

R081 understand the purpose & content of pre-production documents

Cambridge Nationals Creative iMedia

*Credit to Hodder Education – My Revision notes Creative iMedia by Kevin Wells and OCR
Cambridge Nationals*

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Exam command words

CREATE – you need to actually draw the answer

DESCRIBE – must include some characteristics in addition to stating what it is. You could use words to express an overall concept/idea or need to that it is clear for the reader/listener

DISCUSS – must give BOTH sides of the argument

EVALUATE – apply your knowledge and understanding in order to arrive at an overall conclusion that takes in to account, evidence and examples

EXPLAIN – include comments on the purposes and reasons for your statement. Remember PEET – make a point – Explain it, with evidence/examples and use Terminology

IDENTIFY – states what this is

JUSTIFY – give reasons with evidence/examples to support your choice or statement

Exam KEY words

ITEMS– objects that are on the document

PURPOSE – What it is used for. The reason

STRENGTHS – the best parts about something i.e what works really well

WEAKNESSES – the worst parts about something i.e what needs to be better

ASSETS– images, logos, and text information that are used as part of the digital graphic

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Purpose

Assist the generation of ideas by collecting a wide range of material that will give a 'feel' for what is needed

To stimulate creativity and innovated approaches

USES

For any creative media project as a starting point
To collect samples, materials and a range of relevant content
As a constant reminder of possible styles

Note: it is NOT to show what it would look like

Content (general)

Images – relevant, existing, similar products, photos, logos, screen shots from games, films, websites etc

Colours - especially those that fit the brief or have been used before

Text – key words, fonts and styles

Textures – fabrics & other materials

Digital moodboard – potentially sound and video clips

MOODBOARDS

Physical - created on large notice boards, paper etc

Digital – created in any software application that supports using multiple images, graphics and text etc

Content – Websites/Adverts

Images, movies & sounds

Logos

Colours

Font styles, sizes and colours
text

Content – Movies/Adverts/Animations/games

Font styles, sizes and colours

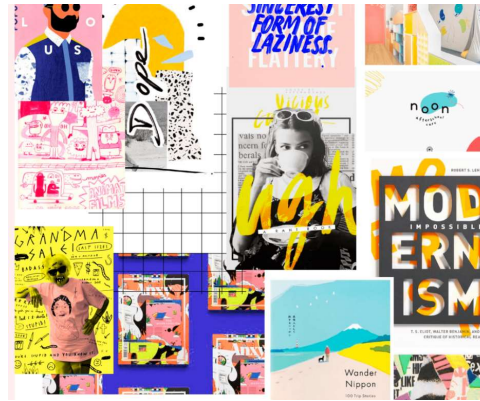
Title styles

Costumes

Location

Characters

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MOODBOARDS

Marks awarded for.....

Suggestions for content:
Discussion of text, colour, images, styles, fabric (sound and video if digital)

Clear layout – with title at top and a clear structure

Suitable and relevant images linked to project/idea (use min of 6)

Annotations:
ALWAYS include these to JUSTIFY your choices

R081 creative iMedia **MIND MAPS/SPIDER DIAGRAMS**

Purpose

Quickly outline ideas
Develop and show links between the different thoughts, aspects and process of a project

USES

Show development and options for ideas in any project
To show connections and links between different parts of the project

Content (general)

Central Node – The central idea/main theme

Sub-nodes - - with interconnecting lines or branches for the different parts.

Text – at each sub-node for key points, ideas, activities, requirements etc

Images– can also be used on sub nodes

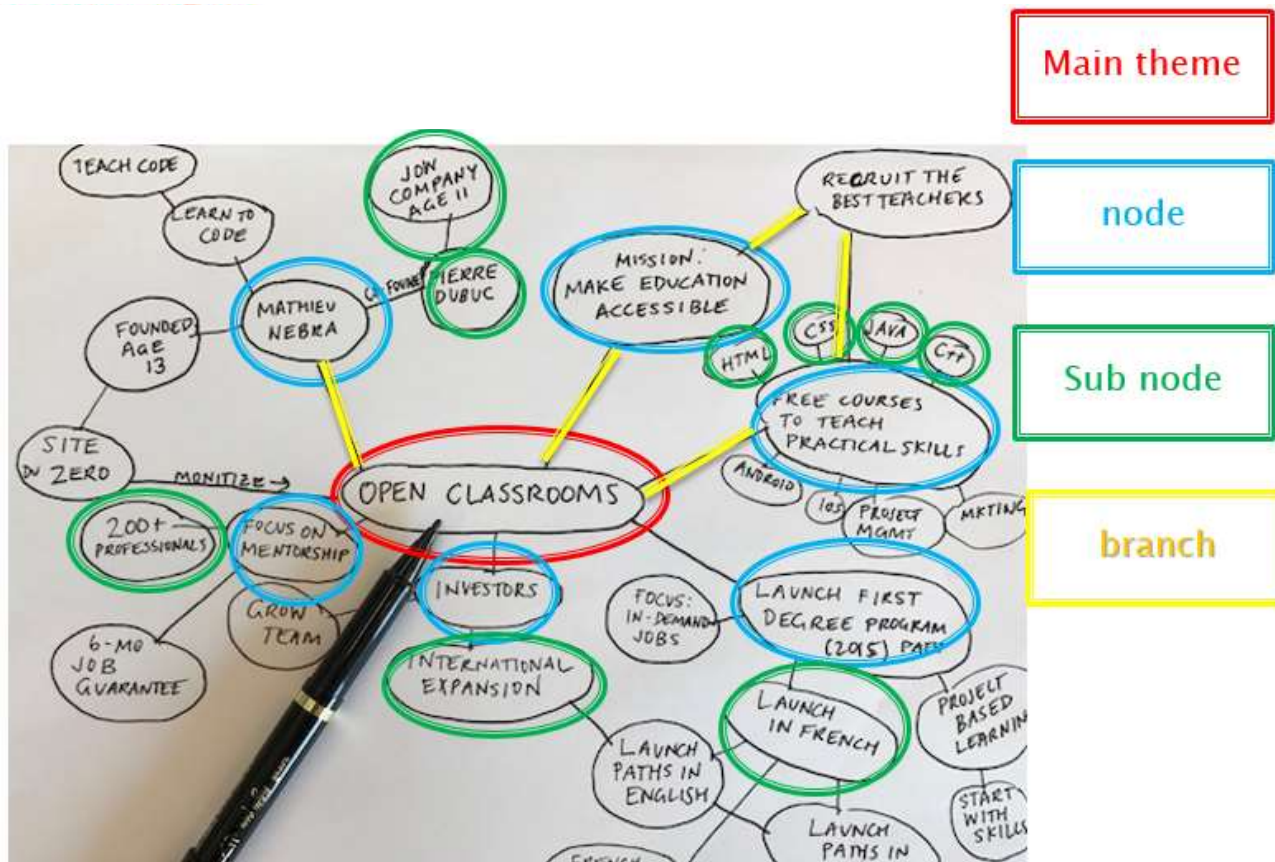
NODE - A point on a mind map that has some information or an idea

SUB-NODE - A point on a mind map that also has some information or an idea BUT must be related to the node that it is connected to

BRANCH -A line that joins the node to the sub-node and the central idea

MAIN THEME/IDEA - What the overall idea/theme is of the mind map/spider diagram

R081 creative iMedia MIND MAPS/SPIDER DIAGRAMS



Main theme

node

Sub node

branch

Marks awarded for.....

Suggestions for content:
Main idea theme/ nodes and sub-nodes connected with branches

Clear layout – with title at top and a clear structure

Annotations:
ALWAYS include these to **JUSTIFY** your choices

Purpose

Plan the LAYOUT of a static or still image in a visual manner

To show how a finished item might look

USES

To give the client or production team to show what the intended product will look like:

- *CD/DVD/Blu-ray cover*
- *Poster e.g. film, event, advert*
- *Game Scene e.g. for games or game menus*
- *Comic book page layout*
- *Web page/multimedia page layout*
- *Magazine cover or advert*

THINK: a graphic designer needs to create something that the client will be happy with so they need to be given enough information on content and layout to do this – otherwise the work could be unsuitable and the client might hire another designer instead

Visualisation Diagram

is any technique for creating images, diagrams, or animations to communicate a message. It can be created by hand or digitally to show what it will look like

Content (general)

- Multiple images and graphics showing their size & position
- Colours and colour schemes
- Position and style of text
- Fonts to be used
- Annotations – to provide extra detail where needed





Annotations:
ALWAYS include these to JUSTIFY your choices

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Purpose

Provide visual representation of how a media project will look along a timeline

Provide a graphical illustration of what a sequence movements will look like

Provide guidance on what scenes to film or create

Guidance on how to edit the scenes in to a story

USES

Any project where movement or a sequence is required, especially along a timeline:

- Video projects
- Digital animation
- Comic books to illustrate story
- Computer games (to show game flow, narrative or story)
- Multimedia products (show the sequence between scenes)

Storyboard

Storyboard

A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.

Content

Images (for content of each scene)

Locations

Camera angles and shot types





Camera movement

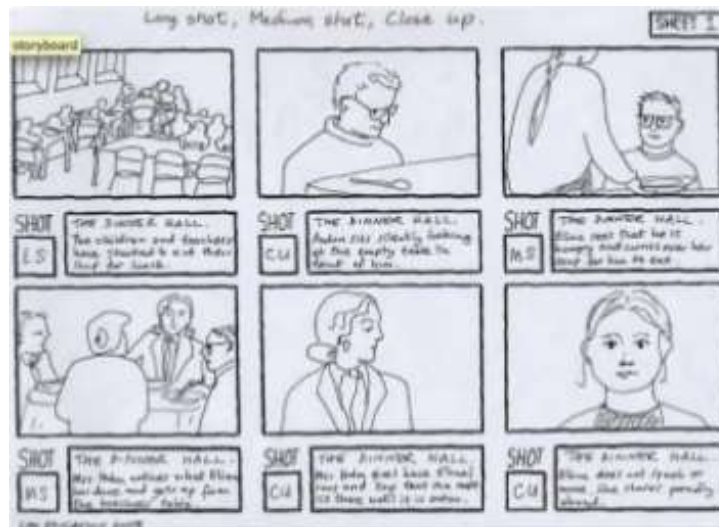
Shot length and timings

Lighting

sound

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Page	of	Name	Shots	to	of
# 1			Framing, angles, camera Humpty... Voiceover of narrator Number of frames set to 12 per second, length of time for this to appear on screen 12 frames: 1 Secs		
# 2			Dumpty... 12 frames: 1 Secs		
# 3	 Arrow showing that figure gets smaller as 'camera' zooms out		...sat... Sound effects SFX: Swarnee whistle sound rising up 6 frames: 1/2 Secs		
# 4	 Arrow showing that wall 'rises up' into place over 2 seconds		...on a wall SFX: "Doingggl" 24 frames: 2 Secs		



Storyboard

Marks awarded for.....

Suggestions for content:

Images for each scene, location of setting, camera shots/angles, camera movement, shot length and timings, sound, lighting.

Clear layout – scene by scene layout with title, under each scene, leave room for information to cover the above information

Annotations:
ALWAYS include these to JUSTIFY your choices

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Purpose

Identify the location where action takes place

Identify who will be in the scene and their stage directions

Provides dialogue for actors and other characters

USES

Any moving product with dialogue (spoken words), actions and a timeline:

Video e.g. adverts/films

Audio e.g. Adverts, radio, jingles

Animation e.g. short films

Computer Games e.g. story telling/scene telling or interaction between game characters

Content

Follows a layout convention that must include:

Set or location where the action takes place e.g. INT (interior) EXT (exterior)

Scene descriptions

Scene/stage directions i.e what happens in the scene

Camera shot types camera movement

Sounds and sound effects

Names of actors/characters

Dialogue i.e speech and how it is spoken

Script

Script

A piece of written work that can be for a movie, audio, audio-visual product or screenplay. It is often a starting point for any of these products and includes information about the product that follows some CONVENTIONS of layout.

Key Words:

Dialogue: speech spoken by the actor and HOW they say this. E.g. (scared) I don't think we should go in there!

Voiceover: The words spoken by an unseen person to accompany an audio/audio-visual product.

Narrator: A person that tells the story who is not part of or seen, in any action.

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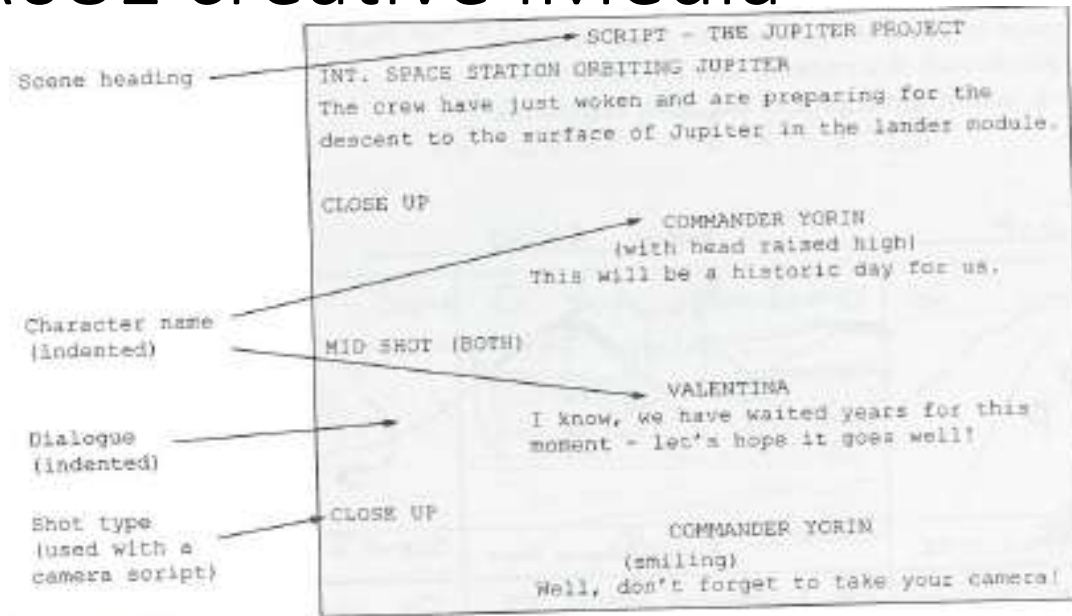


Figure 3.5 Example of a formatted script

Why don't we use speech marks in scripts? This can make the script look cluttered. If it is clear **WHO** is saying it then no need to add the speech marks in. You may use 'quotation' marks e.g. if a character quotes another within their dialogue then this is used

BOB
(smugly)

Well not every one can recite Martin Luther Kings, 'I have a dream' speech word for word, but I can.

Script

Marks awarded for.....

Suggestions for content:

- Set or location where the action takes place e.g. INT (interior) EXT (exterior)
- Scene descriptions
- Scene/stage directions i.e what happens in the scene
- Camera shot types camera movement
- Sounds and sound effects
- Names of actors/characters
- Dialogue i.e speech and how it is spoken

Clear layout – FOLLOWING THE LAYOUT

CONVENTIONS: Scene heading and descriptions, camera shots/movement/angles/ character name (indented but NOT centred), Any sound effects or sound, Dialogue – Note: NO NEED FOR SPEECH MARKS.

Annotations: ALWAYS include these to JUSTIFY your choices

R081 creative iMedia

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Use this table to become familiar with the different camera shots and angles. You should be using these in pre-production documents such as Scripts and Storyboards

SHOT TYPE	USE
Extreme Wide Angle	Establishing shot – shows where action takes place and sets the scene at the start of an episode or event. Often pans or zooms in slowly as the scene is set.
Two-shot	Used for conversation between equals where what both characters say or do is equally important.
Wide Angle	Puts one character in context in his or her surroundings, shows the whole person.
Over the Shoulder Shot	Used for conversation where one person's speech is more important than the other.
Extreme Close Up	Unreal viewpoint, focusing on a single feature of a person such as the nose, mouth, a hand etc, for effect or to draw attention to it.
Close Up	Focuses in on what one person has to say or shows reaction in facial expression.
Medium Close Up	Concentrates attention on single character.
Wide Shot	Puts characters in context to show their location and how they relate to it.
High Angle	Creates the feeling that the character here is being viewed by a more powerful presence positioned near the ceiling. Used in thriller films to show someone being watched.
Low Angle	Creates the feeling that the viewer is small and vulnerable and the character here is powerful.

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Use these examples to become familiar with the different camera shots and angles. You should be using these in pre-production documents such as Scripts and Storyboards

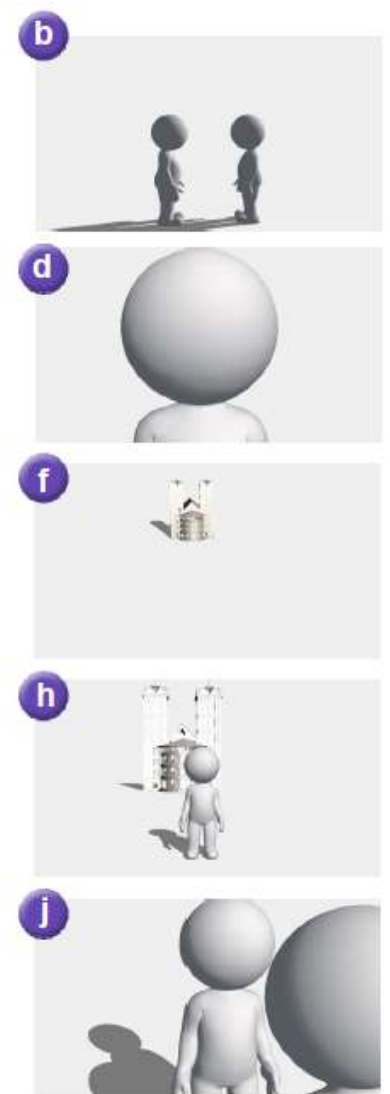
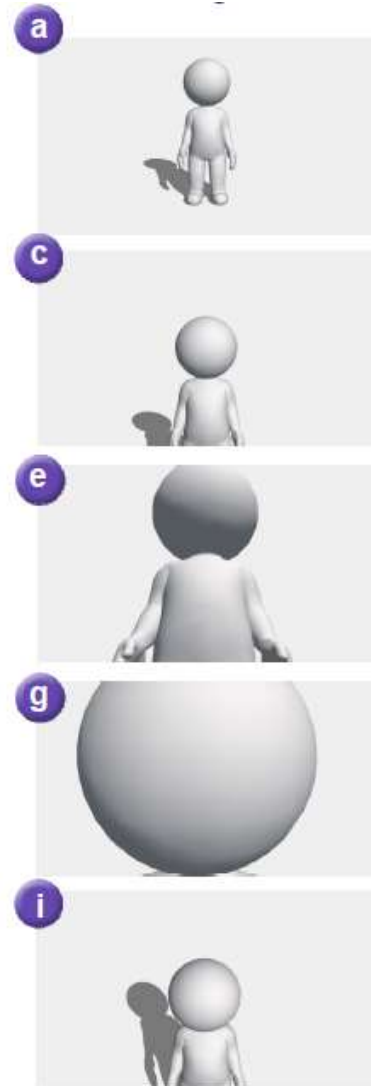
Shot	Type
A	HIGH ANGLE
B	CLOSE UP
C	WIDE SHOT
D	EXTREME WIDE ANGLE
E	OVER THE SHOULDER SHOT
F	LOW ANGLE
G	WIDE ANGLE
H	EXTREME CLOSE UP
I	MEDIUM CLOSE UP
J	TWO-SHOT



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Use these examples to become familiar with the different camera shots and angles. You should be using these in pre-production documents such as Scripts and Storyboards

Shot	Type
A	WIDE
B	TWO SHOT
C	MEDIUM CLOSE UP
D	CLOSE UP
E	LOW ANGLE
F	EXTREME WIDE ANGLE
G	EXTREME CLOSE UP
H	WIDE SHOT
I	HIGH ANGLE
J	OVER THE SHOULDER SHOT



R081 creative iMedia **Reviewing pre-production docs**

HOW TO IDENTIFY AREAS FOR IMPROVEMENT

Your answer will **ALSO** need to comment on areas for improvement

Who is it for? Describe the improvements that could be made

Areas to consider: Colour, content, layout, clarity of story flow, if there are gaps?

To complete your review write a conclusion that summarises what you have put.

KEY AREAS TO COVER IN A REVIEW

Compare the document to the **brief and client requirements** – does it do what was asked for?

Check the **format is suitable** for the type of media product e.g. a mood board isn't going to inform a web developer what to put on the home page

Think about **the style** and if it is **clear for the user** of the document

Is **the content** of the document suitable for what the client needs the final media product to do?

Describe the **S&W, positives & negatives**, advantages & disadvantages etc

Use **technical language** and **terminology** where possible

THINK: your review **WILL** carry some marks for SPAG. Keep this in mind. Use well structured, clear sentences.

THINK: Who is the audience of the document? client or media developer and write your answer for them

File formats

Will be determined by the software used to create the document.

General rule is to save the pre-production files in the standard format for the software being used.

Also export them in to a format that can be viewed of a different computers system that may not have specialised software

Table 3.1 File formats for still or static images, i.e. images that do not have any movement

File format	Properties and use	Limitations
jpg	Provides lossy compression to reduce the file size at the expense of image quality. Widely used with digital cameras and websites.	Reduced image quality with higher compression settings.
png	Provides lossy compression and supports transparency. Intended for web use as an alternative to .gif files.	Not as widely supported (or popular) as jpg.
tiff	Very high quality lossless image files. Used in high quality printing but losing popularity.	Very large file sizes, which restricts transfer and distribution.
pdf	An 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	Provides 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.

IMAGE FILE FORMATS

Table 3.2 File formats for audio files

File format	Properties	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.

AUDIO FILE FORMATS

Animation file formats

Table 3.4 File formats for animation files

File format	Properties
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	As for video file format.
mov	As for video file format.

ANIMATION FILE FORMATS

Table 3.3 File formats for video files

File format	Properties	Limitations
mpg	Video file format with lossy compression that provides smaller file sizes for faster loading.	Compression can lower the video quality.
mp4	A video compression standard that enables high quality video over low-bandwidth connections.	
mov	Widely used for video files from digital cameras, providing good quality. Originally developed for use with Apple QuickTime®.	
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.

VIDEO FILE FORMATS

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File Formats & Properties

Compression

A way to **reduce file sizes** so they can be downloaded/uploaded or transferred easily

Types of compression

Lossy – Will compress file BUT will **take bits away** from the file. When file is uncompressed these are **NOT restored**.

Lossless – Will compress file **without** taking any data away, **all file** is restored when uncompressed

You might think that Lossy would never be used for any compression but it is commonly used for music files as the data removed for compression is not noticeable to humans. Example will be Mp3 file for Lossy compression

Lossy – **PRO:** A smaller file which is quicker to upload, download and share

CON: can impair quality in files

Lossless – **PRO:** Retains the original information and quality

CON: when saving files they are larger file sizes so take up more space

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Version Control

Whenever changes are made as a result of improvements, a new file name SHOULD be created.

This can include a different reference at the end to show the latest version.

e.g. Movie_storyboard_V1.0 and
Movie_storyboard_V2.0

You can also use a numbering system

Comic_script_15-08-2017.docx
And
Comic_script_21_09_2017.docx

File Formats & Properties

THINK: Q's are likely to check your knowledge of which file types are suitable for what purpose.

See the table below for examples

Media product	File type and extension	File type and extension
Music event poster for printing	PUBLISHER .PUB	.PDF
Graphical image for multimedia/web use	IMAGE .JPG	IMAGE .GIF
Video teaser trailer for a short film	PUBLISHER .PUB	.PDF
Video advert for web use	VIDEO .MPG	VIDEO .MP4
Animation	.GIF	SWF
Scenic photograph for printing	IMAGE .TIFF	IMAGE .PDF
Product photograph for use on a website	IMAGE .JPG	IMAGE .PNG
Radio jingle	SOUND .MP3	SOUND .WAV
Comic book for web distribution	DTP .PUB	.PDF

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PLANNING – CLIENT REQUIREMENTS

Purpose of client requirements

Provides media developer with outline information and any constraints for the project e.g. timescales

Clear statement of WHAT is to be produced (although may not explain how)

Identify the intention for the product and what should be achieved

Interpreting Client Requirements

Your project will have a set of requirements that the final product should aim to meet once completed. It is important work meets these requirements/brief otherwise it might not be fit for purpose

Key Words:

House style : established brand identify that includes set colour scheme, design styles, fonts and logos. This will need to be followed for consistency when creating a new product

Target Audience Usually the FINAL viewer or consumer of the product that is to be created. HOWEVER, it can also be the user of the pre-production document

Content of Client Requirements

- Statement of **WHAT** media product is needed
- **PURPOSE** of the media product
- Who the **TARGET AUDIENCE** will be
- Indication of the **CONTENT** for the product
- **TIMESCALE** for when the product will be needed
- **CONSTRAINTS & RESTRICTIONS**
- Details of **HOUSE STYLE** to make sure product is **CONSISTENT** with company's own branding and style

PLANNING – WORK PLANS & SCHEDULES

Uses of a work plan

Also known as Project plans – is a structured list of all tasks and associated activities needed to complete the project

Purpose:

Provide a timescale for the overall project to be completed

Map out against the time all the different aspects of the projects

Content of work plan

TASKS - show different stages or main sections

ACTIVITIES - a series of things to do in order to complete the task

DURATIONS – amount of time that each task/activity takes

TIMESCALES - how long the overall project will take

MILESTONES - key dates when a section is completed

DEADLINES - a date when something **MUST** be completed by

RESOURCES – what is needed to do the tasks and activities

CONTINGENCIES – ‘What if’ scenarios, back-up plans such as extra time or alternative ways to do things

THINK!: Remember that the tasks in a work plan should only relate to what must be done as part of creating the media product

PLANNING – WORK PLANS & SCHEDULES

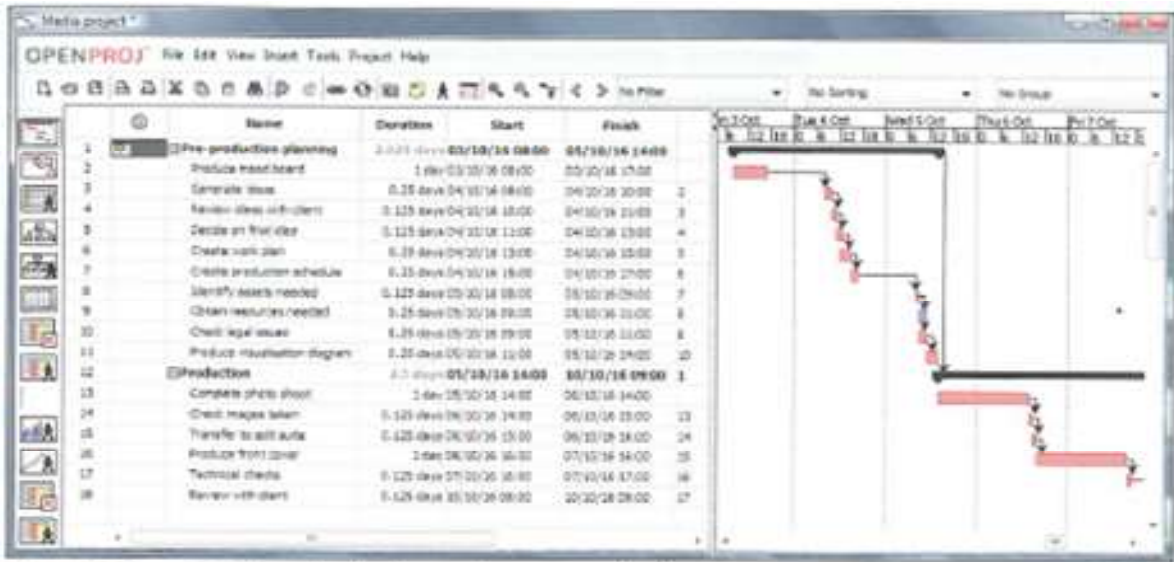


Figure 2.3 Example of a work plan for creating a magazine front cover

Work flow: the order that the activities will be completed in but can also be the sequence within the software application between importing assets and exporting the final output

Project	Video – Adventure trekking promotion		
Production task	Outdoor scenes 4, 5, 6, and 7		
Date	1 st October	Start time	6.30 a.m
Main location	Helvellyn, Lake District		
People needed	Cast: Richard (Climber 1) Jackie (Climber 2)	Crew: Camera operator Sound recorder	Other: Director
Time	Scene	Characters/actors	Location
6.30	1.1 – packing gear	Richard Jackie	Car park
6.45	1.2 – setting off	Richard Jackie	Approaching Helvellyn on waymarked path
7.30	1.3 – viewing the mountain range	Richard Jackie	Grid ref 349149 Looking east
11.00	1.4 – scrambling above Red Tarn	Richard	Striding Edge

Figure 2.4 Example of a production schedule for recording video footage

PLANNING – WORK PLANS & SCHEDULES

Research

It is important to research first. Do NOT rely on one source of research – check multiple to be sure of your information

Primary Sources - information obtained **FIRST HAND** from an **ORIGINAL** source – usually more reliable

Secondary Sources – information obtained **SECOND HAND**, where someone else has interpreted the info, The accuracy of this info may need to be checked

THINK!: Don't rely on one source of research, check multiple sources so you can be sure your information is valid and correct

Table 2.1 Examples of primary and secondary sources

Primary sources	Secondary sources
Directly from the source, e.g. equipment manufacturer, actual audience	Indirectly sourced, e.g. forums, reviews and opinions from users
Autobiography	Biography
Original works	Commentaries
First-hand account	Second-hand account
Diary	History textbook
Interview	Magazine article
Video footage	Encyclopaedias
Photo	Report
Relics	Other people's products
Official records	News broadcast

PLANNING – WORK PLANS & SCHEDULES

Categorising the target audience

Expectations, needs and requirements of the target audience **MUST ALWAYS** be considered so that the media product can be Successful.

THINK! Make sure you can give examples for each of the categories of a target audience

THINK! Don't just identify a audience by age as 'old people or 'young people' someone who is 16 might think 25 is 'old' but someone who is 40 might think 25 is 'young'

Avoid describing audiences from your personal viewpoint or opinions as this could be seen as prejudice or discrimination at times

CATEGORISING THE TARGET AUDIENCE

Age - be clear about the age group. This can be a range: 6-12, 12-18, 18-40, 40+

Gender – Male, Female, trans-gender

Location - The main groups are: Local, National, International. A product may target one or more of these groups. Think about a small music event compared to a national festival.

Ethnicity – A group of people that have a common background or culture – race, language, religion. As a multi-cultural society ethnic groups are found on a local, national and international scale so consider this too

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PLANNING – Hardware, Software & techniques

Hardware

The devices and equipment that could be used to create or digitise a pre-production documents

- **Computer system** – PC, Laptop, MAC, Tablets
- **Computer Peripheral** – keyboard, mouse, screen, track pad, graphics tablet, microphone, speakers
- **Imaging devices** e.g. digital camera, scanner
- **Other equipment** e.g. pens, pencils, paper

Software

The different types of applications which could be used to create or digitise documents

- **Image editing software/Desktop publishing** - Adobe Photoshop[®], Illustrator[®], Serif Drawplus[®], Pixelmator, Microsoft Publisher[®]
 - *Used for Digital moodboard, visualisations diagram or storyboard*
- **Word Processing**– Microsoft Word[®], Apple Pages[®]
 - *Used to create visualisation diagrams, storyboard or edit a script*
- **Presentation software: Microsoft Powerpoint[®], Apple Keynote[®]**
 - *Used to create visualisation diagram or moodboard*
- **Web Browser software: Internet Explorer[®], Safari[®], Firefox[®], Chrome[™]**
 - *Used to obtain content for mood board, or online applications such as mind maps*
- **Dedicated Software: Freemind (for mind maps), Storyboard That[™], or Toon Boom Storyboard[™]**
 - *NOTE: the spreadsheet application wouldn't usually be used to create any main pre-production document, although it will be used in planning to create work plans or to log the use of assets*

Key Words:

Hardware: the equipment used

Software: programs or applications used to create the pre-production documents

Resources: covers both hardware and software and people

THINK! Digitising any form of pre-production document is a great way to keep back-ups. This way if paper versions go missing or get destroyed you always have a copy of your work

PLANNING – Hardware, Software & techniques

TECHNIQUES FOR PRE-PRODUCTION

*There are TWO techniques used in making of pre-production documents:
CREATING and DIGITISING*

Creating – Where you use the hardware devices to create the original pre-production document in a digital or electronic format. You then SAVE the work using a suitable FILE FORMAT

Digitising – Create the pre-production document by HAND, such as a physical mood board with pictures placed on it. (all pre-production documents can be created by hand) You then may want to digitise them in to electronic format that could be distributed or stored.

Methods of digitising these would include:

Photographing the work (for anything larger than A4)

Scanning in the work (good for A4 size documents)



Other forms of digitising: Video and voice recordings

Key Words:

Digitising: making a digital copy that can be stored and distributed electronically

THINK!: know the difference between creating something original in a digital format and digitising what has already been created

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 Risk Assessment Form – Part A		Blank Template	
Reference:		Sign-off status	
Assessment summary details			
1 Assessment title * (Simple name for reference purposes)	Lazarus Risk Assessment		
1 Division: *	Film Production	1 Department: *	Drama
1 Series/ Prod/Unit:	Horror/Mystery	1 Programme/Area:	Lazarus
1 Responsible Manager:	Anne Diangson / Reece Howard	1 Contact office:	-
Address/Tel:	-	Address/Tel:	-
Date assessment created	-	Confidential risk assessment?	-
1 Assessment Outline (Summary of what is proposed)	Filming in the Atrium Hall using the stage and creating a storage room using tables. Ladders and considerable height with risk of falling. A wide selection of props and equipment used and there is risk of tripping over. Risk of other people in the school as they are unaware as to what is going on.		
1 Assessment start date	-	1 Review / End date	-
1 Country location	England	1 Hostile / travel advisory?	-
1 Location details	The Netherhall School and Sixth Form Centre is a secondary school and sixth form in the Queen Edith ward of Cambridge, England. Its logo is the crest of Cambridge. It is one of the largest schools in the area in terms of capacity. NB: If the country location selected is 'Hostile' you are required to: complete the BBC Overseas High Risk Assessment Form		
1 Crew / team (Roles, responsibilities, competencies)	Anne Diangson and Reece Howard – Camera and Film Director, Responsible for props and camera equipment Sophie Butler – Actor, Act according to directors instructions		
1 Attachments (Date & description)			

Health & Safety

Risk Assessment

Will need to be completed for any media project but the risks will vary. Assessments will help identify, assess, control and review risk in activities and projects

Risk assessments help to:

- Identify the hazards and dangers
- Decide who might be harmed and how
- Evaluated the risks and decide on precautions to be taken
- Record your findings and implement them
- Review your assessment and update in necessary

How are they completed?

- There is usually a standard form or template
- They must be stored so that it covers you and any organisation you work for in case any claims against you are made at a later date

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Reece

Abbreviation for 'reconnaissance' – is a term commonly used in media Projects

*A visit to a specific location that will be used for recording purposes
e.g filming, audio recording or photography.*

Purpose: to check access, see what is there, identify the best positions and assess environmental considerations

What it includes:

- Location and how to get there
- Access – a check that it's suitable
- Lighting
- Health & Safety issues
- Availability of power e.g. electricity
- Environmental considerations e.g background noise, people
- Any other potential issues that may arise

Health & Safety

Safe working practices

You should be aware of the safety procedures for the following areas of working practice

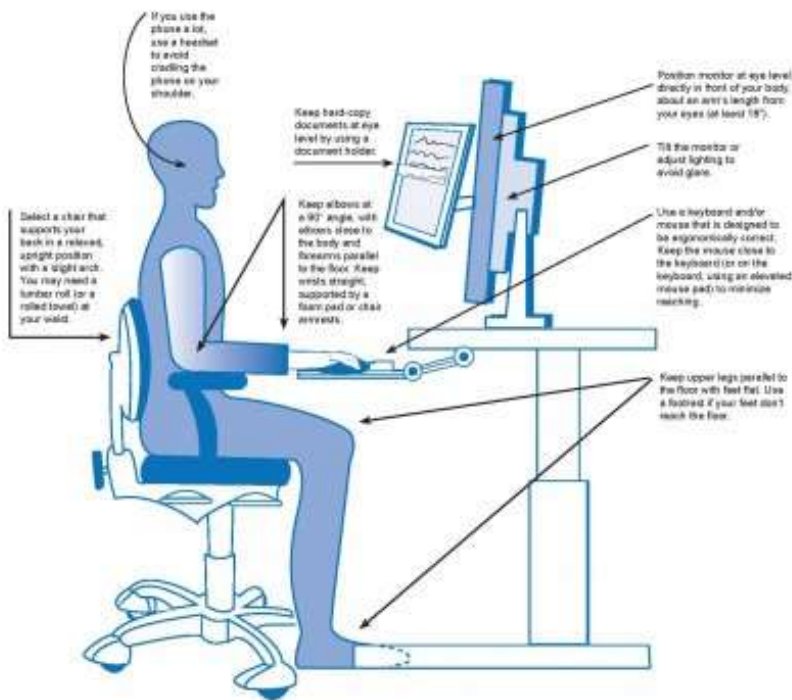
Working at Heights

Consider the risks of falling or dropping anything. Safety barriers are needed for people working above ground level, but also consider safety of people below and of equipment that is breakable if dropped. Applications would be for high platform to get a good viewpoint for:

- Filming using video cameras
- Photography using digital still cameras

Arrange Your Workstation

Every time you work, take time to adjust workstations that aren't quite right in order to minimize awkward and frequently performed movements.



Safe working practices

You should be aware of the safety procedures for the following areas of working practice

Using computers

Be careful not to strain any part of your body when using a computer for a length of time. Eg. Arms, neck, back, shoulders, RSI, eyes etc Considerations MUST include:

- **Chair height** – make sure eyes are same height as display
- **Seating positions** – maintain a good posture and keep your back strain
- **Distance from screen to eyes** – so that you can read the text easily and not strain your eyes
- **Keyboards/mice** – make sure they are in a comfortable and natural position for your hands to reach

Safe working practices

You should be aware of the safety procedures for the following areas of working practice

Working with heavy equipment

Some equipment in creative media can be heavy, especially if in a transit case. It might need two people to lift on to vehicle or location. Typical risk factors include:

- **Lifting**– Using the correct handling techniques to prevent back injury
- **Moving**– Being in a stable position and avoiding twisting
- **Setting up**– you may need two people, one to hold the camera or lights in position while the other tightens the stand or tripod



Health & Safety



Safe working practices

You should be aware of the safety procedures for the following areas of working practice

Working with Electricity

Covers the use of cables (high and low voltage) and considers the environment, indoor and outdoor. Risk factors include the following:

- **Cable Safety**– Loose cables can become trip hazards, causing trips and falls and damage to equipment
- **Location**– Outdoors could be damp or wet conditions or chance of rain?

Legislation in Creative Media Production

You need to be aware of the following

- Use of copyrighted material and intellectual property
- Certification and classification
- Data protection
- Privacy and defamation

Copyright & Intellectual property

General rule is that pretty much everything will have some form of copyright protection, but it might not be clear who owns it. Anything published is likely to be copyrighted

The term 'Published' covers:

- Photos, images, graphics in books, magazines and internet
- Music on CD and DVD, downloaded from iTunes, or other such site where you stream or download
- Movies on DVD or Blu-Ray, TV Netflix or other similar provider

Copyright



Trademark

TM

Registered



All content on internet is likely to be protected by copyright UNLESS otherwise stated (freeware)

To use the resources you must:

- Contact the owner
- Ask for permission to use it
- Be prepared to pay a fee

Other licenses and Considerations

- **GNU free document licence (GFDL)**
– Originally used my Wikipedia and others to share content freely.
- **GNU** Is free software for creating web pages
- **Wikipedia** now use CC BY SA (share alike) License.
- **Public Domain** - it is NOT copyrighted so you use it how you like
- **Lapsed copyright** – When the timeframe for copyright has ran out you can then use it freely
- **Intellectual Property** A piece of work or idea or invention – can then be protected by copyright, trademark or patent.

Certification & classification

Different countries have different laws on what is allowed to be seen and shown. Several factors that affect the classification with regard to age ratings:

Violence, Strong Language, Scenes or a Sexual Nature

Certification and classification are covered differently depending on the type of media product. You should know about:

BBFC (British Board of Film Classification) ratings for films – U, PG, 12, 12A, 15, 18

PEGI (Pan European Game Information) ratings for computer games: 3, 7, 12, 16 and 18



R081 creative iMedia

Exam TIP: AVOID referring to anything as 'Copyright free' because you are using it in educational context. The Examiner is looking that you understand the implications of copyright in COMMERCIAL content.

Key Words:

Royalty Free: Work can be used without the need to pay royalties (fee) each time. Work will STILL be copyrighted.

Creative Commons (CC): Licence agreement the creator chooses that lets you use that person's copyrighted resources

Certification: Process of informing the audience broadly on the suitability of content

Censorship: When artists/filmmakers are not allowed to show their complete work (as it has been deemed unsuitable for viewers)

Health & Safety

Other legal Issues

People have the right to privacy and it should not be invaded. This needs to be considered all times in the pre-production and production stages of a project

Defamation, slander and libel are offences under English Law.

Defamation: someone's words end up causing harm to your reputation or your livelihood

Slander: is **defamation** that is spoken by the defendant.

Libel: is a written or published defamatory statement

You MUST be careful about how you portray people, including what you say , write about them at all times

Data protection (GDPR)

Covered by the legislation under the Data protection Act (1998) although several amendments have been made since.

8 principles but the main are:

FAILURE to follow these can result in an investigation by the Information Commissioner's Office (ICO) and potentially a fine for the organisation



1. Personal information must be fairly and lawfully processed.

2. Personal information must be processed for limited purposes.

3. Personal information must be adequate, relevant and not excessive.

4. Personal information must be accurate and up to date.

5. Personal information must not be kept for longer than necessary.

6. Personal information must be processed in line with the data subject's rights.

7. Personal information must be secure.

8. Personal information must not be transferred to other countries without adequate protection.