THIS PRESENTATION SETS OUT TO EXPLAIN THE PURPOSES AND USES OF PRE- PRODUCTION DOCUMENTS.

WHAT IS A MOOD BOARD?

- An arrangement of images, materials, pieces of text, etc which are intended to suggest a particular style or concept.
- They are a way of collecting creative information to prepare for a new project.

- So what's the point in that!

- Why do we collect ideas?

THE PURPOSES OF A MOOD BOARD

- To show to our client the ideas we have generated, our thought processes and to check the client agrees with what we are doing and that we are on the right track.

- To Generate ideas and concepts for a new creative media product development.

- "The client can see your direction, you can get the clients feedback and input in to what direction they might be thinking, and everyone becomes a little less moody".

SO WHAT GOES IN A MOOD BOARD?

- They can contain a variety of resources depending on whether you are planning a website, poster, or any other digital graphic
- Mood boards can contain text, fonts graphics, colour swatches, digital photos and sketches.
- Examples of other similar work
- Your ideas and thoughts will be differ depending on your client brief and target market.
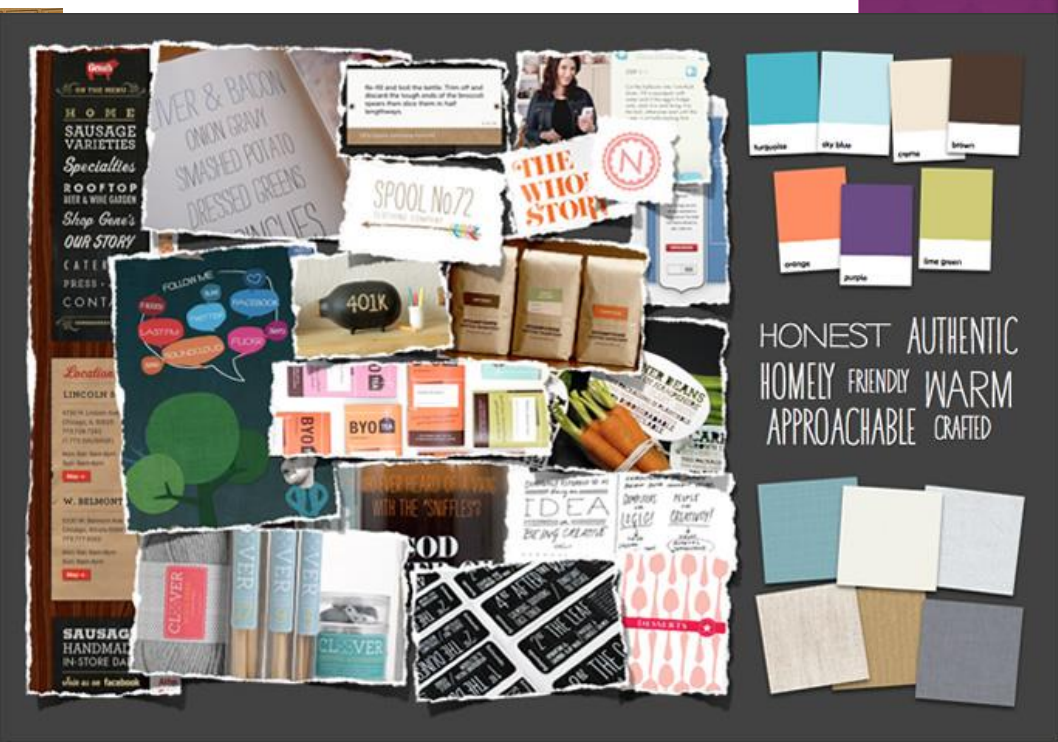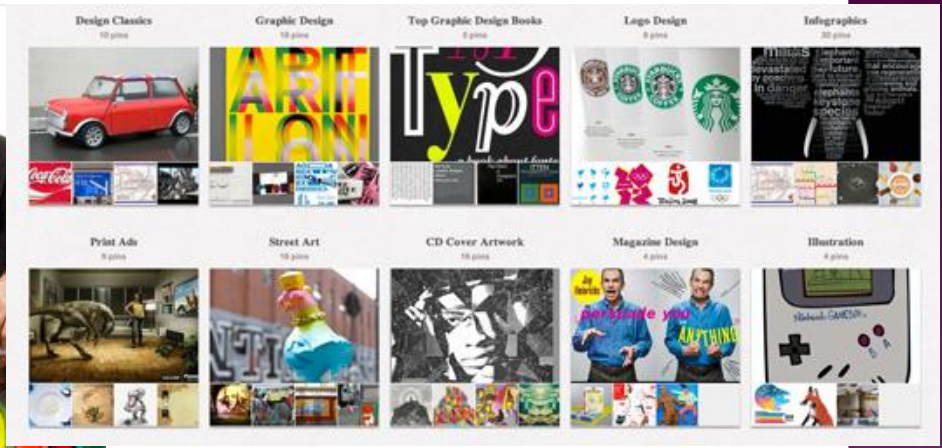
SPIDER DIAGRAMS AND MIND MAPS

SPIDER DIAGRAMS/MIND MAPS

- Generate ideas
- Used to group ideas together
- To show the development routes your media design could take
- To help inspire and develop your ideas
- To break the project down into manageable thought processes
- To show what resources you may need to complete the project
- To organise and expand your thoughts on a topic and show how your thoughts can link together.

Spidergrams and Mindmaps are not strictly the same but in this context we will view them as one.
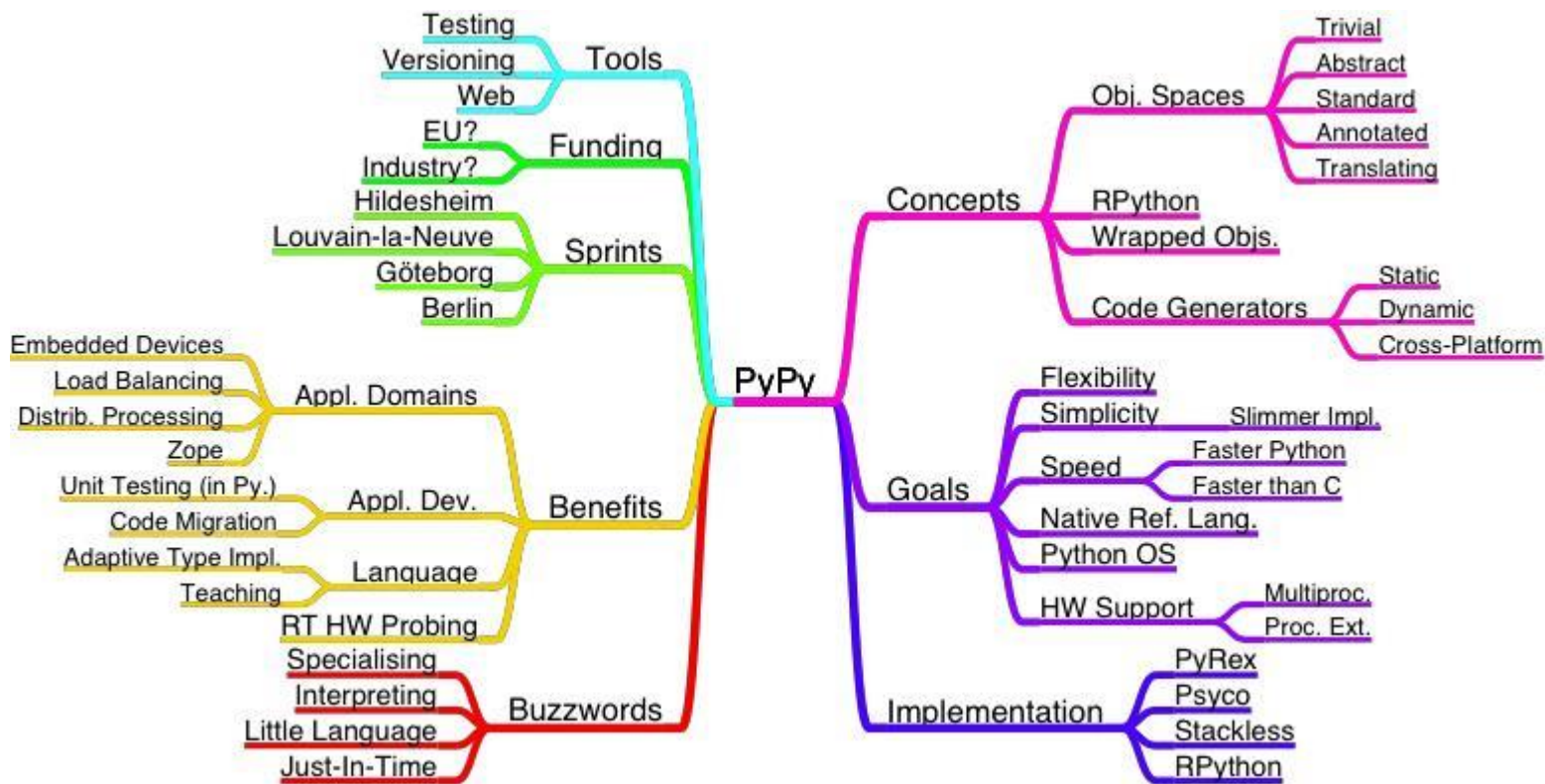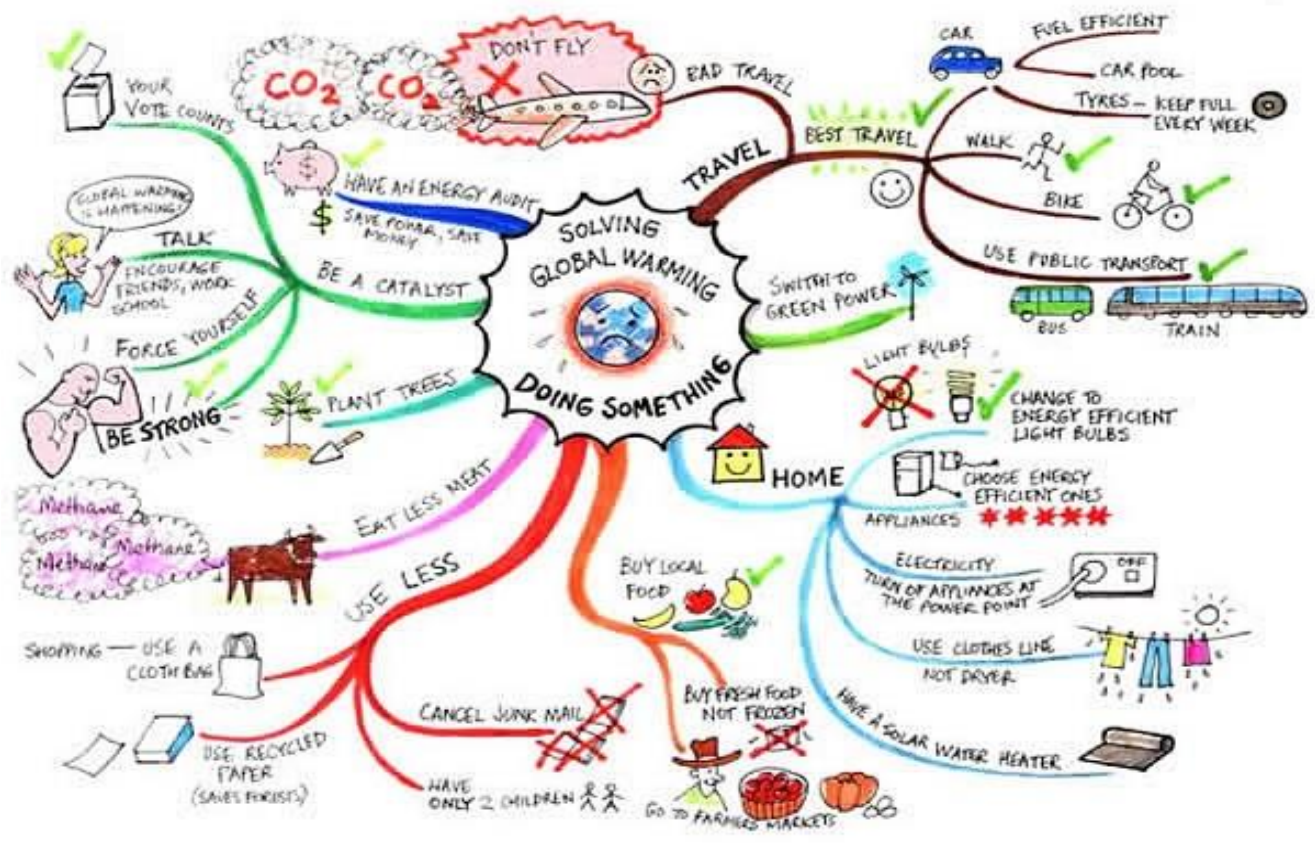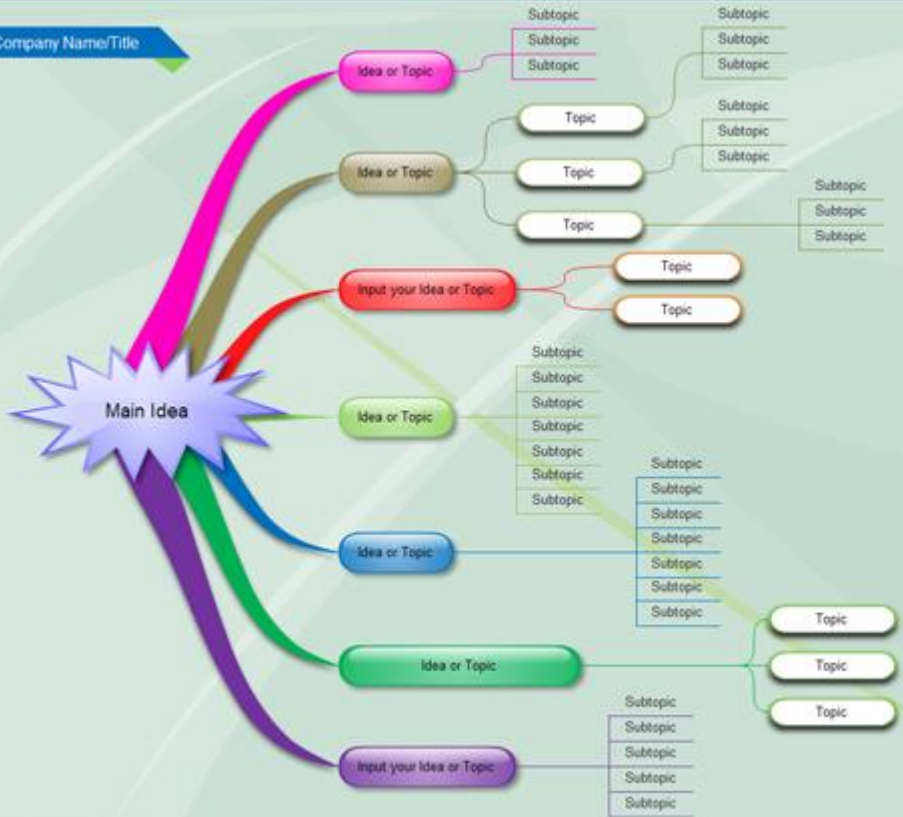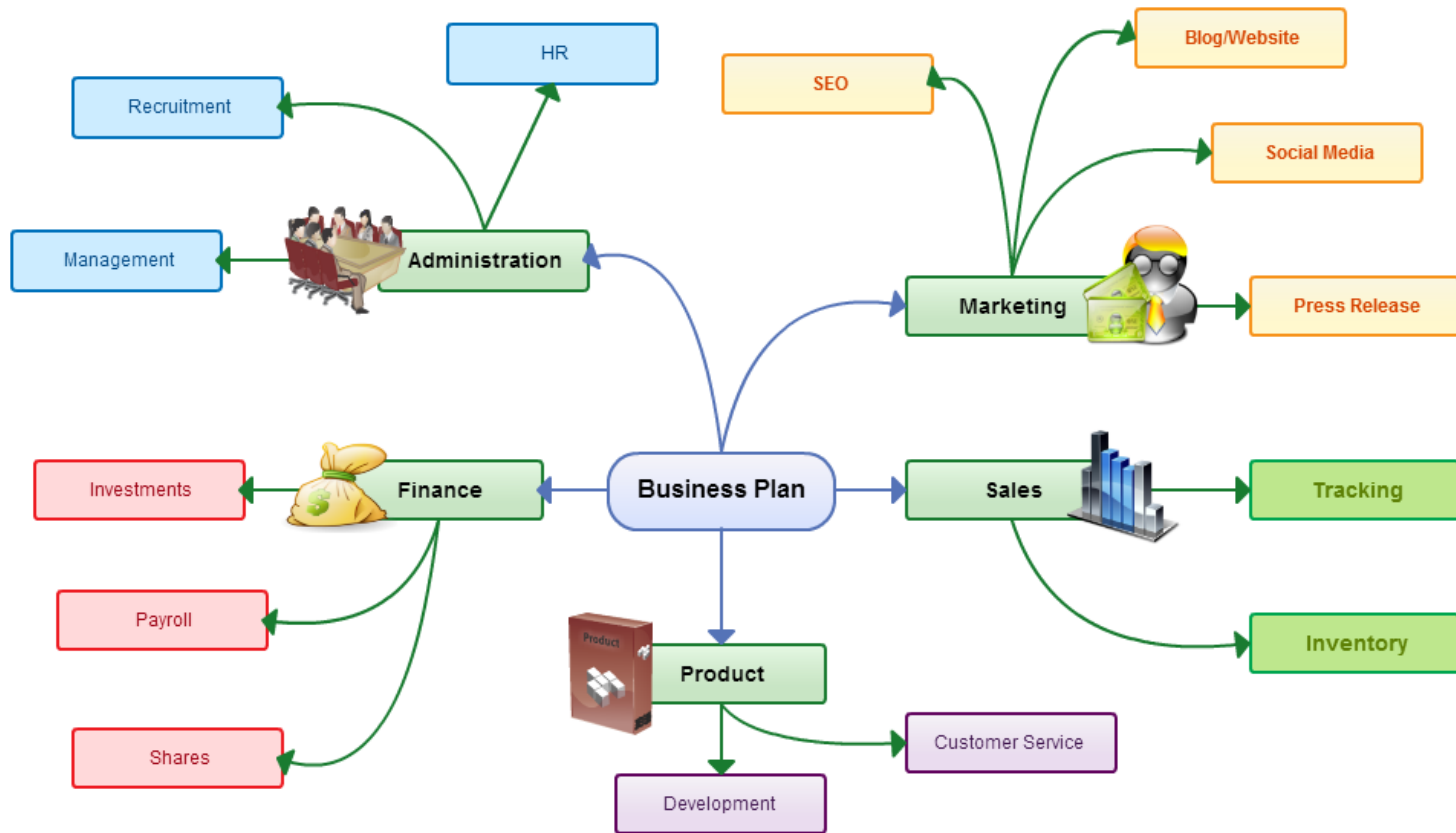
SO WHAT DO THEY CONTAIN?

- A central subject focus
- Plain text
- Coloured text
- Images
- Different fonts
- Doddles
- Diagrams
- Shapes
- Arrows
- … but mainly your thoughts ready to be developed.

EXAM QUESTIONS???

Senario:

- **A sports company wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially they have asked for a series of pre-production documents before any advertisement or campaign is actually created.**

- A Mindmap/Spidergram will be used to generate ideas.

Q: State one other purpose of a mind map/spidergram?

EXAM QUESTIONS???

Q: Identify the other suitable form of pre-production document that could be used?

Q: Give Two reasons why this would be a suitable choice?

STORYBOARDS

STORYBOARDS

- Are used generally for video and animation.
- We would generally not use a storyboard as a pre-production tool for a printed digital graphic or website.
- You tube video "storyboard Toy story" gives a great overview of storyboarding.
- "A storyboard is a graphic organiser in the form of illustrations or images displayed in sequence for the purpose of pre-visualising a motion picture, animation, motion graphic or interactive media sequence" (wikipedia 2014)

"CS2C: Fun with Storyboards" by Kenneth Chan

1. Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.
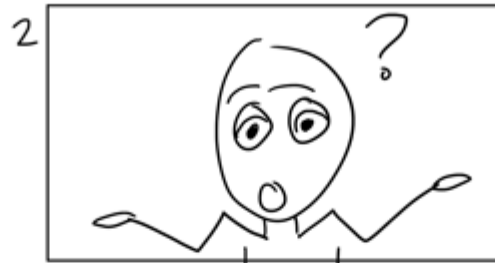
2. Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.

3. Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.
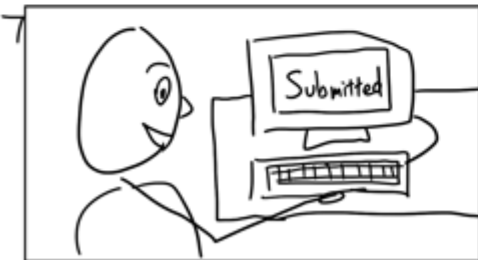
4. Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.

5. Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.

6. Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.

7. Submitting via Coursework. Fade out as if ending.

8. Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"

9. Back to the drawing board. Looking haggard but determined. Fade out.

SO WHAT'S INCLUDED IN A STORYBOARD?

- Storyboards contain still images or scene content
- Timings
- Sound/dialogue/track/sound effects
- Camera positions
- Shot list
- Locations
- Cameral type : still/ video/ virtual camera.

Do some of your own research online into storyboards purposes, uses and content.

EXAM QUESTIONS???

Senario:

- **Quicksport is considering a video advertisement for the sports clothing promotion and will need to create a storyboard for this.**

- **Q: Identify four items of information that can be added to a storyboard.**

SCRIPTS

SCRIPTS

- Essentially a written piece for films, video games or television programmes.
- In them, the movement, actions, expression, and dialogues of the characters are also narrated.
- They may also include the set or location for the scene
- Direction – what happens in the scene
- Shot Type
- Camera movement
- Sounds
- Characters
- Dialogue – intonation, loudness, emotion
- Formatting and layout

EXAM QUESTIONS???

- A script will be needed for the Quixsport video advertisement.

- Q: State two additional items of information that will appear on the script, which are not part of the storyboard.

- Give one reason why these items would not be included in the storyboard.

VISUALISATION DIAGRAMS

VISUALISATION DIAGRAMS USE

- Used for still images and graphics such as poster designs, CD,DVD covers. It could be used to show the layout of a web page, game scene ect.

- A visualisation diagram will show both the content and position of different elements such as:
  - Images
  - Graphics
  - Logos
  - Text

VISUALISATION DIAGRAMS CONTENT

- It could be a drawn by hand, this could then be digitised by using a scanner and computer or tablet.
- It could be partly produced using digital photographs
- It should probably include text to explain or expand on ideas
- It could be created digitally using software such as word, publisher, photoshop or powerpoint.

- Remember – visualisations can be made digital so if you have hand drawn your design you could scan in and transfer into the computer or graphics tablet. Or download any photographs you may be using.

WHAT IS THE PURPOSE OF VISUALISATION ?

- To communicate our ideas.... That means
- The image you are showing your client must communicate your concrete or abstract ideas so that the client can visualise what you are going to produce.
- Showing them just an image is not enough you are communicating your design through a visual.
- The result must be recognisable and readable.

EXAM QUESTIONS???

A visualisation diagram for a promotional poster on sports clothing will be manually drawn and sent to Quixsport in a digitised format:

Q: State two items that would be needed to digitise the visualisation diagram?

Quicksport has asked for the visualisation diagram to be created digitally:

Q: State two types of application software that can be used to do this?