

Learning Mat - Pre-production Techniques

Mood board	Mind map	Visualisation diagram	Script	Storyboard
<p><u>Purpose</u></p> <ul style="list-style-type: none"> To assist in the generation of ideas To help collect ideas A visual tool to give a 'feel' for the final product 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> Can generate ideas A visual tool Organise ideas Show links between ideas 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> Visual tool See how a final product will look Plan the layout of a product 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> To provide lines for characters To provide direction for the crew (sound effects, camera angles etc) To identify the location 	<p><u>Purpose</u></p> <ul style="list-style-type: none"> Visual tool of how a product will look like along a timeline Sequence of movements see flow of scenes from one to the next
<p><u>Content</u></p> <ul style="list-style-type: none"> Images/photographs Colours/colour scheme Text/font Sounds/video clips (digital) Textures/fabrics Logo 	<p><u>Content</u></p> <ul style="list-style-type: none"> Central node—main theme Sub nodes/branches Text Images (sometimes) 	<p><u>Content</u></p> <ul style="list-style-type: none"> Images/graphics Colours/colour schemes Text Fonts to be used Annotations 	<p><u>Content</u></p> <ul style="list-style-type: none"> Speech/dialogue Set/location for the scene Direction Sounds Characters Timings Camera movement/ angles/ shot types 	<p><u>Content</u></p> <ul style="list-style-type: none"> Images/content of each scene Locations Camera shots/angles Camera movement Shot length/timings Lighting sound

Skills

Work plan	Client brief/audience	Research	Hardware/software	Health and safety
<u>Purpose</u> <ul style="list-style-type: none"> To plan out what order the tasks need to happen in To allow the project to meet the final deadline by using checkpoints to stay on track 	<u>Client brief content</u> <ul style="list-style-type: none"> Timescale Target audience Purpose Content Style/genre Location Budget 	<u>Primary research</u> <p>The information is obtained first hand</p> <ul style="list-style-type: none"> Forums Diary Interview Video footage photo 	<u>Hardware</u> <ul style="list-style-type: none"> Computer Computer peripherals—mouse, keyboard etc Camera Scanner 	<u>Recce</u> <p>A visit to a specific location</p> <ul style="list-style-type: none"> Location Access Lighting Issues Availability of power
<u>Content</u> <ul style="list-style-type: none"> Project duration Time/date Milestones Contingencies Tasks Activities Resources/staff Costs/budget 	<u>Target audience</u> <ul style="list-style-type: none"> Age Gender Location Ethnicity Income 	<u>Secondary research</u> <p>The information is obtained second hand</p> <ul style="list-style-type: none"> Reports Website Textbooks Magazine article 	<u>Software</u> <ul style="list-style-type: none"> Desktop publishing Word processing Presentation Web browser Mindview 	<u>Risk assessment</u> <p>What risks are involved?</p> <ul style="list-style-type: none"> Hazards and dangers Who might be harmed and how? Risks and precautions to take