

# KS4 Imedia

Year  
11



R084  
Storytelling  
with a comic:  
(start may  
June)

Ro81:  
preproduction  
skills



R084 comic

LO1: Understanding  
comic strips and their  
creation.  
LO2: Planning your  
multipage comic strip.  
LO3: creating your  
comic  
LO4: checking and  
reviewing your comic

## R081 skills

LO1: understand the  
purpose and content of pre  
production: The purpose,  
uses and content of  
different pre-production  
documents.  
LO2: Be able to plan pre-  
production  
LO3: File formats and  
their properties.  
LO4: Be able to review pre-  
production documents:  
How to review pre-  
production documents and  
identify areas for  
improvement

R082 digital  
graphics



R082 graphics

LO1: Investigating  
Digital Graphics.  
LO2: Planning your digital  
graphics.  
LO3: creating your  
graphics  
LO4: checking and  
reviewing your graphic

Year  
10



**Asset Table:** Create an asset table to show the range of images, assets and information you have collected for the project - listing where you got it from and describing any legal issues.

**Planning:** Create a work plan which lists all of the tasks involved in the whole project. Estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Explain why you had to use it if things don't go according to plan all the time.

**Why are digital graphics used?**

- To entertain
- To inform
- To advertise
- To promote
- To educate

**Target Audience:** You need to know your target audience. Who are they? What kind of things do they do? What are their likes and dislikes? What are they interested in? Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Your client is the music band Percussive Progress. They are launching their debut album 'Fifth planet on the left'. The band has chosen a retro approach for the album and it will be a vinyl record. You have been asked to create a digital graphic for the vinyl record sleeve for this new album. Musical instruments of the band are a key feature, which include drums and keyboards. The digital graphic will include both the front and back of the sleeve as a single piece of artwork.

The record label is 'That Record' and there will be six tracks on the album: 1. Fifth planet on the left 2. My escape 3. Floating 4. Gravity gets me down 5. I know where I am 6. Evolution A high-quality file will be needed for the printed sleeve. The sleeve dimensions are 63cm (24.8 inches) wide x 31.5cm (12.4 inches) high, with a fold at the left hand side. You will also need to create a low-resolution version of 450 pixels in height suitable for online promotion of the album.

The online promotion version can be for the entire front/back artwork or just the square front cover but must be 450 pixels high whichever approach you take. The target audience will be quite broad but you can select a more specific audience group in your planning and explain why the content will appeal to them.

**Tools and Techniques:** You need to show evidence of the tools and techniques you have used:

- Cropping/Magic wand tool
- Rotating
- Blur/smudge tool
- Eraser tool
- Transparency
- Changing brightness/contrast/colour adjustment
- Gradient/fill tools

**Where are digital graphics used?**

Magazine covers  
CD/DVD covers  
Adverts  
Websites  
Games  
Multimedia products

**Technical Compatibility**

Your final image must meet the technical specification set by the client.  
Correct size in Pixels and  
Correct Resolution.  
In Fireworks -  
File>Export>Adjust the size and resolution to fit the client brief.

**Export Options:**

Digital Graphics need to be saved in different formats for different purposes - the size and resolution will be different for:

- Print use
- Websites
- Multimedia

**What can you change about an image to make it more suitable for different uses?**

- Size in Pixels
- Resolution (Dpi)
- Quality
- Compression

**Client Requirements:** Your client is the person you will be working for. They will tell you what to plan, design or create for them. The client will set out requirements that they want you to follow when you plan the project.

**What type of file formats do digital graphics use?**

- .tiff
- .jpg
- .png
- .bmp
- .gif
- .pdf

You will need to find out the different uses and properties of these file formats and be able to describe why different formats are suitable for different situations

**Visualisation:**

A visualisation is a sketch or diagram of what you think the final graphic might look like.

**Which resources will be needed to make your digital graphic?**

- Digital Camera
- Internet
- Computer System
- Adobe Fireworks
- Adobe Photoshop
- Scanner

# Knowledge organiser R081

LO1 understand the purpose and content of pre production: The purpose, uses and content of different pre-production documents

## Mood boards

**Physical:** created on notice board with samples .

**Digital:** created in a software, images and graphics .

**Purpose:** to generate ideas by collecting a wide range of material to enhance creativity.

**Uses:** as a starting point to a project , to collect content and a reminder of styles.

**Content:** images, colours, text and textures.

**Digital mood board:** video clips and sound

## Mind maps/spider diagrams

**Purpose:** to generate ideas. To develop and show links between different areas of the project.

**Uses :**to show development and options for ideas in any project and the connections between different parts of the project.

**Content:** Central node with main theme, sub nodes with connecting branches. Text at each sub node for key points, ideas

## Visualisation diagrams

**Purpose:** To plan the layout of a static or still image.

**Uses:** to give to a client or production team to show what the product will look like.

- CD/DVD
- Poster
- Web page

**Content:** images, graphics, colours and colour schemes, position and size of text, font styles. Annotations to provide more detail where needed

## Story boards

**Purpose:** of how a media project will look like. To provide a graphical illustration of what a sequence of movements will look like. What scenes to create and how to edit the scenes of the story.

**Uses:** any project with movement: video, animation, comic books , computer games  
**Content:** images, locations, camera, shots types .

Length and movement, lighting and sound

## Scripts

**Purpose:** to identify the location where the action takes place. Who will be in the scene, stage direction and to provide dialogue.

**Uses:** any moving product with spoken words and actions.

Video, audio, animation and computer games.

**Content :** set or location, scenes, direction camera shots and types, sounds and sound effects names and dialogue

## LO2 Be able to plan pre-production

Pre-production Documents		Legislation	Key points
Storyboard	An effective way to share the vision for a design. The product follows a clear sequence and idea for what each shot would include.	Copyright	Copyright, Designs and Patents Act 1988 It is illegal to use created material without permission. People can copyright protect their literary, dramatic, musical, artistic work, films and sound recording You could face legal action - Fine of up to £325,000 Imprisonment of up to five years for a first offence. Subsequent offences, fine of up to £0.6 million Imprisonment of up to 10 years.
Visualisation Diagram	Used to show the layout of a web page, multimedia display, game scene, comic book, etc. It will show the position and content of different elements, e.g. images, graphics, text and navigation.	Trademarks	A word, symbol, or phrase, used to identify a particular manufacturer or seller's products and distinguish them from the products of another. Once registered a trademark cannot be used without permission (diluted). Injunctions and damages can be granted
Mind maps	Often used for planning and creating ideas. Considers the main point and the branches out with different nodes.	Creative Commons	A Creative Commons (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work. A CC license is used when an author wants to give people the right to share, use, and build upon a work that they have created. CC provides an author flexibility (for example, they might choose to allow only non-commercial uses of their own work) and protects the people who use or redistribute an author's work from concerns of copyright infringement as long as they abide by the conditions that are specified in the license by which the author distributes the work. Works are governed by Copyright Law.
Mood board	A type of collage consisting of images, text and samples of objects. This can be physical or digital. This visualisation tool can show the theme, colour schemes, font, textures and general appearance of the product.	Patent	Patents Act 1977 Patents protect inventions stop anyone from making or using the invention without the owner's permission. Last up to 20 years. Only exists in the country for which a patent has been granted. Generally speaking patents are used to protect the markets in which an invention is to be exploited.
Scripts	A document that outlines the aural (speaking), visual (what you can see), behavioral (body language) and lingual elements required.		

### What are work plans?

- Work plans are created to organise the sequence of steps that need to be performed to complete a project.
- They show the order the steps should be performed
- They show the time allocated to complete each step
- They may include information about required resources
- They may include information about the location for each step (eg different filming locations to record a video)
- They should include a contingency plan
- They can be displayed as a table or graphically in a Gantt chart.



**Client Requirements:**

This is included in the brief or specification. You will need to read through this and then ensure that you act upon the requirements so that your end product is fit for purpose.

Client requirements may be supplied in one of several formats:

- Written brief - a short statement of what is needed
- Script - a short film or animation might be defined using a script
- Specification - a more comprehensive document that details all aspects of the required product
- Client discussion: in addition to the brief, script or specification; it allows a better understanding of what is wanted, since you can ask questions to make sure you know exactly what the client wants.

**Health and Safety Considerations:****Recces**

Media projects typically use recces for outside locations for filming, sound recording or photography. Somebody will go on a recce (short for reconnaissance) to visit a location and gather information before production starts. Content of a recce:

- Location
- Access and car parking
- Lighting
- Availability of power for lights or charging batteries
- Health and safety requirements
- Environmental considerations
- Any other potential issue that might arise
- A confirmation that it is suitable for what needs to be done

**Target Audience:**

There are many ways to break down the audience of a product. But these are the six you must know and use.

- Income: target an audience that can afford your product
- Age: different ages appeal e.g. children are different from adults (consider colour, language etc.)
- Gender: male, female, transgender
- Location: Audience live a certain distance from the store, campaign etc.
- Ethnicity/Race/Religion: This will affect a person's attitude and outlook. You should consider that you take into account a person's race/religion
- Accessibility/disability: the campaign or product should be accessible to as many people as possible

**Health and Safety Considerations:****Risk Assessments**

Risks will vary depending on what activities you need to complete and whether any recording of material will be done outside. The process of completing a risk assessment is as follows:

- Identify the hazards and dangers
- Decide who might be harmed and how
- Evaluate the risks and decide on precautions to be taken
- Record your findings and implement them
- Review your assessment and update, if necessary, through the project

**Health and Safety Considerations:****Safe Working Practices**

Safe working practices are closely related to risk assessments. Some basic ones cover the following:

- Using computer - chair height, seating position, distance from screen to eyes, comfortable position for keyboard and mouse
- Working at heights - filming and photography
- Working with electricity - cable safety on the ground, location
- Working with heavy equipment - lifting, moving, setting up

## LO3: File formats and their properties



### Raster images

Pixel-based graphics  
Resolution dependent  
Photos & web graphics

**JPG**

Web & print  
photos and  
quick previews

**GIF**

Animation &  
transparency in  
limited colors

**PNG**

Transparency  
with millions  
of colors

**TIFF**

High quality  
print graphics  
and scans

**RAW**

Unprocessed  
data from  
digital cameras

**PSD**

Layered Adobe  
Photoshop  
design files



### Vector images

Curve-based graphics  
Resolution independent  
Logos, icons, & type

**PDF**

Print files and  
web-based  
documents

**EPS**

Individual  
vector design  
elements

**AI**

Original Adobe  
Illustrator  
design files

**SVG**

Vector files  
for web  
publishing

Image file  
types

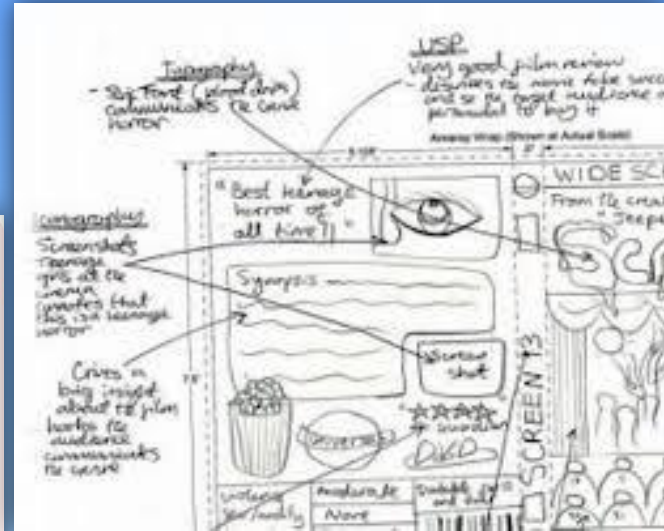
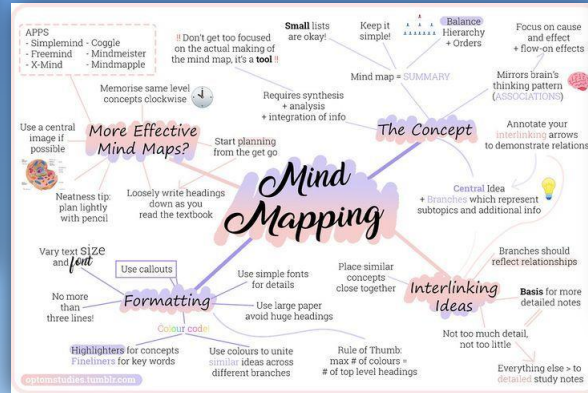
Images and Graphics File Formats		
File Formats	Properties and use	Limitations
.jpg	Lossy compression to reduce the file size at the expense of image quality; used with digital cameras and websites.	Image quality with higher compression settings.
.png	Lossy compress and supports transparency. Intended for web use as an alternative to .gif files	Not as widely supported (or popular) as .jpg.
.tiff	High quality lossless image files; used in high quality printing but losing popularity.	Large file sizes, which restricts transfer and distribution.
.pdf	Export format from image editing software which cannot be edited further; used with documents and print products with image content.	Cannot be edited directly – must use the original file format before being exported.
.gif	Small file sizes and supports transparency and animation; used in website pages for web buttons, logos and other basic graphics.	Limited range of colours and has licensing restrictions since the format is protected by copyright.

Animation File Formats	
File Formats	Properties and use
.swf	Compressed file formats provide small file sizes for fast loading speed online but not well supported by Apple platforms.
.gif	Limited colour support but useful for short animations that are supported by web browsers.
.flv	Flash video file, providing smaller file sizes; may be used with both video and animation products.
.mov	Widely used for video files from digital cameras, providing good quality; originally developed for use with Apple Quick Time

Audio and Sound File Formats		
File Formats	Properties and use	Limitations
.mp3	Compressed file format that can be compressed using different bit rates, providing a range of options for the sound quality and file size; good for portable devices and widely supported.	Audio quality can be a limitation when using high compression in order to obtain small file sizes.
.wav	Uncompressed high quality audio files intended for Windows computers.	File sizes can be large.
.aiff	Uncompressed high quality audio files and the default for Apple Mac computers	Cross platform restrictions, not always widely supported.
.ogg vorbis	Similar to mp3 but less widely used	Not widely supported.

Moving Images and Video File Formats		
File Formats	Properties and use	Limitations
.mpg	Video file format with lossy compression provides smaller file sizes for faster loading.	Compression can lower the video quality.
.mp4	Multimedia/video compression standard that enables high-quality video over low-bandwidth connections.	
.mov	Widely sued for video files from digital cameras, providing good quality; originally developed for use with Apple Quick Time.	
.avi	Uncompressed video file format for high quality; often used when editing video before exporting in other formats.	File sizes can be very large.
.flv	Flash video file, providing smaller file sizes; may be used with both video and animation products.	Not as widely supported and will be phased out.

LO3 Be able to produce pre-production documents: creating pre production documents



MICHELLE  
That's more like, urn... Ethics is how  
you use the morals... that you learn  
from a story?

JIM weighs the answer, tries to be encouraging.

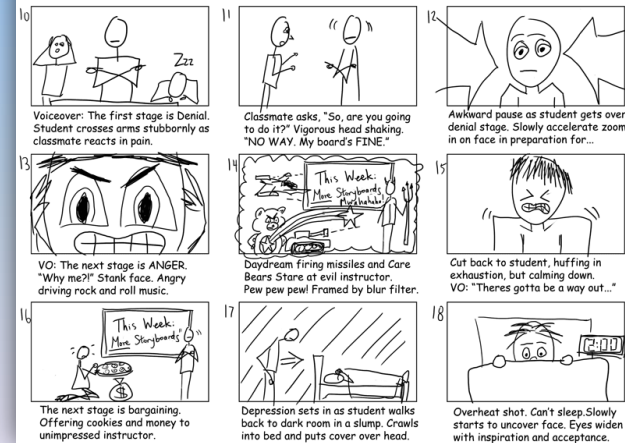
JIM  
Okay. But we're still missing  
something key here. What are we  
missing?

TRACY  
(hand still raised)  
I know.

JIM  
(finally)

TRACY  
Ethics are...

FREEZE FRAME on Tracy, her hand lowering, her mouth agape.





### Why Plan?

Planning is a necessary part of any project to ensure that everything can run smoothly.

## Work Plans Knowledge Organiser

### WORK PLAN

Activity	Duration	Resources
Find images for moodboard	1 hour	Magazines, photos, internet, PC
Create moodboard	1 hour	Scissors, glue, paper
Generate ideas for visualisation	30 mins	Notepaper
Create visualisation	1 hour	Pencils, paper, coloured pencils
Send to client	5 mins	Email, internet, PC
Get feedback	30 mins	Email
Make changes to visualisation	1 hour	

### GANTT CHART

Work Plan						
Task	Duration	Day/Date				
		Mon 3rd	Tue 4th	Mon 10th	Tue 11th	Mon 17th
Find images for mood board	1 hour					
Create a mood board	1 hour					
Ideas for mind map	30 mins					
Create a mind map	1 hour					
Digitise documents	30 mins					
Send to client	5 mins					
Obtain feedback	30 mins					
Make changes	1 hour					

### PRODUCTION SCHEDULE

Date/Time	Activity	Where	Resources
Mon 9:30	Prepare camera equipment	School	Video camera, tripod, batteries
Mon 10:45	Record Scene 1: Team discuss strategy	Sports Hall	Actors, basketball
Mon 11:15	Record Scene 2: Basketball match vs visitors	Sports Hall	Actors, basketball
Mon 12:30	Pack equipment, take back to editing suite	Edit Suite	Mac, video editing software
Mon 2:00	Transfer video footage to computer and edit	Edit Suite	Mac, video editing software

### What goes in to a work plan?

- Tasks – Each main task needed to be completed, Eg. Create a website template
- Activities – Break down each task in to smaller sub tasks, Eg – Insert header, buttons, company graphics
- Milestones – the key dates in the project, when the project starts, when the project end or when you finish one stage of a project (plan/create/test)
- Resources – What you need to complete the task. Eg PC, Internet access, images, Dreamweaver
- Work Flow – The order in which the tasks are completed (Plan > Create > Test > Review)
- Timescales– Timings for each individual task to make sure that you meet your final deadlines

### Contingency Planning

If your plan goes wrong you have to have planned in contingency time to ensure it doesn't change your deadline.

- To plan for this all work plan include contingencies. This is extra time you give yourself just in case somethings goes wrong.
- Three contingency items are:
- More time – In films often shooting goes on longer than intended, or bad weather might affect the schedule
- Extra Costs – Occasionally extra costs can arise (having to buy web hosting for a web site)
- Unexpected events – Anything outside of your control that can affect your project (bad weather, illness, people leaving)

## LO4 Be able to review pre-production documents: How to review pre-production documents and identify areas for improvement

### Key areas to cover in a review

- Compare the document back to the brief and client requirements: does it do what was asked for?
- Is the format of the document suitable for the type of media product that is to be developed? For example a mood board is not going to inform a web developer what to put on the home page.
- Think about the style and whether it is clear to the user of the document.
- Is the content of the document suitable for what the client needs the final media product to do?

### How to identify areas for improvement

- In addition to reviewing your document, your answer will also need to comment on areas for improvement.
- Think about who the pre-production document is for and describe what improvements could be made.
- Areas to consider might be the use of colour, content, layout, clarity of story flow, whether everything is covered or if there are significant gaps
- To complete your review, write a conclusion that summarises what you have already put.

## Knowledge Organiser- Imedia: RO84

### Storytelling with a comic strip

**Target Audience:** You need to know your target audience. Who are they? What kind of things do they do? What are their likes and dislikes? What are they interested in? Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

**Client Requirements:** Your client is the person you will be working for. They will tell you what to plan, design or create for them. The client will set out requirements that they want you to follow when you plan the project.

#### Asset Table:

Create an asset table to show the range of assets and resources you need to create a multipage comic strip. You need to understand the legislation that relates to the use of the assets in a multipage comic strip.

CyberSafety Online is a government funded organisation that aims to educate teenagers on the dangers of cyber bullying (especially 11–16 year olds). They have found a rise in cyber bullying on social media apps and websites. This is partly due to the greater use of mobile devices such as mobile phones and tablets.

CyberSafety Online has asked you to create a multipage comic strip that tells a story about the dangers of cyber bullying on mobile devices. It should show an example of the dangers and what somebody should do if they are a victim of cyber bullying.

The comic strip will be available electronically from the CyberSafety Online website and will be distributed in high streets across the country. It therefore needs to be in a format that can be printed and also viewed online without specialist software.

**Physical Characteristics :** This includes body size and shape, facial features, hair styles and outfits.

**Non-Physical Characteristics:** These often link to the genre of the comic strip e.g. in a horror comic strip, characters may have characteristics such as dishonesty and deviousness.

**Planning:** Create an original script and storyline for the comic strip making sure that it meets the client brief and the requirements of the target audience. You will need to create a storyboard to plan out the key aspects of the comic strip.

**Textual devices:** Comics express ideas through images, combined with text or other visual information. These are some of the textual devices that can be included in a comic strip:

- Speech/Thought balloons
- Captions
- Onomatopoeia - Wham, Bang, Crash, Kapow

**Panel Placement and Story Flow** Comic strips have clear layout and story flow, unlike many other illustrated story telling methods.

Comic strips display their artwork in a sequence of boxes, which are read left to right across the page. Typically there are six to nine panels on a page. Panel shape can indicate different action in the comic strip.

**Origins and history of comics:** The idea of telling stories using a series of images goes back to Egyptian hieroglyphics. In Europe, in the seventeenth century, series of images were used for propaganda and to convey religious and moral messages. It is challenging to pin point exactly when and where the first comics were created.

For the purposes of this unit, we will look at the development of popular comics since the 1930's.

**Saving and exporting your comic strip:** It is important to think about the best way to save your comic strip and then export it. Think about:

File Size - does the comic strip need to be emailed or shared on the internet?

Image Quality - does the comic strip need to be high quality or low quality?

Product Format - does the comic strip need to be in print or electronic format?

**Genres of comics:** Manga - Japanese comic books

- DC Comics - bases characters and storylines on super human heroes
- Marvel Comics - creates characters based on humans who gain powers or abilities to become superheroes
- Fantasy comics - set in other worldly universes
- Children's humour - like the Beano or the Dandy

**Focal Points:** This is the place in the panel where the creator wants the reader's eye to be focused.

**Narrative:** This is about explaining events by speaking or writing them down.

**Onomatopoeia:** A word that sounds like the thing it is describing, such as slurp, bang, and whoosh