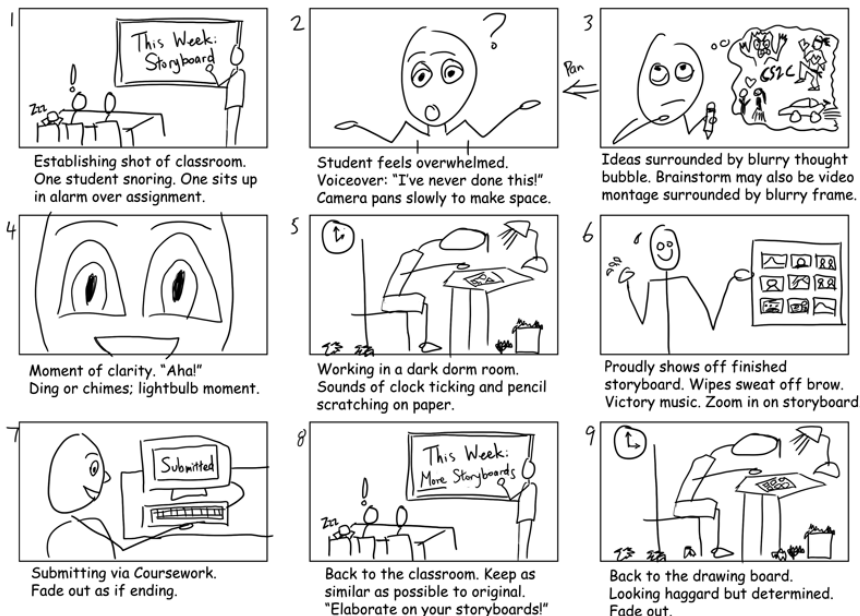
- ⇒ A visual aid makes it much easier for you to share and explain your vision for your video with others.
- ⇒ When you have a storyboard, you can show people exactly how your video is going to be mapped out and what it will look like. This makes it much easier for other people to understand your idea.

Makes production much easier

- ⇒ When you storyboard a video you're setting up a plan for production, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script.
- ⇒ The storyboard is a starting point or suggested storyline around which you can plan your story (all the angles you will shoot of a scene). This really comes in handy when you're making your video, as it ensures you won't forget any scenes and helps you piece together the video according to your vision.

Saves you time

- ⇒ While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later.
- ⇒ Not only will it help you explain your vision to your team, it will also make the creation process go more smoothly.



Knowledge Organiser: Storyboards

You must be able to understand the purpose and use the content of different pre-production documents

Storyboard and camera angles

- ⇒ The storyboard could be used by several people who could be involved in the production process.
- ⇒ Camera shots and angles are important aspects to a storyboard
- ⇒ The camera operator or animator will use the storyboard to decide how to create each scene.
- ⇒ Each scene is usually defined by changes to the camera use for each shot.
- ⇒ Below are examples of different camera angles (POV—point of view).



Establishing Shot



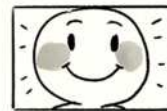
Full Shot



Medium Shot



Close Shot



Extreme Close Shot



Up Shot



Down Shot



Over The Shoulder



Two-Shot



POV shot

wikiHow to Draw Storyboards

Purpose of a storyboard

- ⇒ To provide a visual representation of how a media project will look along a timeline
- ⇒ To provide a graphical representation of what a sequence of movements will look like
- ⇒ To provide guidance on what scenes to film or create
- ⇒ To provide guidance on how to edit the scenes into a story

Uses of a storyboard

- ⇒ Any project where movement or a sequence is required, especially along a timeline, for example
 - ◇ Video projects
 - ◇ Digital animations
 - ◇ Comic books to illustrate the story
 - ◇ Computer games, to illustrate game flow, narrative or story
 - ◇ Multimedia projects, to illustrate the sequence between scenes

Content of a storyboard

- ⇒ Images, for content of each scene
- ⇒ Locations
- ⇒ Camera shot type and angles
- ⇒ Camera movement
- ⇒ Shot length and timings
- ⇒ Lighting and sound

Knowledge Organiser: Visualisation Diagrams

You must be able to understand the purpose and use the content of different pre-production documents

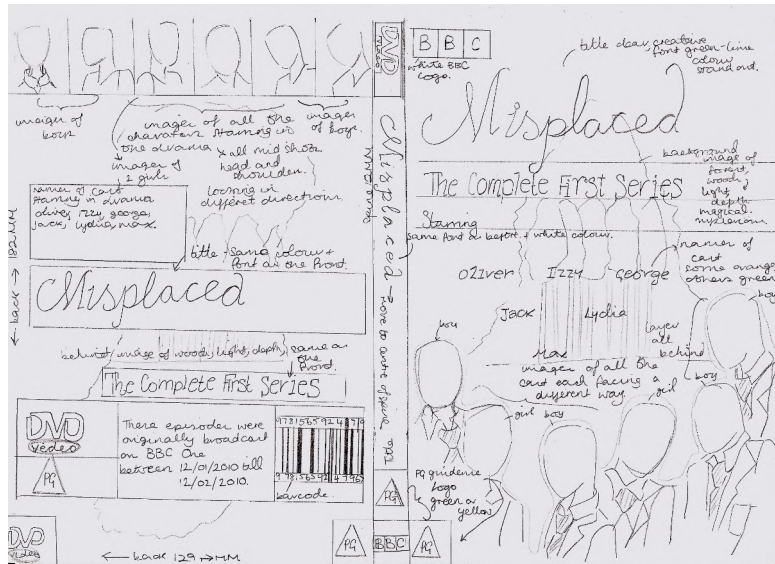
Visualisation Diagrams

Visualisation diagrams are a rough drawing or sketch of what the final static image product is intended to look like. They will have annotations to describe the design ideas. Typically, a visualisation diagram is hand drawn, but it does not need any artistic skills to communicate ideas.

It is intended to demonstrate the layout and content of the product that is being illustrated

You might produce several drafts to demonstrate ideas to your client. Your client might choose the draft they like the most. There must be sufficient information in the visualisation diagram for the client to make a decision about their preferred design.

Visualisation diagrams are valid for static designs, that is an image that does not move. It is, therefore, relevant for designs such as a magazine cover, a DVD cover, or an image for a website. It would not be suitable for a video or an animation.



Look closely at the detail in the example visualisation diagram. Compare the concepts in the visualisation diagram and compare them to the final product that was produced. Do you notice the similarities and the differences.

Notice how the visualisation diagram was not modified as ideas developed in the pro-

Purpose:

- ⇒ Plan the layout of a static or still image in a visual manner
- ⇒ To show how a finished item might look like

Uses :

- ⇒ CD/DVD cover design
- ⇒ Poster, such as for a film, event, leaflet or advertisement
- ⇒ A single game scene or display of a single scene
- ⇒ Comic book page layout
- ⇒ Web page layout
- ⇒ Magazine front cover

Content:

- ⇒ Multiple images, layout and positions of items.
- ⇒ Colours and colour schemes
- ⇒ Position and styles of text
- ⇒ Fonts, font colours and size
- ⇒ Notes as annotations which provide additional information
- ⇒ Size of images
- ⇒ Position of logos, icons and other items needed by the client