



Visualisation Diagram

Purpose - Plan the layout of a static or still image in a visual manner. To show how a finished product may look.

Uses - To give the client/production team to show what the intended product will look like.

Example products that may use a visualisation diagram:

- CD/DVD/Blu-Ray/Game Cover
- Poster (film, advert, event)
- Game Scenes (menu's, characters)
- Webpage/Multimedia Product layout
- Magazine Cover or Advert

Content:

- Images/Graphics
- Colours
- Text/Fonts
- Annotations



Storyboards

Purpose – Provide visual representation of how a media project will look along a timeline. Guidance on scenes to fill or create.

Uses – Should be created for any project where movement or sequence is required, especially along a timeline:

Example products:

- Video projects
- Digital Animation
- Comic book stories
- Computer game (Game plot or story)
- Multimedia products

Content:

- Images (Each scene)
- Locations
- Camera Angles and Shot Types
- Camera Movement
- Shot length
- Lighting
- Sound



Scripts

Purpose – identify who will be in the scene, dialogue for actors/characters and stage directions for both actors and crew.

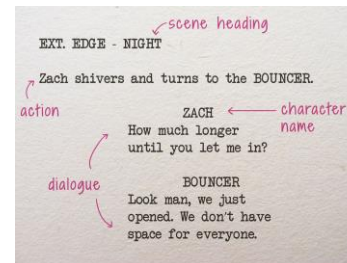
Uses – Any moving product that has spoken words, actions and a timeline.

Example products:

- Video (adverts/films)
- Audio (adverts, radio, jingles)
- Animation (short films)
- Computer games

Content:

- Set or location (INT – interior, EXT – exterior)
- Scene descriptions
- Scene/Stage directions
- Camera shot types/Camera Movement
- Sounds/Sound effects
- Names of actor/character
- Dialogue and how it is spoken



Mood Boards

Purpose – Assist with the generation of ideas by collecting a range of material that will give a 'feel' for what is needed. Stimulate creativity.

Uses – For any creative media project as a starting point. Collect samples, materials and relevant content.

It is NOT to show what the product would look like!

Can be Physical or Digital

Content:

- Images – Relevant, existing, similar products, photos, logos, screen shots.
- Colours – those that fit with the brief or have been used before.
- Text – key words, fonts and styles.
- Textures – fabrics and other materials.
- Digital mood board – potentially sound/video clips.





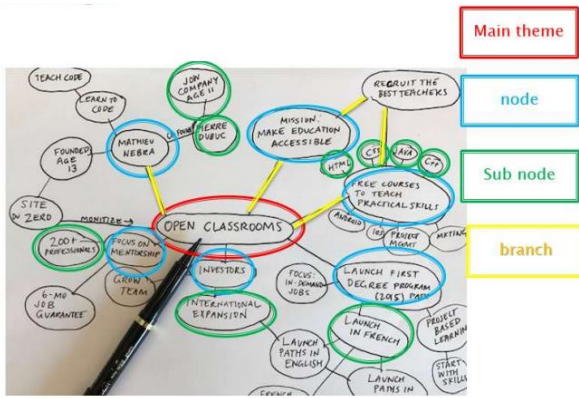
Spider Diagrams

Purpose – Quickly outline ideas by developing and showing links between the different thoughts, aspects and process of a project.

Uses – Show development and options for ideas in a project, showing connections and links within the project.

Includes:

- Nodes – A point on a mind map that has some information or an idea.
- Sub nodes - A point on a mind map that also has some information or an idea BUT must be relate to the main node it is connected to.
- Branch – Lines that join nodes together
- Main Theme – What the overall topic of the mid map is.



Legislation



Copyright & Intellectual Property

Protects an original piece of work and its creator of published work. (Photos, images, music, movies, TV shows, etc.) Must gain permission to use copyright content or pay fees.

Trademarks

A name, sign or logo identifying a brand or company. Can only be used by that company.

Creative Commons

Different licences that allow copyright owners share their work.

Other legislation

Data Protection, Certification & classification, Privacy & Defamation.

Health & Safety



Risk Assessments

- To assess, identify and control risks in activities or projects to people involved.

Location Recce

- Visit locations that will be used for filming or recording. Check environment suitability.

Safe Working Practices

- Working from heights (filming, etc.).
- Working at a computer workstation (seating, distance from screen, positioning).

Work Plans

Purpose – Provide a timescale for the overall project to be completed. Map out time of different tasks and activities for the whole project.

Content

- Tasks – Show different stages or main sections.
- Activities - A series of smaller areas to complete inside a task.
- Duration – Amount of time each task/activity takes.
- Timescales – How long overall project will take.
- Milestones – Key dates when something must be completed.
- Resources – What is needed to complete tasks and activities.
- Contingencies – “What IF” Scenarios, back up plans (extra time, alternative methods).
- Workflow – The order tasks/activities must be completed in to move to next one.

Work plan

Work Plan	Resources	Time Needed (hours)								Steps	Task	Time
Milestones		1hr	2hr	3hr	4hr	5hr	6hr	7hr	8hr			
Create Work plan	Computer, Excel									1	Make a folder for my assets then I will collect images for my assets from the internet	2 hours
Draw Visualisation Diagram	Pen, Paper											
Label Visualisation Diagram	Pen, Paper											
Milestones												
Search for images and save suitable images	Computer, Internet									2	Next I will make my assets on Photoshop by editing the images from the internet or making my own.	2 hours
Edit saved images	Photoshop, Computer											
Create table of assets	Powerpoint, Computer									3	I will then create a A3 page 300DPI in Photoshop.	2 hours
Explain Legal Restrictions	Powerpoint, Computer											
Show how you have edited images	Powerpoint, Computer											
Think about DVD/DI images are the same	Powerpoint, Computer											
Milestones												
Create Graphic	Photoshop, Computer									4	Next I shall place all my assets in place to finish of my poster.	2 hours
Powerpoint with storyboard	Powerpoint, Computer											
Explain range of tools and what I have used them	Powerpoint, Computer									5	Once I have finished placing all my assets I will edit them and add any additions	2 hours
Export Graphic in suitable format	Powerpoint, Computer											
Milestones												
Link back to client requirements and audience	Powerpoint, Computer									6	I will then save my poster in a high quality file with a high resolution such as BMP or TIFF.	15 mins
Explain how you'll present these	Powerpoint, Computer											
Talk about good points and improvements	Powerpoint, Computer									7	Finally I will save the digital graphic as a JPEG or PNG as it is a low resolution file for web and I will also make sure it has 500 pixels in width.	15 mins
Talk about areas of Development	Powerpoint, Computer											

Additional Understanding

File Formats and Compression

You need to name the file formats for video, audio and image files. Understand Lossy and Lossless compression.

Hardware and Software

Be able to identify different hardware and software used in the creation of pre-production documents.

Review

Review products on suitability based on Good Areas, Not So Good areas and ideas around improvement.



LO1 - Useful Digital Graphic Theory

Uses

Magazine cover, CD/DVD cover, adverts, web images, multimedia products, games, book covers.

Purposes

- Entertain – Magazines or book are created to entertain. Think about comics or game graphics. They are to entertain those reading/playing. They catch your attention.
- Advertise – Companies use this to advertise their products or services. Can be around a specific product or improve awareness of their company.
- Promote – Could be a way of promoting new products or services. Think of movie posters to promote a new film or billboards on the side of buses.
- Inform – Combine text and images to give a direct message. Think about NHS posters or leaflets.
- Educate – Posters or textbooks. Think about the posters in a classroom. How are they different for primary schools and secondary schools? What images do they use?

Graphic File Formats

JPG – Zooming is good quality, millions of colours, compresses well. Colour detail lost when compressed, not good for text or sharp edges.

TIFF – Millions of colours, No colours lost, No or little compression. Large file sizes, not compatible with all applications.

GIF – Compresses well, very small files, animated. Only 256 colours. Doesn't show all colours

PNG – Millions of colours, compresses well, sharp edges, transparent backgrounds. Not compatible with all applications.

PSD – Keeps layer details and effects in the file. Very large files (10x more than standard files). Only works with Photoshop.

DPI

"Dots per inch". Measures resolution of an image both on screen and in print. Higher the DPI, more detail the image has.

LO1 – Useful Digital Graphic Theory Part 2

Bitmap

Images are organised as a grid of coloured squares (pixels). File types include JPEG, GIF & PNG. Known as Raster Graphics. Enlarging a bitmap stretches pixels and therefore looks low quality when enlarged.

Vector

Image using scalable shapes (straight lines and curves) to define parts of image. File types include SVG. Can be scaled smaller or larger without losing resolution. File size stays the same.

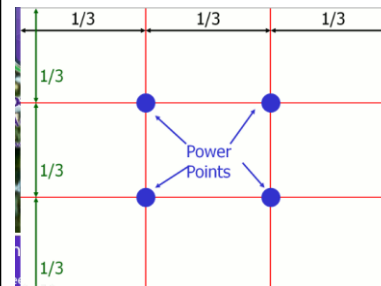


Compression

Lossy or Lossless. Used to reduce image file size to be smaller. Lossless doesn't lose detail of image and can be returned to original quality. Lossy loses data from the image to reduce file size.

Graphic Design

- White space – Areas of graphic left intentionally empty to create balance to the image.
- Rule of thirds – Rule about positioning your subject in a picture using imaginary lines.
- Use of colour – Each colour can be used to show emotion or mood within graphics.





LO2 – Planning the Digital Graphic

Client Requirements

Any project has a client (who wants you to make the product). Client requirements refer to what the client wants from the product. It's a very much like a success criteria for your final product.

You must be able to respond to a client brief scenario.

When reading the scenario use a highlighter to help identify important parts.

You will need to write your own Client Requirements for the planning. This is an interpretation – this means you must write your own understanding of what the client wants and suggest a range of ideas that you would like to do to meet what the client wants.

DO NOT MAKE IT UP, ALWAYS USE THE SCENARIO.

Target Audience

A target audience is the group of people you aim your product to. They are not the same as the client. Target audience can be split into Demographics and Psychographics.

- Demographics – Age, Location, Gender, Income, Education, Occupation, Ethnic Background
- Psychographics – Personality, Attitudes, Value, Interests, Hobbies, Lifestyles, Behaviour

In some scenarios you may be given an idea around the target audience. Sometimes you will have to decide on an appropriate audience. You must then explain this in detail.

Other Tasks

- Work Plan – Use your R081 knowledge to create your own work plan, thinking about order of tasks.
- Visualisation Diagram – Draw your idea for the graphic adding content that should be in this document.
- Assets – What images will you need? Where you get them from?
- Resources – What hardware and software do you need to complete your project?
- Legislation – Use R081 knowledge to explain how this affects assets you use in your project.

LO3 – Creating the Graphic

- You must show the assets you have used. Create an assets table like this to show the asset information.

Asset	Properties	Source	Legal issues	Use

- Screenshot evidence is very important. This helps you show the skills you used in Photoshop.
- Saving and Exporting – Always export them correctly using the correct DPI for the version. This depends on print and web versions. Remember print versions of graphics need a higher DPI than those for web.
- Version Control – Keep versions of your project and use appropriate file names.
DVD Cover Graphic V1
- Organise assignment folders and documents neatly in a clear and easy to use structure.

LO4 – Review the Graphic

- This is your chance to talk about the graphic you have made. You need to discuss how suitable it is for the client.
- Always include Good Points about the graphic you have designed.
- Include areas of weakness or that aren't so good and why you think this.
- Include ideas of improvement and ways to further develop your product.

Use full sentences and try to talk about the same amount of positives as the negatives.



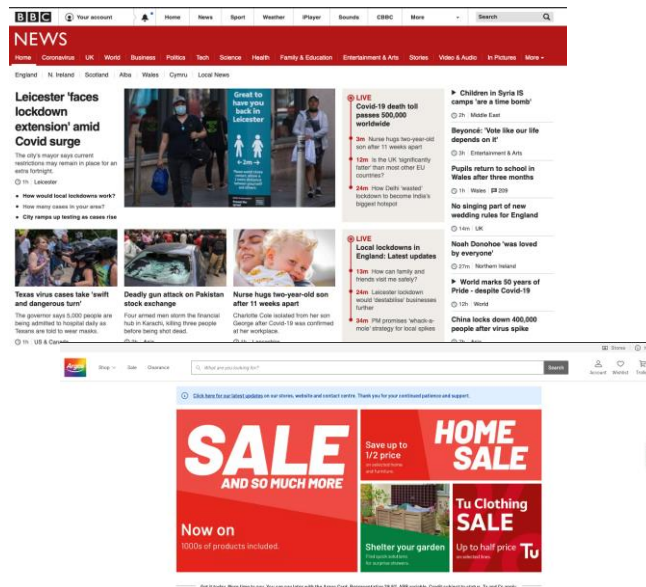
LO1 - Useful Website Theory

Purposes

- Entertainment – Websites that provide entertainment whether that's including video, music, gaming or animations. Examples could be Netflix, YouTube or Spotify.
- News – Informative websites that update regularly with information on current affairs. Combines text with videos, images and sounds. Examples could be BBC News, Sky News
- Education – Websites that provide some sort of education. Can include a variety of ways to deliver information for learning. Examples: BBC Bitesize, Seneca Learning.
- Social Media – Websites that allow people to post ideas and thoughts, as well as keep in touch with friends and family. Examples: Facebook, Instagram, Twitter
- E-Commerce – Websites that allow users to buy items for delivery/collection. Examples: Amazon, eBay, Tesco or Argos.
- Informative – Websites that give information about topics and possible advice. Examples: Wikipedia, NHS etc.

Features of Websites

- Logos
- Log In Features
- Built in notifications
- Search boxes
- Buttons
- Navigation Menu / Navigation Bar
- Images
- Videos
- Text
- Hyperlinks
- Audio
- Comment sections
- Shopping Cart / Checkout Area



LO1 – Useful Website Theory Part 2

Website Design

Websites can be designed in many different ways. Layouts of websites can help make them clear and easy to use. Most websites always have a top banner with navigation, logo and sign in features. Some websites layout their website using a grid, with important sections clearly focused on.

Design can also relate to the colours and themes. This is known as a house style because the company use their brand colours and text fonts to keep the design clean and easy to link back to the company.

Devices

You need to be able to identify the different devices used to access web pages. You need to think about the hardware and software they use, how people use them and interact using inputs and outputs. Suggested devices:

- Laptops
- Personal Computers (PC's)
- Mobile Devices / Smartphones
- Tablets
- Games Consoles
- Smart TV's

Internet Connection Methods

- Wired Broadband – Needs a router which is used to connect the computer and the phone socket. Internet Service providers manage your access to the internet on devices like PC's, Smart TV's which require a physical wire from the device to the router.
- Wireless – Wi-Fi provides broadband internet using a wired router. Many routers allow wireless access but the device being used must also have wireless technology to allow access. Wireless can also be in public places, where they use hotspots for users to connect to.
- 3G, 4G & 5G – Uses mobile network using radio waves to allow access to the internet. Speed and availability is based on mobile phone provider.



LO2 – Planning the Website

Client Requirements

Any project has a client (who wants you to make the product). Client requirements refer to what the client wants from the product. It's a very much like a success criteria for your final product.

You must be able to respond to a client brief scenario.

When reading the scenario use a highlighter to help identify important parts.

You will need to write your own Client Requirements for the planning. This is an interpretation – this means you must write your own understanding of what the client wants and suggest a range of ideas that you would like to do to meet what the client wants.

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Target Audience

A target audience is the group of people you aim your product to. They are not the same as the client. Target audience can be split into Demographics and Psychographics.

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In some scenarios you may be given an idea around the target audience. Sometimes you will have to decide an appropriate audience. You must then explain this in detail.

Other Tasks

- Work Plan – Use your R081 knowledge to create your own work plan, thinking about order of tasks.
- Visualisation Diagram – Draw your idea on layout for your website. Annotate clearly what sections are for.
- Site Map – You need a diagram to show the page names and how they link together. It should show how you navigate from page to page.
- Assets – What images/videos/ sounds/animations will you need? Where you get them from?
- Resources – What hardware & software do you need to complete your project?
- Legislation – Use R081 knowledge to explain how this affects assets you use in your project.

Test Plan

Unlike other unit assignments, you need to create a test plan.

This means testing all areas of your website and checking they all work. You will do this using a test plan table like below:

Test Table				Author:
Test	Pass/Fail	Comments	Re-test	Result

LO3 – Creating the Website

- You must show all the assets you have used. Create an assets table like this to show the asset information:

Asset	Properties	Source	Legal issues	Use

- Screenshot evidence is very important. This helps you show the skills you use in Dreamweaver.
- Organise your folders clearly. You **MUST** link your Task 3 folder to Dreamweaver. This is so the assets you use always load correctly without errors.

LO4 – Review the Website

- This is your chance to talk about the website you have made. Discuss how suitable it is for the client.
- Always include Good Points about the graphic you have designed.
- Include areas of weakness or that aren't so good and why you think this.
- Include ideas of improvement and ways to further develop your product.

Use full sentences and try to talk about the same amount of positives as the negatives.

LO1 - Useful Digital Sound Theory

Uses

You need to explain the different uses of digital sound in different sectors.

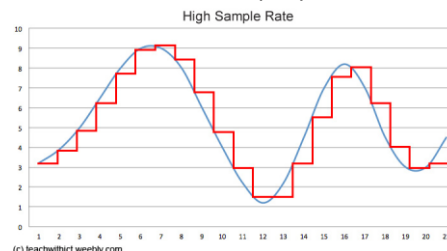
The sectors could be:

- Commercial Contexts (eg. Voiceovers, advertising)
- Entertainment (e.g. Broadcast Radio [Radio 1, etc.], Computer Game sounds)
- Business (e.g. Information sounds, customer messages in stores, theme parks, etc.)
- Education (e.g. Podcasts, tutorials, sound bites)

We suggest listening to the radio, podcasts, sounds in games and other digital sound to get a feel of how they are used, what they include and how the use of voice and effects is used. For example: Radio 1 mix popular music with jingles, conversation and interviews.

Properties of Sound

- Bit depth – the number of bits (binary digits) available for each sound clip.
- Bit rate – number of bits used per second of audio.
- Sample Rate – number of audio samples captured every second.
- Tonal Range - The range between the lowest frequency and the highest frequency that can be played.
- Clarity – How clear the sound and audio sample are.
- Pitch – How high or low a sound is perceived by the human ear.
- Timbre – Tone or texture of the sound (eg. Smooth, rough, peaceful, shrill, warm).
- Gain – Sometimes referred to as volume and measured in decibels (dB).
- Mixing – Blending audio signals together.



LO1 – Useful Digital Sound Theory Part 2



Audio File Formats

- MP3 – Lossy compressed resulting in smaller file size keeping near to CD quality audio. Used for streaming platforms due to small file size and speed of streaming.
- WMA - Lossy compressed so loses quality over original and has smaller file than original. Is specific format to Microsoft. Saves audio in Advanced System Format.
- WAV – Lossless compression so does not lose quality from original. Uncompressed file. Can be saved with different sample rates and bitrates.
- AAC – Apple alternative to MP3. Lossy compression. Good quality sound. Used for iTunes and Apple Music streaming.
- OGG – Lossy compression. Provides better sound than MP3 with equal file size.
- FLAC – Lossless compression. Keeps original quality and file size. Stores original quality from CD when ripped or exported.

Environmental Considerations and Limitations

These relate to how the environment and equipment can affect the recording of sounds.

This could include:

- Distance between microphone and audio source
- Direction of the sound in relation to the microphone
- Background Noise
- Weather (wind, thunder, rain etc.)

Consider the equipment that can be used to help reduce things like the above but also to improve the quality of the sound you are trying to produce.

LO2 – Planning the Sound Sequence

Client Requirements

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Other Tasks

- Work Plan – Use your R081 knowledge to create your own work plan, thinking about order of tasks.
- There are no specific planning techniques you must use, but consider what planning you have learnt in R081. What techniques apply to the creation of sound sequences:
 - Scripts (Read the R081 notes on what should be included)
 - Timelines (Show a timeline of the sounds being using, effects and when they are played)
- Assets – What sounds will you need? Where you get them from? Will you record any?
- Equipment - What equipment do you need to complete the project? Software?
- Legislation – Use R081 knowledge to explain how this affects assets you use in your project.

LO3 – Creating the Sound Sequence

- You must show all the assets you have used. Create an assets table like this to show the asset information:

Asset	Properties	Source	Legal issues	Use

- Screenshot evidence is very important. This can show how you import the original sound files, the editing, mixing and enhancement tools you add to your project for the final product.
- Saving and Exporting – Always export the audio project correctly with the most suitable file format. Think about what the scenario has asked you.
- Version Control – Keep versions of your project and use appropriate file names.
DVD Cover Graphic V1
- After exporting your file you need to explain why you chose that file format. Relate this to the scenario and discuss the use of that format over the other options available.
- Organise assignment folders and documents neatly in a clear and easy to use structure.

LO4 – Review the Sound Sequence

- This is your chance to talk about the website you have made. Discuss how suitable it is for the client.
- Always include Good Points about the graphic you have designed.
- Include areas of weakness or that aren't so good and why you think this.
- Include ideas of improvement and ways to further develop your product.

Use full sentences and try to talk about the same amount of positives as the negatives.