# KS4 Imedia

**Further education Level 3**

**Ro81: preproduction skills: resit June**

**Ro85 website**

**R084 Storytelling with a comic: complete outstanding tasks**

**Ro81: preproduction skills: January**

**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 Exam**

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

**R085 Websites**

LO1: Understanding properties and features of multipage websites.
LO2: Planning the multipage website.
LO3: creating your multipage website
LO4: Checking and reviewing your multi page website.

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

**Year 11**

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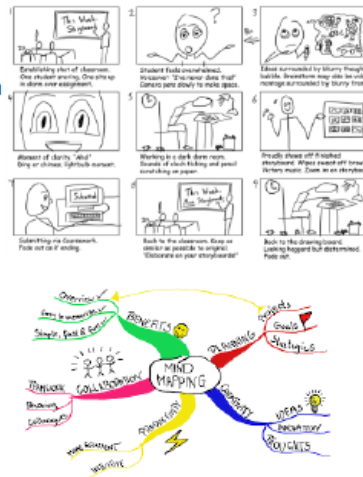
Content : set or location, scenes, direction camera shots and types, sounds and sound effects names and dialogue

## Pre-production Documents

| | |
|---|---|
| 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. |
| 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. |
| Mind maps | Often used for planning and creating ideas. Considers the main point and the branches out with different nodes. |
| 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. |
| 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.

| Legislation | Key points |
|---|---|
| Copyright | Copyright, Designs and Patents Act 1988<br>It is illegal to use created material without permission. People can copyright protect their literacy, dramatic, musical, artistic work, films and sound recording<br>You could face legal action -<br>Fine of up to £325,000<br>Imprisonment of up to five years for a first offence.<br>Subsequent offences, fine of up to £0.6 million<br>Imprisonment of up to 10 years. |
| Trademarks | A word, symbol, or phrase, used to identify a particular manufacturer or seller's products and distinguish them from the products of another.<br>Once registered a trademark cannot be used without permission (diluted). Injunctions and damages can be granted |
| Creative Commons | A Creative Commons (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work.<br>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.<br>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.<br>Works are governed by Copyright Law. |
| Patent | Patents Act 1977<br>Patents protect inventions stop anyone from making or using the invention without the owner's permission. Last up to 20 years.<br>Only exists in the country for which a patent has been granted.<br>Generally speaking patents are used to protect the markets in which an invention is to be exploited. |

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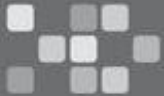- Identify the hazards and dangers
- Decide who might be harmed and how
- Evaluate the risks and decide on precautions to be taken
- Record your findings and implement them
- Review your assessment and update, if necessary, through the project

**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

**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
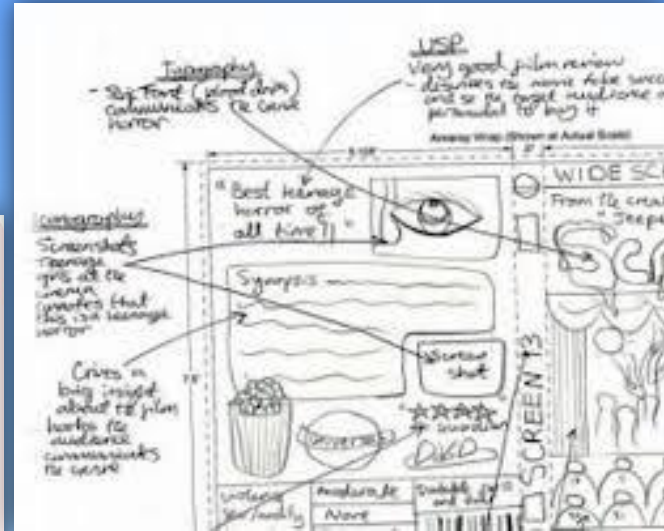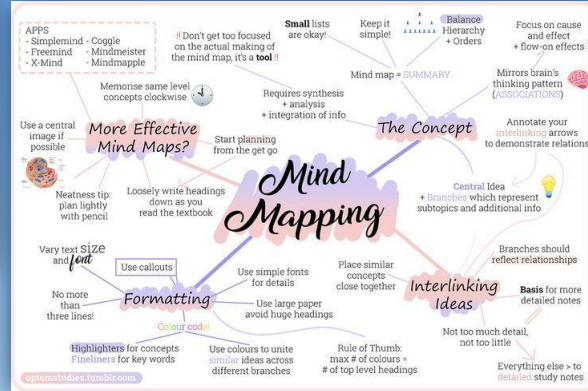
**SVG**
Vector files for web publishing

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. |

### Why Plan?

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

## WORK PLAN

| Activity | Duration | Resources |
|---|---|---|
| Find images for moodboard | 1 hour | Magazines, photos, internent, 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 | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | Task | Duration | Day/Date | | | | |
| 4 | | | Mon 3rd | Tue 4th | Mon 10th | Tue 11th | Mon 17th |
| 5 | Find images for mood board | 1 hour | | | | | |
| 6 | Create a mood board | 1 hour | | | | | |
| 7 | Ideas for mind map | 30 mins | | | | | |
| 8 | Create a mind map | 1 hour | | | | | |
| 9 | Digitise documents | 30 mins | | | | | |
| 10 | Send to client | 5 mins | | | | | |
| 11 | Obtain feedback | 30 mins | | | | | |
| 12 | 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 over in a review

- Compare the document back to the brief and client requirements: dose it do what was asked for ?
- Is the format of the document suitable for the ty[e 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

## 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 audio, video and images you will be using. This will include listing where you got the assets from and describing any legal issues with using them.

### Scenario

Your client is a media publisher and you have been asked to build a new website with reviews of digital games. The purpose of the website is to provide information on different games so that the audience can decide what games they are interested in.

The games should cover a range of different platforms. For each platform, a selection of games can be included that are chosen by you. The main areas to include will be:

- an outline of the game (e.g. game objectives, what the player will do)
- what platform it can be used on (e.g. console, computer, smartphone)
- reviews of how good it is (e.g. with star ratings and player reviews)

Note that detailed information on the games is not needed.

You should decide on the target audience for the website in your planning. The target audience can be chosen so that the games reviewed are suitable for the intended users of the website.

Your client has asked you to develop a multipage website which will contain a minimum of five pages and provide information on digital games to the target audience that you choose. The structure to the website will be decided by you and be part of your planning.

The website must contain an appropriate navigation system and a consistent look across all pages. It should also contain a range of images, appropriate text and any other multimedia assets.

## How does the appearance of websites differ on different devices?
The screen resolution used can change the look of a site
Operating system used can change the look of a site
Fewer images may be used on mobile versions
The web browser may change things
The orientation can change

## Features of websites:
House style
Navigation features
Hyperlinks
Search facility
Website footer
Images/image gallery
Ordering forms
Downloadable content
Logo/Title
Page Titles
Email links
Links to social media
Internal links
Shopping basket
**Interactive features**
- Rollovers
- Animations
- Adverts
- Surveys
- Forums
- Quizzes
- Comment boxes
- Audio/video files

## Devices used to access webpages:
Laptops and personal computers
Tablets
Mobile devices and smartphones
Game consoles and digital television
Smart Speaker
Smart Watch

## Methods of internet connection:
- Wired broadband
- Wi-Fi
- 3G, 4G and 5G wireless broadband

## Test Plans:
There are a range of elements that all need work to produce a successful product. Create a test plan to check these functions:
Navigation
Links to take the user to the correct page
Display of images and content
Playback of video and audio

## Purposes of websites:
Education
Online retail
Information
Services
Advertising
Promotion
Entertainment

## 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!

Create a site map to show the pages of the website and how they will be linked together with navigation features.

Create a visualisation diagram to plan the content and layout of the individual web pages.

## Legislation:
This should include Copyright Law in a commercial context and the use of other people's intellectual property. Links to external websites should be secure and suitable for your users. Considering how legislation applies to sourcing, creating and using assets on your website.

# R081 revision

## Pre-production Documents

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| 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 |
| 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. |
| 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. |

## Work Plans Knowledge Organiser

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### WORK PLAN

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- 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: 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

## Health and Safety Considerations: Risk Assessments
Risks will vary depending on what activities you need to complete and whether you record any 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

## Raster images
Pixel-based graphics
Resolution dependent
Photos & web graphics

| JPG | GIF | PNG | TIFF | RAW | PSD |
|---|---|---|---|---|---|
| Web & print photos and quick previews | Animation & transparency in limited colors | Transparency with millions of colors | High quality print graphics and scans | Unprocessed data from digital cameras | Layered Adobe Photoshop design files |

## Vector images
Curve-based graphics
Resolution independent
Logos, icons, & type

| PDF | EPS | AI | SVG |
|---|---|---|---|
| Print files and web-based documents | Individual vector design elements | Original Adobe Illustrator design files | Vector files for web publishing |