

Computing –Introduction to Media

Key terms

Pre-production –Gathering what is required before the production stage e.g. planning, scripting, mood boards and storyboarding etc.

Production-Creating the media product e.g. Shooting, camera angles, microphones, writing and editing, taking photographs, cropping, scaling, resizing, recording or creating etc.

Post-production-combining, shaping and refining content relevant to the product e.g. editing audio, editing video, mixing sound, transitions, page layout and design, typography, use of colour, text wrap, columns, use of white space lighting etc.

Different types of media need different pre-production tools

Pre-production Tools and Techniques

Meeting with clients (A customer is someone who buys products or services from a company)

Discussing and understanding client requirements

Agreeing that the plan will achieve client requirements

Mind maps/spider diagrams

Mood boards

Visualisations

Storyboards

Scripts

File Formats for Video

Mp4-High quality and small size

AVI-universal and large size

MOV-Apple QuickTime, high quality and large size

FLV-Adobe Flash (may not be supported by many)

Mind Maps

Software or hand drawn

Central node with main theme

Sub-nodes interconnecting

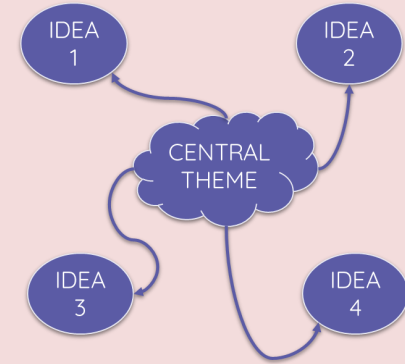
Quickly outline ideas

Develop and show links between different thoughts, aspects and processes of a project

Show development and options for ideas in any project

Show connections and links between parts of the project

Text and images can be used



Mood boards

Generate ideas by collecting a wide range of material that will give a “feel” for what is needed

To stimulate creativity and innovative approaches

NOT to show what the product should look like

Offer of possible styles

Images-photos, logos etc.

Colours

Text-key words, font sizes and styles

Textures e.g. fabrics etc.

Computing –Introduction to Media Copyright

Storyboards

Visual representation along a timeline
Illustration of a sequence of movements
Guidance of scenes to create
How to edit scenes in the story
Images or diagrams for each scene
Include camera shots and timings

Scripts

Location of the action
Who will be in the scene
Stage directions
Dialogue for characters
Sound effects
Lighting

Vector and Raster Graphics

Raster graphics are composed of pixels containing colour information.
Vector graphics are composed of mathematical paths and colour information.

Extension	Raster/Vector	Name/Program
.BMP	Raster	Bitmap
.GIF	Raster	Graphics Interchange Format
.JPG/.JPEG	Raster	Joint Photographic Group
.PNG	Raster	Portable Network Graphics
.SVG	Vector	Scalable Vector Graphic
.AI	Vector	Adobe Illustrator
.DXF	Vector	Drawing eXchange Format

Compression: Reduces file sizes

The legal right to control the production and selling of a book, play, photograph or piece of music.

Creative Commons (CC)

A creative commons licence is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work.

Use appropriately licensed material.

Legal use of other people's work

Credit the creators of the material.

Credit the source/website of the material.

Camera Angles

Close up-Close range of a person or object. Conveys emotion. Indicates details that the audience needs to know.

Medium shot-Character visible as well as the surrounding scene.

Long shot/Wide shot-Establishing a scene. Full length of character and surrounding scenery

High angle-Camera points down at a subject. Subject seems weak or vulnerable. Makes the audience feel they have power over the subject.

Low angle-Camera positioned low down, looking up. Makes subject appear strong or powerful. Used to make objects appear bigger than they are.

Over the shoulder-Used when there are 2 characters talking. Establish what one character can see: the face of 1 character and what is happening behind the other character.

Pan-camera moved horizontally whilst staying in the same position. Tripod required. Follow action. Establish sense of location.