



Creative iMedia Level 1/2





OCR Cambridge Nationals in Creative iMedia Level 1/2



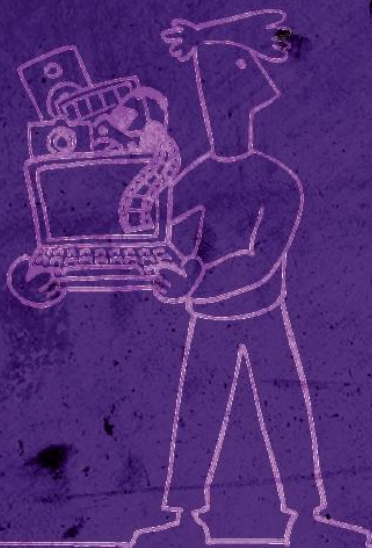
Creative iMedia Level 1/2





UNIT R081: PRE-PRODUCTION SKILLS

what's it all about?





Pre-production documents

Pre-production documents are an essential part of any major project.

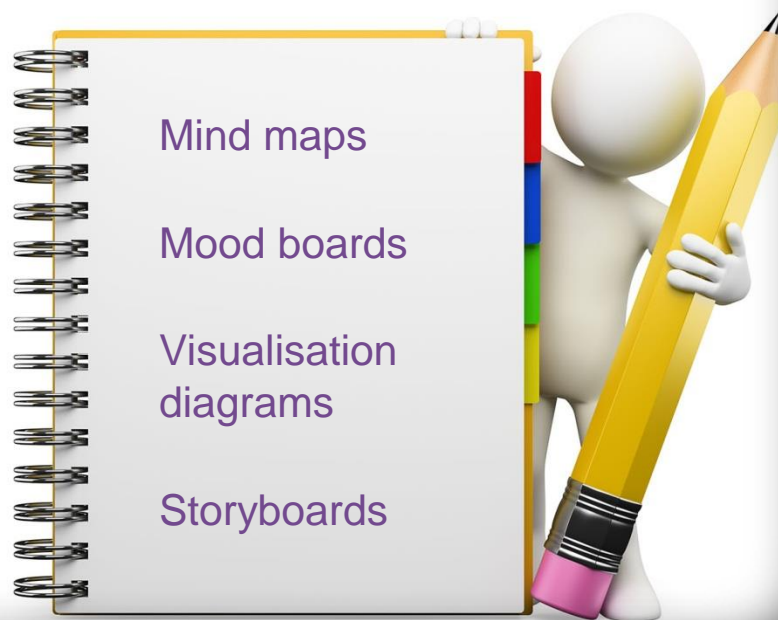
Which pre-production documents might be used in the creative and media sector?

Mind maps

Mood boards

Visualisation diagrams

Storyboards





Pre-production documents

You will learn how to plan pre-production of a creative digital media product to a client brief.

The skills you learn could be applied to:

An interactive multi-media product

A game

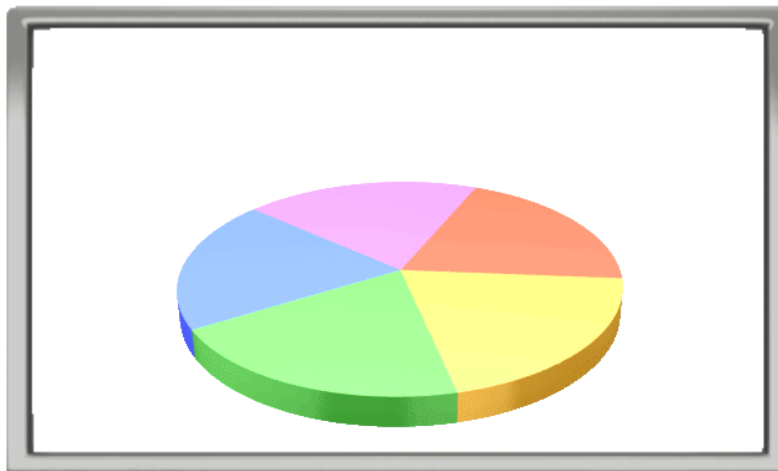




Pre-production documents

You will learn how to plan pre-production of a creative digital media product to a client brief.

The skills you learn could be applied to:



A digital graphic





Pre-production documents

You will learn how to plan pre-production of a creative digital media product to a client brief.

The skills you learn could be applied to:

A digital animation

A digital sound or video sequence





Mood boards

Mood boards are used to gather information and ideas.
They are commonly used by:



Mood boards

Mood boards are used at the initial planning stage to bring together everyone's ideas.



.They can be made by
physically sticking images
like photos or
Fireworks, or even Microsoft
Word.





Mind maps

Mind maps are a common planning tool in most industries to categorise information and develop ideas.

Where have you used a mind map?

They can be created by hand or using programs like Openmind and Microsoft Word.



Storyboards

Storyboards are used to plan a video or an animation.
They include such things as:

Camera shots and
movements

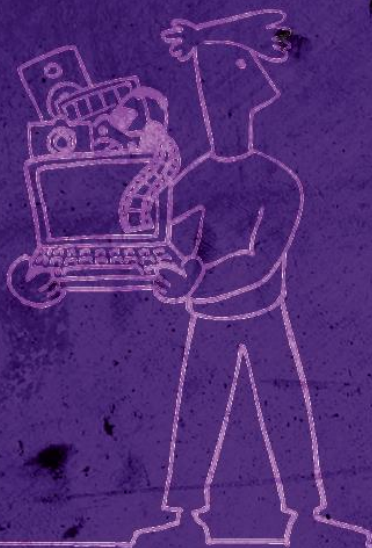
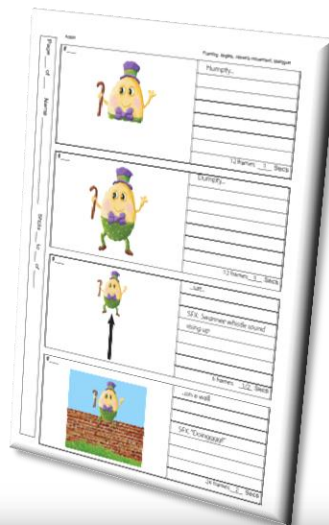
Storyboards are often
generated by hand
and can be very
detailed, especially if
you're planning a
feature length film!

Timings

Lighting

Sound

Script





Visualisation diagrams

Visualisation diagrams are used to design such things as:

Images

Logos

Graphics

Text

They're used to plan for still images and can take the form of a rough sketch or a final design.



File formats

There are various file formats for audio, still images and moving images due to their size and quality.

What are the different software products that produce different file formats, depending on the output required?





What will you learn?

The purposes and uses of: mood boards, mind maps, storyboards and visualisation diagrams.

To interpret the requirements of a client.



How to create a suitable mood board, mind map, storyboard and visualisation.

Capabilities and limitations of file formats for: still images, moving images and audio.

How to review pre-production documentation and identify areas for improvement.

The importance of project planning.





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