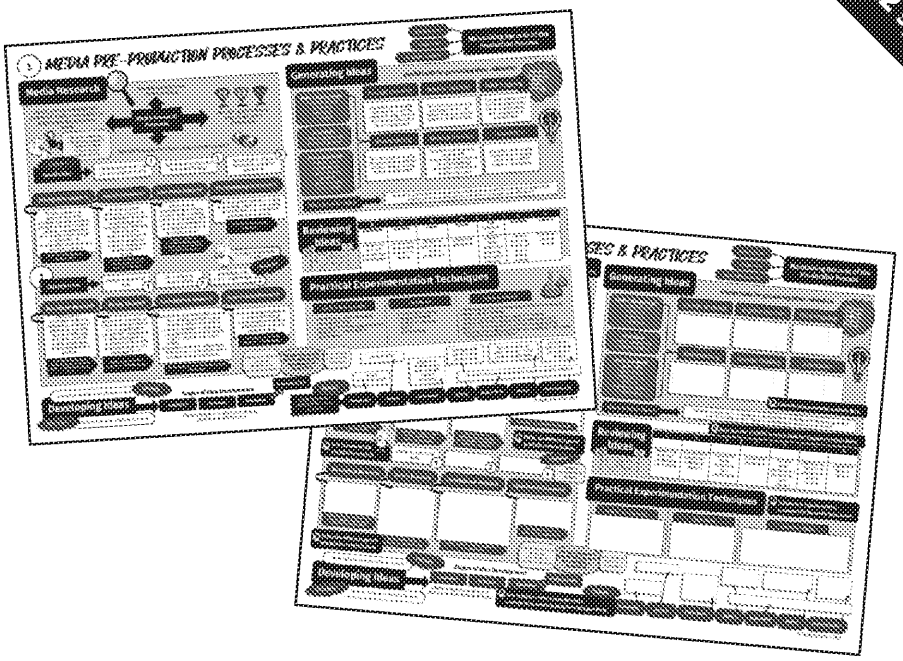
2022 Specification



Topic on a Page for BTEC Tech Award in Creative Media Production

Component 2: Developing Digital Media Production Skills

zigzageducation.co.uk POD 12361

Publish your own work... Write to a brief...
Register at **publishmenow.co.uk**

Follow us on Twitter **@ZigZagMediaFilm**

Photocopiable/digital resources may only be copied by the purchasing institution on a single site and for their own use

Contents

Product Support from ZigZag Education ii

Terms and Conditions of Use iii

Teacher's Introduction iv

Posters ..... **12 pages**

1. Media pre-production processes and practices
2. Pre-production skills and techniques: Audio / Moving Image
3. Pre-production skills and techniques: Print Media
4. Pre-production skills and techniques: Interactive Media
5. Production and post-production processes and practices
6. Production skills and techniques: Audio / Moving Image
7. Production skills and techniques: Print Media
8. Production skills and techniques: Interactive Media
9. Post-production skills and techniques: Audio / Moving Image
10. Post-production skills and techniques: Print Media
11. Post-production skills and techniques: Interactive Media
12. Review of progress and development

Activity posters are provided for each of the posters above.

All Topic on a Page posters are provided in A3 and A4 formats.

Teacher's Introduction

This resource is primarily intended to be used during revision by students studying BTEC Tech Award Level 1/2 in Creative Media Production: Component 2: Developing Digital Media Production Skills (teaching from September 2022).

Remember!
Always check the exam board website for new information, including changes to the specification and sample assessment material.

As a revision tool, this resource does not aim to cover the material in depth but rather provide visual 'mind maps' of the **Component 2** section of the specification, which students can use as the basis of their revision, covering all the key terminology and knowledge that they need for their assessment. The resource is especially suited to visual learners, and those learners who find it hard to revise from written notes.

The resource consists of:

- 12 completed mind maps, which provide solutions to the activity mind maps, labelled: ① — ⑫
- 12 activity mind maps (partially complete) for students to complete, labelled: ❶ — ⓬

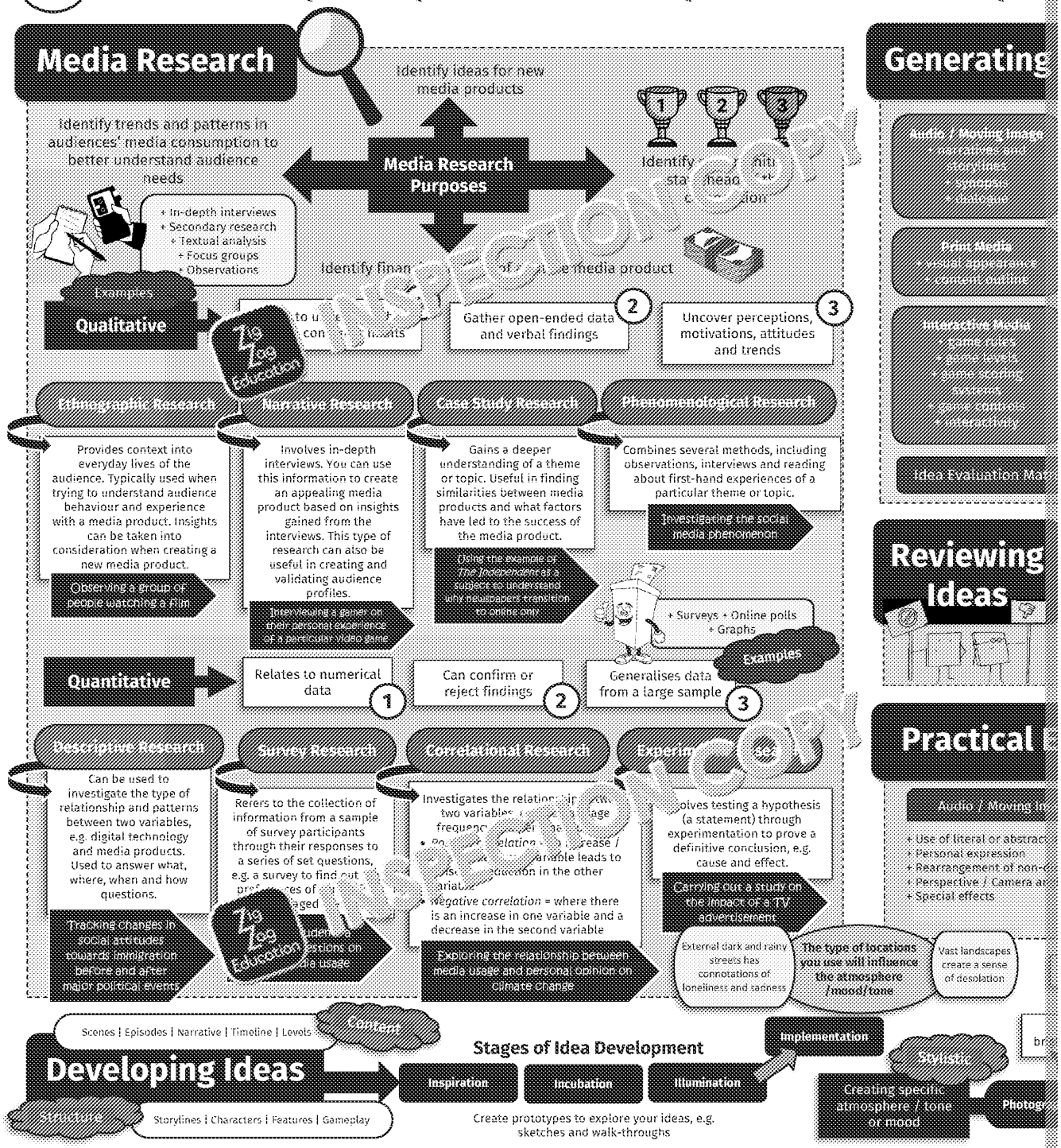
All mind maps are provided in A3 and A4 formats.

How to use this resource:

- The sheets can be handed out at the end of the course, or at the end of each topic for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught so that students have a visual reminder of what they have been covering in their lessons.
- The resource also includes partially completed mind maps. Students could be encouraged to complete the exercises as a way of recapping knowledge from the topic at the end of teaching. More-able students could, additionally, be asked to think of further examples to illustrate the points, whereas lower-ability students could provide more illustrations or colour-code the mind maps to aid memory of the key topics.

December 2023

1 MEDIA PRE-PRODUCTION PROCESSES & PRAC



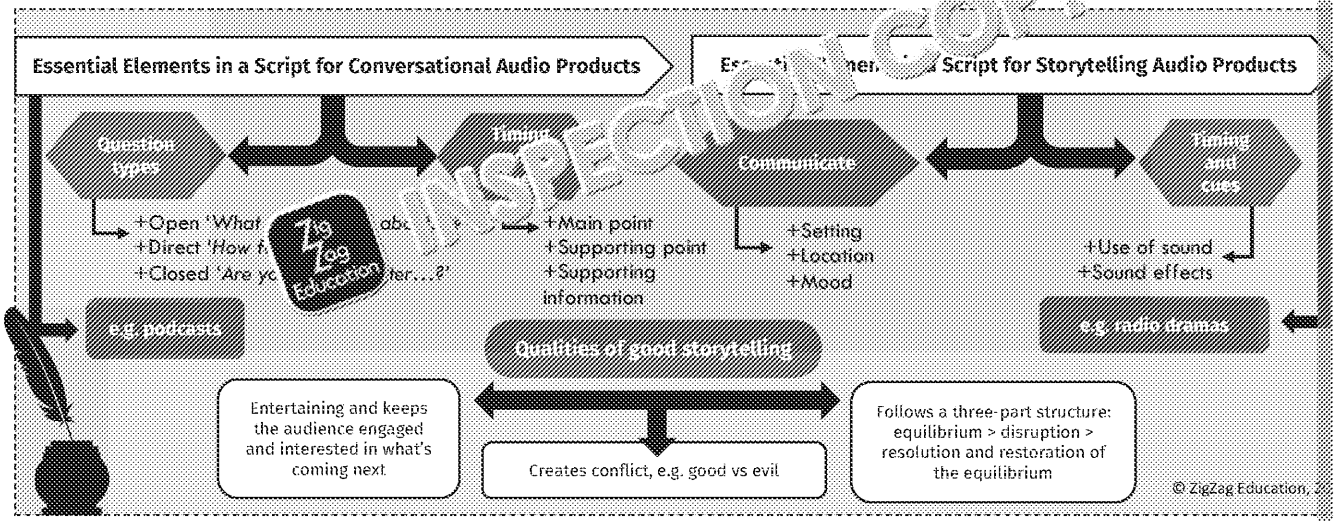
INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

2 PRE-PRODUCTION SKILLS & TECHNIQUES

	Definition	Benefit	Example	Techniques
Storyboard	A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production	1. Visualises what will work within the scenes before filming 2. Makes the best use of time and resources 3. Gets across the key themes before filming	zzed.uk/12361-storyboards	+ Selecting ***shot types*** + Sketching ***character outlines*** + Filling out ***background details*** (wher background is important in the shot dding ***transitions*** dding arrows for ***character motion*** ***amera movement*** dding key information on the ***sound*** / types of ***sound*** used in the shot
Screenplay / Story Treatment	The text for a film, including the words to be spoken by the characters an instructi	1. Tells 2. is all th and character written plan for production	zzed.uk/12361-screenplays	**Three-part structure** = a model used to divide a story into three parts (the set-up, the confrontation, and the resolution)
Shot List	A detailed list of every camera shot (type, framing, angle, camera movement) that needs to be captured in a scene as well as the location and equipment needed	1. Helps to organise thoughts before filming 2. Saves time during the production stage 3. Helps to identify the shots needed during production	zzed.uk/12361-shotlist	Ensuring camera shots in a pro sequentially by shot number a accompanying shot description information such as: ⇒ shot location ⇒ shot type ⇒ framing ⇒ angle ⇒ camera movement ⇒ equipment required
Audio Script	Written before recording voice-overs for a video production. Typically consists of the lines needed to be spoken.	1. Helps to reduce number of retakes 2. Saves time on unnecessary edits 3. Helps to visualise how the video will look	zzed.uk/12361-scripts	+ Types of audio used, e.g. narrati effects, music + Writing scripted segments (stor + Writing script outlines for a hos + Scripting topics (main point / su point and supporting informati + Writing (short, open, direct) que for an interviewee + Adding timings and cues + Communicating the setting/loca



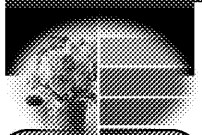
INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

3 PRE-PRODUCTION SKILLS & TECHNIQUES

	Definition	Benefit	Example	Techniques
Mood Board	A collection of colours, images, fonts and textures that, collectively, are a visual representation communicating design concepts and aesthetic ideas	1. Helps establish a strong vision 2. Visual examples are the clearest form of explanation 3. Can include just about anything – photography, illustrations, descriptive words, colour palettes, textures that help to define the direction of the media product		Various images, textures, colou other visual elements are coll and assembled on a board or canvas called a **collage** to cre cohesive representation of desired mood, style or theme design project. Collages he designers and creatives visuali communicate the overall aes direction before starting the a design process.
House Style	The standard or guidelines establishing elements such as tone of voice, writing style, specific gramm[illegible] punc[illegible] matt[illegible] ia pr[illegible]	1. Ensures a c[illegible] ok and [illegible] 2. [illegible] differen[illegible] [illegible] and identity 4. [illegible]es writing style and tone of voice	zzed.uk/12361-house-style	A **style guide** is a compreh document that outlines the rules, guidelines and stand maintain consistency in v design, typography, colour language and overall bra elements across all materi communications, present professional image to the a
Page Mock-up	An artistic rendering that features elements that are yet to be finalised (e.g. placeholders) in order to show what the finished design is intended to look like	1. Brings ideas to life 2. Tests how different elements work together 3. Changes in layout, style, colours, images and styles can be made without incurring high production costs 4. Saves time and money during the production stage	zzed.uk/12361-mockups	**Wireframing** helps designers the layout and flow of infor without getting distracted by details, helping them focus overall user experience and organisation. Designers create a basic repres of a page layout, using simple and placeholders to outlin structure and placement of el such as text, images and bu
Thumbnails and Sketches	Roughly drawn small drawings that do not have many details and are used to quickly explore a variety of ideas/concepts. Also known as a scamp.	1. Helps you to plan the layout and composition of your print media product 2. Preview what your print media product will look like before working on the production 3. Useful for sharing ideas/concepts with others	zzed.uk/12361-thumbnails	In **rapid ideation**, desig quickly generate multiple scale and rough thumb sketches to explore var design concepts, compos and layout possibiliti
Style Tiles	Contain a variety of elements such as colours, shapes, typography and textures that help define the mood, tone and feeling rather than a literal representation of how the final media prod will look	1. Enables design exploration 2. Presents multiple choices without needing to [illegible] desi[illegible] 3. [illegible] time in [illegible] [illegible]ark [illegible] [illegible]ty or [illegible]	zzed.uk/12361-style-tiles	**Visual mood boards** sho different design elements colour palettes, typogr choices, textures and gr styles without presenting layout or content, oft showcasing various de options quickly.



Colour Scheme — [illegible]our [illegible] well [illegible]er

Generate colour scheme combinations at colors.co.uk

Textures — Can be used to create an emotional reaction, a contrast, help deliver a message or direct attenti products, texture gives weight to a design cre realism and can be created in image-editing pro the audience feel as if they are touch real object.

Fonts — Text characters in a specific style and size. The two main typefaces are serif and sans-serif.

Inspirations — When you take influence from other media products t new ideas, e.g. the masthead on the *Total Film* magaz cover is inspired by the fur of Dalmatian dogs. Dalmat are synonymous with the Disney villain Cruella de

Iconography — The use of particular images to convey particular meanings. There are three types of iconography: *1. symbolic 2. naturalistic 3. abstract*

Annotations — Help to communicate the visual style on page mock-ups Annotations are typically comments or explanations.

INSPECTION COPY

COPYRIGHT PROTECTED

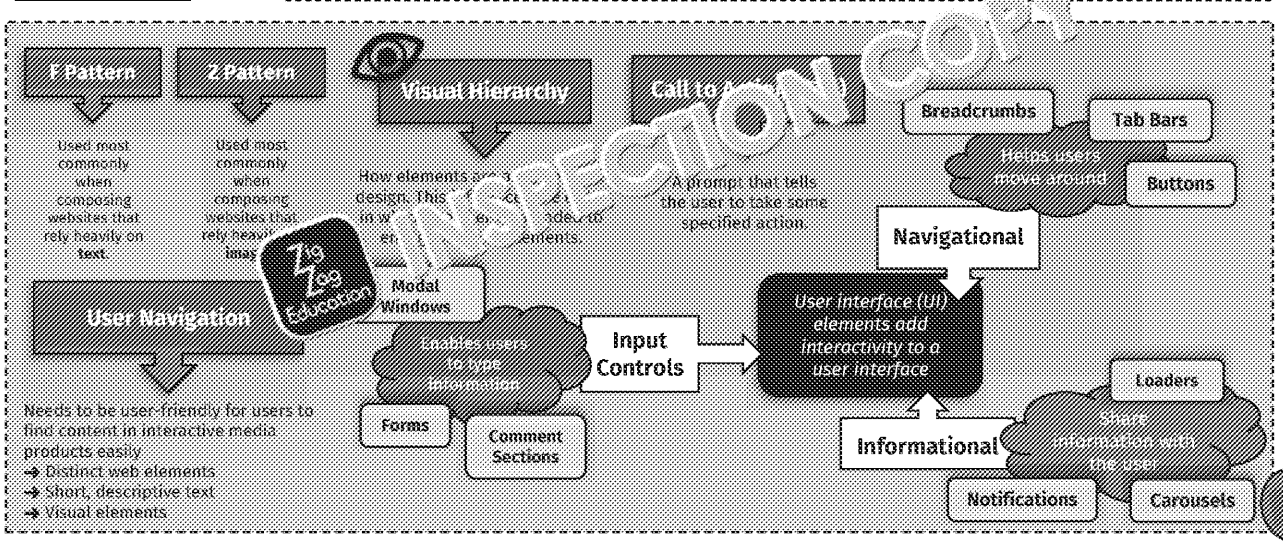
Zig Zag Education

4 PRE-PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

	Definition	Benefit	Example	Techniques
Wireframe	A layout using simple lines and shapes to map out key features and navigation	Visualise the structure clearly Helps to refine navigation Helps to define key features	zzed.uk/12361-wireframes	**Low-fidelity wireframes** are basic and simplified wireframes using simple shapes, placeholders and grayscale elements to outline the layout and structure of a web page or an application.
Structure Chart	Design tool used in the pre-production stage to graphically map out a sequence of events. This is then reviewed and refined before it be…	Helps to define the start a…	zzed.uk/12361-structure-charts	**Hierarchical organisation** is a visual representation of the content hierarchy and relationships within a website or an application, outlining the main sections, subsections and their connections, showing user navigation or flow of information.
Game Design Document	…ed guide that describes the scope of the game and is updated regularly as the game is developed. The document typically contains text, images, diagrams and concept art.	Can help to define the scope of the game Can help to keep track of ideas and concepts	zzed.uk/12361-game-design-doc	**Game mechanics description** includes detailed explanations of the core gameplay mechanics, rules and interactions that drive the game, such as character abilities, item usage, scoring systems and win/loss conditions.
Storyboard	A sequence of sketches/drawings shown with direction and dialogue representing scenes in logical order. Typically used for cut scenes in games.	Can help to visualise the sequence of a narrative or project, enabling better planning and communication among team members during the creative process.	zzed.uk/12361-storyboards-2	**Sequential sketching** is a series of rough sketches or illustrations that represent the key moments and scenes of a story or an animation, acting as a blueprint for the final production.

INSPECTION COPY



INSPECTION COPY

COPYRIGHT PROTECTED

ZigZag Education

5 MEDIA PRODUCTION & POST-PRODUCTION PR

Audio / Moving Image

Pre-production
+ Create and approve creative brief
+ Determine budget and timeline (set deadlines)
+ Create storyboard and script
+ Determine equipment list
+ Outline production schedule and list

Production
+ Set-up and lighting
+ Filming
+ Recording
+ Collecting B-roll and voice-overs
+ Generate rough cut

Post-production
+ Editing
+ Review and refine
+ Version comparison
+ Final approval
+ Distribution

Identifying and ordering tasks is an important production activity because it helps create **a clear and efficient workflow**, ensuring that all **necessa** are accounted for and completed in a logical and manner during the production process.

Gantt charts ... to k... ...he ... Gantt charts also help to document key tasks and milestones within a production schedule.

Audio normalisation can be used to change the levels of audio tracks to ensure they are as loud as possible.

Print Media

Pre-production
+ Outline production schedule
+ Mood boards
+ Page mock-ups
+ Determine budget and timeline (set deadlines)

Production
+ Content gathering (conducting interviews, researching data, acquiring images, etc.)
+ Design

Post-production
+ Editing
+ Review and refine
+ Version comparison
+ Final approval
+ Distribution

The recommended **image resolution** size when exporting for web is 2400 × 1600 px

Monitoring progress is an important activity throughout the entire production process because it allows for timely adjustments, identifies potential issues, and ensures that the project stays on track to meet deadlines and quality standards.

Scrum Framework
Sprints comprise five phases:
① Emphasi...
③ ...
...otype
⑤ Test

Interactive Media

Pre-production
+ Create and approve creative brief
+ Determine ... and timelin... deadlines)
+ Create storyboard and script
+ Wireframes
+ Determine equipment list
+ Outline production schedule and shot list

Production
+ Con... ...ern... ...events, ...itoring news, curating customer reviews, etc.)
+ Design
+ Prototyping

Post-production
+ Editing
+ Review and refine
+ Version comparison
+ Final approval
+ Distribution

Two of the most important factors affecting **digital audio quality** are sample rate and bit depth. The industry standard for sample rate is 44.1 kHz, whereas bit depth varies between 16, 24 or 32 bits.

Production Workflows

Rev...
- **Create:** ... filming ... animatio...
- **Review:** ... assets. F... make ne...
- **Select:** T... promotio... together...

Prod...

De...

Dig...

Compr... Techn...

Digital ... are o... compr... to re... their ...

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

6 PRODUCTION SKILLS & TECHNIQUES

© Zig Zag Education

Shooting Video in Different Locations

Before shooting, production teams will look for interesting places that work well with the storylines. Backgrounds and natural lighting also determine which locations would work best for different scenes.

Sound stages are typically soundproof buildings or rooms used to produce audio / moving image content such as film, television and radio.

Shooting on location has many advantages, including creating a believable world and authenticity.

Websites such as film-locations.com help producers scout locations.

Shooting Interior:
Preparation: Assess the lighting conditions and plan camera angles and shots.
Camera settings: Set the camera's white balance, exposure and frame rate for optimal image quality. Choose the appropriate lens / focus settings.
Stabilisation: Use tripods, gimbals, etc. to ensure steady shots.
Composition: Frame shots considering the rule of thirds, leading lines, symmetry.
Sound: External microphones for high-quality audio, minimise background noise.

Shooting Exterior:
Weather considerations: Check weather conditions. Adjust camera se… compensate for varying light levels.
Natural light: Utilise natural lighting. Consider the direction, intensity of lig…
Movement: Incorporate panning, tilting and tracking to add depth … vision.
Safety: Consider safety, especially when … on uneven terrain.
Audio: Use windshields/windjammers … to reduce wind noise.

Dynamic shots: Utilise m… camera shots, such as handheld or from a vehicle, to capture the sense of motion … key … of transportation.
Interior and … shots: … interior and exterior shots to provide a com… the … rience.
… shots: … close-ups of relevant details, such as gauges or passengers.
N… shots in a logical sequence to tell a story and guide the audience.
Sa… permits: Follow safety guidelines. Obtain necessary permits.

Production Des…

Colour — influences mood, tone and emotions conveyed in a scene. Colour choices can range from vibrant and energetic to muted and sombre, depending on the film's artistic vision.

Sets — where the story unfolds. Production designers create and design sets that depict the locations specified in the script.

Props — used to enhance the storytelling and create realism. The production designer carefully selects/designs props that align with the film's setting, time period and characters.

Blocking — refers to the planned movement and positioning of actors within a scene. Ensures that actors' movements/interactions are natural / contribute to the overall visual composition.

Costumes — are essential in portraying characters' personalities, social status and historical context.

Lighting Techniques

- **Soft Lighting** — *Softens shadows within a scene, making the subject appear warm, welcoming and friendly.*
- **Hard Lighting** — *A direct source of light used to make the subject appear serious and strong. Typically used in noir films and the action genre.*
- **Natural Lighting** — *Using the sun as a light source gives a more naturalistic and realistic cinematography approach.*
- **Three-point Lighting** — *Used to illuminate a subject in a scene with light positioned from three angles. Typically includes a backlight, fill light and key light. This is a standard lighting technique used in film and TV to help eliminate shadows and make a subject's face more visible.*

Recording A…

A mic's directivity … the sensitivity … properties of the materials in a space, e.g. … height, furniture choices.

Directional microphones can be used to reduce ambient noises which can interfere with dialogue and other audio elements.

1. **Setting recording levels** - adjusting the input gain or volume to ensure the incoming audio signal is … capture … and clearly.
2. **Signal-to-noise ratio** - aim for an optimal signal-to-noise ratio, capturing a strong audio si… while mini… background noise.
3. **Peaks and dynamics** - avoid recording levels that are too high or too low.
4. **Headroom** - this is a safety margin, to accommodate unexpected spikes in vol… during rec…
5. **Use of sound meters** - such as peak meters or VU meters, to visualise … audio … and …
6. **Monitoring during recording** - use headphones / studio monitor… … unwanted noise.
7. **Test recordings** - check the recording levels and equipment … a… … audio quality.
8. **Adjusting levels for different sources** - … the re… … source independently.
9. **Consider environmental factors** - … envi… … that may affect audio levels.

Jurassic Park (1993)
Ice-cream cones were used to create the sound of dinosaur eggs hatching.

Creating Audio

Types of Microphones:
- Noise-cancelling
- Handheld
- Direct connected
- Boundary
- Radio
- Preferred

1. **… planning** - for voice-overs / scripted audio, writing … planning the required sounds.
2. **… ording** - set up recording sessions in a suitable environment.
3. **Editing and mixing** - edit and manipulate recorded audio using digital audio workstations (DAWs).
4. **Adding to the production** - integrate the created audio into the overall production.
5. **Quality control** - review and fine-tune to ensure clarity, consistency and coherence.

Inside Out (2015)
… Joy, Sadness, Anger, Fear and Disgust, … the emotions of a young girl named Riley.

- → **Ambient sound** - includes natural sounds such as wind, rain, birds chirping, or city noises, which create a realistic and immersive audio environment.
- → **Sound effects** - artificial or enhanced sounds designed to replicate real-world or imaginary events. Adds depth, impact and realism. Foley is a technique for creating sound effects using readily available objects.
- → **Voice-overs** - recorded narration or spoken dialogue that accompanies visuals. It is usually performed by a voice actor who provides context, explanation or storytelling to support the visuals.

To prevent **audio distortion** when recording audio, recording levels should be between -12 and -6 decibels.

Shot Compos…

- **Shot Type** — focu… typi… or…
- **Composition** — the spa… of the … the to…
- **Angles** — position… looking up… of domina…
- **Cutaways** — by showing a character's … a cutaway shot, the auc… inner world, mo…

- **Slow pan** → Follo…
- **Whip pan** → Movie… left to … left o… the pic… indi…
- **Tilt** → Cam… or d…
- **Steadicam** → …
- **Zoom** → Giv… mo… ob…
- **Crane** → A cam… hig…

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

7 PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

Taking Photographs

Composition

Rule of Thirds

Where an image is split into nine equal parts, where important elements should be positioned along these imaginary lines or at their intersections to **create more tension and interest**, rather than having the subject positioned in the centre.

Angle

High

A shot used to look down on

Low

A shot used to look

Lighting

CAN CRE

High-key

Illuminates part of the subject to create contrast between light and dark areas.

Low-key

Creates low contrast between light and dark areas.

Depth of Field

The distance b... th... ear... ...st o... ...ocused ...image.

Depth of Field
Visit **zzed.uk/12361-depth-of-field** to read more!

Writing and Ed

...de of Address

The model on front cover o... magazine lo... directly at t... audience

Persuasive Devices

Three ... are u... Sto...

Accuracy

Use grammar checker tools such as Grammarly

Voc... Sp... Gr... Punc... Flow/Flu... Le...

Maintain audience interest through:
⇒ quotations
⇒ facts
⇒ statistics

Hook the au... most ... a story /...

Copy should ... to unders... ambiguity ... words that ...

Image Editing

Cropping

Removing unwanted outer areas of a photograph

Other forms include:
+healing
+cloning
+content aware fill
+dodge and burn

Used to create better image compositions

Scaling

Helps us to understand the size of an object when shown next to another object

A very low or very high perspective will often influence our perception of scale

Resizing

Makes images smaller or larger without cutting anything out (unlike cropping). Resizing affects image quality.

When an image is resized, its pixel information changes

Layers refer to **separate, stacked elements** ... **image-editing software** that can be indiv... edited, modified or combined. Layers allow ... **destructive editing**, as changes made to one ... not affect the others.

Image adjustments involve **altering various aspects of the image**, ... brightness, ... levels, curves, ... balance and saturation. These adjustments help improve the image's overall appearance, correct exposure issues, and fine-tune colour and tonal balance.

Image Adjustments

Selections invol... **isolating specific ... within an imag... manipulation.** ... allow users to d... interest, and a... made will only a... area while leavi... image un...

Creating Graphics

Add and format text
font, size, position ... text o...

...s/Bo...
...t, ...our, pattern

Tracing hand-drawn sketches

Drawing lines
straight | arcs | dashed

C...
...les
...
Corner radius
Ellipses
Polygons

Layer management
Graphic design software utilises layers to organise and manage elements within a design. Layers allow designers to work non-destructively, as each element is placed on a separate layer, making it easier to edit, rearrange and apply effects independently.

Drawing paths

End points | Anchor points

Direction points

...er
...se mat... ...ations to rep... shapes and are ideal for creating scalable, resolution-independent graphics. Raster graphics, composed of pixels, are suitable for detailed illustrations and photo editing but may lose quality when resized.

Drawing tools
Graphic design software provides a range of drawing tools, including pen tools, brushes, shapes and text tools. These tools allow designers to create and manipulate various elements, such as lines, curves, shapes and text, with precision and control.

Effects
Effects in graphic design refer to various visual e... objects or entire compositions. Common effects in... blurs and textures, which add depth, dimension ...

Transforming objects
Transforming objects involves resizing, rotating, skewing and flipping eleme... position. Graphic design software allows users to perform these transform... precise numeric inputs.

Design principles
Understanding design principles such as balance, contrast, alignment and ... visually appealing and effective graphic...

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

8 PRODUCTION SKILLS & TECHNIQUES

Creating Assets

2D

Flat graphics that can be either a static image or an animated graphic included in the overall game world, moving independently of the game's environment

Sprites

2D graphic elements to represent characters, objects or effects. They are typically small, animated images that are crucial for visual storytelling and gameplay.

Environments and terrain

Refers to the backgrounds and settings. Cr[illegible] environmen[illegible] involves de[illegible] visually appe[illegible] and immers[illegible] landscapes, cityscapes or scenes that set the stage for the interactive experience.

GUI

The visual interface through whic[illegible] users [illegible] Inc[illegible] cre[illegible] ons, menus, [illegible]s, progress [illegible]rs and other elements that facilitate user navigation and interaction. GUI design should prioritise usability and user-friendliness.

3D

Uses three-dimensional graphics, such as objects, textures or models, to create a more realistic and immersive environment

Objects

Interactive elements that players can interac[illegible] T[illegible] [illegible]ctibles, obstacles or interactive props. Designing object assets involves creating detailed and recognisable 2D or 3D representations.

Textu[illegible]

[illegible] [illegible]ept [illegible] [illegible] 3D [illegible]jects and environments. Creating textures involves designing or photographing surface patterns, such as wood, metal, fabric or concrete, and applying them to 3D models. High-quality textures enhance the overall visual fidelity of the interactive media.

Mod[illegible]

[illegible] representations of characters, objects or environments. Involves sculpting, rigging and animating the assets to make them come alive. Models are essential for creating immersive and interactive 3D experiences.

EXAMPLES

+ USER INTERFACE ICONS
+ CHARACTERS
+ GAME BACKGROUNDS

Key positions = storytelling drawing

Extremes = the most extreme poses in an animation

In-betweens = the drawings that fill in the action between the key positions and breakdowns

Breakdowns [illegible] drav[illegible] [illegible]efines [illegible]e action curve

i Export sprites as .png and export animations as .gif

i Dithering is a technique used to add depth and the illusion of additional colours with a limited colour palette

Game Obje[illegible]

Characters

the avatars that players control or interact with in the game world. They can be protagonists, enemies, non-playable characters (NPCs), or companions. Designing characters involves creating visual designs and animations, and defining their attributes, skills and behaviours.

Weapons

refers [illegible] can us[illegible] envir[illegible] firea[illegible] fantas[illegible] wi[illegible]

- Coins – Super Mario
- Exploding Barrels – [illegible]

Composition

Rule of thirds: An image is split into nine equal parts, where important elements should be positioned along these imaginary lines

Image

Cropping

R[illegible]oving unwanted outer a[illegible]as of a photograph

Scaling

Helps us to understand the size of an object when shown next to another object

Ma[illegible] la[illegible] a[illegible] crop[illegible]

Game Per[illegible]ve[illegible]

Isometric

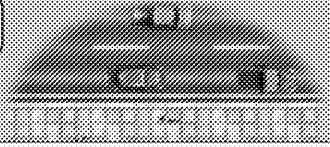
Simulates the appearance of 3D objects

© Nintendo 1996 Super Mario RPG: Legend of the Seven Stars

The isometric perspective in Super Mario aligns with Nintendo's artistic direction, emphasising colourful and whimsical visuals. The perspective allows for detailed character animations and creative level designs that blend seamlessly with the game's overall style.

Top-down

Offers an elevated viewpoint above the action



© DMA Design 1997 Grand Theft Auto

The top-down view in Grand Theft Auto granted players a heightened sense of navigational awareness. They could easily observe the layout of the city, plan routes and understand the spatial relationships between different locations. This perspective was particularly beneficial for plotting escape routes during police chases or planning elaborate heists, adding an additional layer of strategy to the gameplay.

Side-on

Moving from one end of a stage to the other

© Software [illegible]

The side-on p[illegible] fluid and dy[illegible] screen us[illegible] viewpoint emp[illegible] a vi[illegible]

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

9 POST-PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

Selecting and Importing

Footage

Consistency

- FORMAT → The way data is arranged logically within a file. Compatible file formats for video include: MP4, MPEG-2, DV, HDV and MOV files.
- FRAME RATE → Frame rate is the number of images shown per second in a vide[illegible] The standard frame rate for video is 24 images per seco[illegible]
- RESOLUTION → The size of an image is measured in [illegible] More [illegible] data contained in an image = [illegible] clea[illegible] images.
- ASPECT RATIO → The relationsh[illegible] width and its height. The inte[illegible] ratio is 16 : 9. However, an aspect [illegible] increasingly popular as more and [illegible] watch videos on mobile phones.

ROUGH EDITS are a good way to determine pacing of individual scenes

TRIMMING FOOTAGE can help to rem[illegible]

Audio

Consistency

- FORMAT → The way data is arranged lo[illegible] file. Compatible file formats for audio include: M[illegible] M4A, WAV and AIFF files.
- SAMPLE RATES → The units for sample rate are samples per second (sps) or hertz (Hz). The higher the sample rate, the better the quality.
- CHANNELS → Sound is separated into channels. You'll hear more depth to your music if you use two channels instead of one. An example of an audio channel is a microphone.
- BIT DEPTH → Determines how much information can be stored. Typical bit depths are 16 bit and 24 bit.

Removing silence from the beginning and end of audio files is known as **TOPPING AND TAILING**.

Increasing the volume of an audio track while decreasing the volume of another audio track at the same time is called **DUCKING**.

- Sequences
- Synchronising Audio & Video
- Motion Graphics
- Transitions

Effects

Adjustments

- Position → Portions of a shot (cut-outs) can be positioned on top of another shot so both images are shown at once. This is known as layering.
- Rotate → Used to remove errors, create angles / creative shots
- Scale → Changing the size of the video frame to match resolution
- Stabilise → Use to fix shaky video by removing unwanted moveme[illegible]

Time

- Speed up → Makes the clip play faster than the frame rate in which it was originally shot
- Slow down → Make[illegible] slow [illegible] rat[illegible] [illegible]ally shot
- Freez[illegible] [illegible]ally used to capture a moment in time
- [illegible]se → Footage that has been filmed is shown backwards for dramatic effect

[illegible]nsform

- Crop → Moving or adjusting the edges of a video clip
- Flip → *Vertical* – video appears upside down; *Horizontal* – mirror image of the original clip

Audio

- Reverb
- Equali[illegible]
- No[illegible]

Visual

- Co[illegible]tion → Adjusting the colour balance and overall appearance of a video or an image
- Distortion → Alters the shape or appearance of visuals to create surreal or otherworldly imagery

Motion Graphics

Motion graphics are animated visual elements used to enhance storytelling, convey information and engage the audience. **The BBC News programme**, a renowned news broadcasting service, effectively employs motion graphics to provide viewers with informative and visually captivating news presentations.

Information Visualisation: In the BBC News programme, motion graphics visualise complex information and data. Animated charts, graphs and infographics present statistics, trends and analysis concisely, so viewers can understand complex topics quickly.

Breaking News Alerts: The BBC uses animated banners, lower thirds or pop-up graphics to highlight headlines, so viewers are immediately aware of the latest developments.

Storytelling and Narrative Enhancement: Motion graphics are used to animate key points, quotes or significant events in a news story, reinforcing the narrative and increasing viewer engagement.

Visual Transitions: The BBC News [illegible] transitions between news segments [illegible] add professionalism [illegible]

Title Sequences and Introductions: [illegible] establish the programme's brand id[illegible] news prese[illegible]

Engaging Social Media Content: The B[illegible] its social media platforms to shar[illegible] engaging fo[illegible]

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

10 POST-PRODUCTION SKILLS & TECHNIQUES

Creating Page Layouts

Page size	the dimensions of the canvas on which the layout is created
Page numbering	essential for organising and navigating through a document
Tables	used to organise and present data in a structured manner
Bleed	the area around the edges of a document that extends beyond the final trim size
Columns and gutters	columns divide the page into multiple sections; gutters are the spaces between columns
Master pages	contain elements th[illegible] consistently [illegible] mu[illegible]le pag[illegible] [illegible]cum[illegible]
Margins	the empty spaces around the edges of a page layout
Text wrap	[illegible]ut te[illegible] [illegible]d to flow text [illegible]nd [illegible]g [illegible]or other objects
Frames	containers used to hold text, images or other content within a page layout
[illegible]an [illegible]delines	assist in aligning and positioning elements
Paths	used to create [illegible] shape[illegible] [illegible] out[illegible] [illegible]or te[illegible]
Facing pages	a layout style where two pages are viewed side by side
Aligning objects	e[illegible]ents [illegible] a page are precisely [illegible]elative to each other
Subheading	provides additional context or breaks down the content

Creating Visual Impact

Improve the personalism of your text by using words such as 'you' and 'your' rather than 'we' and 'our'

Masthead	The choice of **colour** and **font** weight will connect to the **genre** and **ideology** of a print media product
Coverlines	**Bold** and **italic** font styles emphasise text
Headlines	**Enigma codes** are used to encourage the reader to find out more
Straplines	**Concise** and **catchy** = MEMORABLE
Pull Quotes	Should catch the eye of the reader by offering a **strong visual contrast** to body text
Running Heads	A **navigation aid** in a print media product providing the reader with important information

Editing Text

Readability scores are a way to measure whether written informatio[illegible] likely to be **understood by the intended reader**

Readability → How easy is the text to read and understand? Font styles, colour[illegible] spacing [illegible]

Use of Language → Po[illegible]ive, Negative, Neutral, Emotional tone

Use of Colour → Colour can be used to emphasise an important statement

Use of Captions → [illegible]s images context:
- WHO
- WHAT
- WHERE
- WHEN
- WHY

Use of Space → **Positive space** = focal point / area of interest; **Negative space** = surrounding a focal point

ADDING TEXT
- Inserting text into [illegible]
- Linking text in c[illegible]
- Text on a li[illegible]
- Selecting fon[illegible]

Colour Techniques

Object Styles

Drop Caps

Layers

F[illegible]MATTING TEXT
- Text Alignment
- Font Enhancements

Visual Hierarchy

White Space

Design Aspects: Readable.com

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

11 POST-PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

Using Web Design Software

CSS styling

Text | Tables | Links

Colour has a significant impact on the visual appeal of a website. Thoughtfully chosen colours can create an inviting and aesthetically pleasing design that attracts and engages users. Colours, [illegible] the [illegible] contribute to the [illegible] atmosphere of the website.

Variety keeps the game fresh and **exciting**, offering new challenges and experiences for players

Facilitates social and multiplayer **interactions**

Helps [illegible] **under** the **mec**

Setting up a site

BOOTSTRAP

A responsive framework is a collection of pre-designed and pre-built HTML, CSS and JavaScript components and templates to save time and effort, including:

- **Responsive grid system** to create flexible layouts that automatically adapt to different screen sizes (base[illegible] 2-column layout to position content)
- **Pre-designed components** such as [illegible] buttons, forms, mod[illegible] carousels
- Ensure **consiste**[illegible]
- Create **visually ap**[illegible]

Hyperlinks | Tables | Links

Site navigation

Larger **font sizes** enhance readability, making it easier for visitors to read the content without straining their eyes. It accommodates users with varying visual abilities, including those with vision impairments, or older individuals who may have difficulty reading small text.

Designing Us[illegible]

- Navigation
- Drop-down Lists
- Tooltips
- Modal Windows

Using Game Engines

Animation — Sprites | Models | Objects

Physics — Gravity | Collision | Detection | Rotation and revolution | Speed of objects

Rendering Graphics — Lighting effects | Shadow | Bump maps | Blending animation

Sound — Sound effects | Music | Voice-overs

Both **poly and pixel counts** are important considerations in computer graphics, as they impact the level of detail, visual fidelity, and performance in 3D models and images.

Importing Assets: refers to the process of bringing external resources, such as 3D models, textures, audio files and animations, into the game engine. These assets are essential for creating the game's visual and auditory elements.
Level Maps: also known as game levels or scenes, represent the environments in which gameplay occurs. They are the virtual spaces where players interact with the game world.
Lighting: game engines offer various lighting systems, such as real-time dynamic lighting, global illumination and light baking. These lighting techniques create realistic and immersive environments by simulating how light interacts with objects and surfaces.

Interactive Features

Character controllers | Pickups | Scripts | [illegible] | Actions | Buttons

Multimedia Content — Elements such as **images, videos, [illegible]ips** and **animations** enhance [illegible] content to life, p[illegible] and [illegible] information.

Hyperlinks and Navigation — [illegible]nks [illegible] interactive navigation features [illegible] **readers to explore content further**. [illegible]s can direct readers to related articles, [illegible]xternal websites or additional resources, expanding the depth of information and encouraging further engagement.

Embedded Forms and Calls to Action — Interactive magazines may include embedded forms or calls to action to **collect reader information**, such as **subscriptions, newsletter sign-ups** or **contest entries**. These elements serve the purpose of audience engagement and lead generation.

Scrollable Effects — Interactive magazines often utilise scrollable effects and parallax scrolling to create a **sense of depth** and **interactivity**. These effects can be applied to backgrounds, images or other visual elements, enhancing the overall visual experience and adding a layer of interaction as readers scroll through the content.

Adding Interactivity in Games

Social Sharing and Commenting — Interactive magazines may incorporate social sharing buttons or features that enable readers to **share articles** or **specific content on social media platforms**. Additionally, commenting features allow readers to provide **feedback, engage in discussions** and **interact with other readers**.

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

12 REVIEW OF PROGRESS & DEVELOPMENT

1 Quality

In films, this is known as production values

How well a media product satisfies audience needs and serves its purpose

2 Amount

A website should have a minimum of 200 to a maximum of 1000 words per page

A film trailer is typically between 30 seconds and 2 minutes

The average session length for mobile games is 4–5 minutes

Magazines can range from 3[illegible] 216 pages. The fro[illegible] cov[illegible] count as 4 [illegible]ges. [illegible] maga[illegible] count [illegible] alwa[illegible] [illegible]sible by 4.

How much content is available

3 Relevance

How much of the conte[illegible] useful / important to [illegible] audience to enjoy th[illegible] media product

FILM

Reviewing ensures the product will be received by the audi[illegible] producer intends it to be. It enables the producer t[illegible] required before distribution. Content to check i[illegible]

- **Test screening** – deter[illegible]n of [illegible], identify scenes the audience like the [illegible]st, [illegible]ents such as characters, settings, music, pace, [illegible]nd ending.
- **Audio quality checks** – [illegible]t shot with dialogue and listen back to the recording to ens[illegible]udio quality is what you want it to be. If it isn't, you may need to consider alternative equipment or location.

[illegible]wing ensures the product upholds a publication's credibility and mee[illegible] before publication. Content to check includes:

- **Text styles** – check the font styles used throughout; are you using a cons[illegible]
- **Column alignment** – are you using justified alignment to create symmetry[illegible]
- **Image resolution** – are the images used of high quality (i.e. they do not p[illegible] printing images.
- **Pagination** – are the pages numbered chronologically so users can navig[illegible]
- **Spelling and grammar** – has the media product gone through a spell che[illegible] credibility.
- **Trim marks** (also known as crop marks) – have you selected 'add trim ma[illegible] the printer where to cut.

Reviewing Content by Media Product

WEBSITE

Reviewing ensures the product works as it was intended by the producer before distribution.
Content to check includes:

- **Copy** – has the media product gone through a spell check and grammar program such as Grammarly.com? Proofreading can be advantageous in ensuring credibility.
- **Images** – are the images used of high quality and do they have alt tags (i.e. they do not pixelate and are clear to see)? Standard resolution for web images is 72 ppi.
- **SEO** – have you used keywords in your page titles / meta description / H1 text / web page content?
- **Security** – is the website hosted on a secure domain, and does it have an SSL certificate?
- **Hyperlinks** – are all clickable links working (i.e. none are broken)? Use a link checker such as validator.w3.org/checklink to look for issues/errors that can be fixed.
- **Page speed** – how quickly does content load on your website? Carry out a website speed test at webpagetest.org

Reviewing ensures the [illegible]

- **Functionality testing** [illegible] audio issues, progres[illegible]
- **Clean room testing** [illegible]
- **Tree testing** – used t[illegible]
- **Play testing** – do a ru[illegible] is released – for exam[illegible]
- **Compatibility testing** [illegible]

Techniques to improve accuracy and accessibility

According to moviemistakes.com *The Simpsons* has the most TV mistakes of all time

		Why Use It?
Proofreading	Carefully checking for errors in a text before publishing	Improves quality and eliminates mistakes
Walk-through	A demonstration or an explanation that details each stage	Identifies are[illegible] streng[illegible]ess [illegible]
Technical Review	[illegible]er	[illegible]chnical concepts [illegible] used correctly
Inspection	[illegible]nation to [illegible] everything is correct	Prevents 'defective' media products from reaching audiences and damaging credibility

Five Types of Continuity

1. Continuity of information
2. Continuity of look
3. Continuity of action
4. Continuity of movement
5. Conventional continuity

⇒ Cameras or other film equipment caught in reflections
⇒ Objects disappearing and reappearing from the scene
⇒ Actor's eyelines not matching between shots
⇒ Actors using different physical movements from shot to shot

Ongoing Review of Pro[illegible]ss

Refine work an[illegible] de[illegible]ns th[illegible]ugh:

- **applic[illegible]tion [illegible] skill[illegible] [illegible]niques**
- **a[illegible]/us[illegible] [illegible]back**
- **[illegible]g strengths and areas of development**

[illegible]estions to ask yourself:
What's going well?
What's not working?
What tools are helping you right now?
What does success look like?

What do I want to learn?	What do I have to do?	What support and [illegible] do I need?	How will I [illegible]	Target [illegible]

Plan and document yo[illegible] personal developme[illegible]

Evidence progress and improvements

User testing is a us[illegible] method to improve th[illegible] experience

Reflect on the progress mad[illegible] and the skills, experience an[illegible] knowledge gained, and what [illegible] still needs to be developed

Conducting functionality and usability for digital media products

A docu[illegible] during a [illegible] run at [illegible] continue to [illegible] into a [illegible]

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

1 MEDIA PRE-PRODUCTION PROCESSES & PRAC

Media Research

Complete the mind map below with further reasons why we complete research.

Identify trends and patterns in audiences' media consumption to better understand audience needs

+ In-depth interviews
+ Secondary research
+ Textual analysis
+ Focus groups
+ Observations

Media Research Purposes

1 2 3

Give two more reasons for qualitative research.

to u... ...ing
con...er habits

1 2 3

Ethnographic Research | Narrative Research | Case Study Research | Phenomenological Research

Observing a group of people watching a film

Interviewing a gamer on their personal experience of a particular video game

Using the example of *The Independent* as a subject to understand why newspapers transition to online only

Investigating the social media phenomenon

Define the different types of qualitative research above.

Give two reasons for quantitative research.

Relates to numerical data

1 2 3

Examples
+ Surveys
+ Online pol...

Descriptive Research | Survey Research | Correlational Research | Experim... ...sea...

Tracking changes in social attitudes towards immigration before and after major political events

...s a series of ...their media ...sage

Exploring the relationship between media usage and personal opinion on climate change

Carrying out a study on the impact of a TV advertisement

Define the different types of quantitative research above.

External dark and rainy streets has connotations of loneliness and sadness

The type of locations you use will influence the atmosphere /mood/tone

Vast landscapes create a sense of desolation

Generating

Audio / Moving Image
+ narratives and storylines
+ synopsis
+ dialogue

Print Media
+ visual appearance
+ content outline

Interactive Media
+ game rules
+ game levels
+ game scoring systems
+ game controls
+ interactivity

Idea Evaluation Mat...

Reviewing Ideas

Practical Ex...

Audio / Moving Im...

Developing Ideas

Content

Scenes | Episodes | Narrative | Timeline | Levels

Structure

Storylines | Characters | Features | Gameplay

Stages of Idea Development

Inspiration | Incubation | Illumination | Implementation

Create prototypes to explore your ideas, e.g. sketches and walk-throughs

Stylistic

Photogr...

Give examples of how you might create atmosphere/tone/mood using the techniques listed.

INSPECTION COPY

INSPECTION COPY

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

2 PRE-PRODUCTION SKILLS & TECHNIQUES

© Zi

Complete definitions and benefits of audio / moving image media pre-production techniques.

	Definition	Benefit	Example	Techniques
Storyboard			zzed.uk/12361-storyboards	+ Selecting ***shot types*** + Sketching ***character outlines*** + Filling out ***background details*** (wher background is important in the shot dding ***transitions*** dding arrows for ***character motion*** ***amera movement*** dding key information on the ***sound*** / types of ***sound*** used in the shot
Screenplay / Story Treatment			zzed.uk/12361-screenplays	**Three-part structure** = A model used to divide a story into three parts (the set-up, the confrontation, and the resolution)
Shot List			zzed.uk/12361-shotlist	Ensuring camera shots in a pro sequentially by shot number a accompanying shot description information such as: ⇒ shot location ⇒ shot type ⇒ framing ⇒ angle ⇒ camera movement ⇒ equipment required
Audio Script			zzed.uk/12361-scripts	+ Types of audio used, e.g. narrati effects, music + Writing scripted segments (stor + Writing script outlines for a hos + Scripting topics (main point / su point and supporting informati + Writing (short, open, direct) que for an interviewee + Adding timings and cues + Communicating the setting/loca

Essential Elements in a Script for Conversational Audio Products

Es... Script for Storytelling Audio Products

Question types

Timing

Communicate

Timing and cues

Give examples of open, direct and ...ques

+Open:
+Direct:
+Closed:

+Main point
+Supporting point
+Supporting information

+Setting
+Location
+Mood

+Use of sound
+Sound effects

e.g. podcasts

e.g. radio dramas

Qualities of good storytelling

List three qualities of good storytelling.

INSPECTION COPY

INSPECTION COPY

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

3 PRE-PRODUCTION SKILLS & TECHNIQUES

Complete definitions and benefits of print media pre-production techniques.

	Definition	Benefit	Example	Techniques
Mood Board				Various images, textures, colou other visual elements are coll and assembled on a board or canvas called a **collage** to cre cohesive representation of desired mood, style or theme design project. Collages he designers and creatives visuali communicate the overall aes direction before starting the design process.
House Style			zzed.uk/12361-house-style	A **style guide** is a comprehe document that outlines the rules, guidelines and stand maintain consistency in v design, typography, colour language and overall bra elements across all materi communications, presen professional image to the a
Page Mock-up			zzed.uk/12361-mockups	**Wireframing** helps designers to layout and flow of information getting distracted by visual de helping them focus on the ove experience and content organ Designers create a basic repres of a page layout, using simple and placeholders to outline the and placement of elements suc images and buttons.
Thumbnails and Sketches			zzed.uk/12361-thumbnails	In **rapid ideation**, desig quickly generate multiple scale and rough thumb sketches to explore var design concepts, compos and layout possibiliti
Style Tiles			zzed.uk/12361-style-tiles	**Visual mood boards** sho different design elements colour palettes, typogr choices, textures and gr styles without presenting layout or content, oft showcasing various de options quickly.

Identify the techniques used in print media products?

- Colour Scheme
- Textures
- Fonts
- Illustrations
- Iconography
- Annotations

INSPECTION COPY

COPYRIGHT PROTECTED

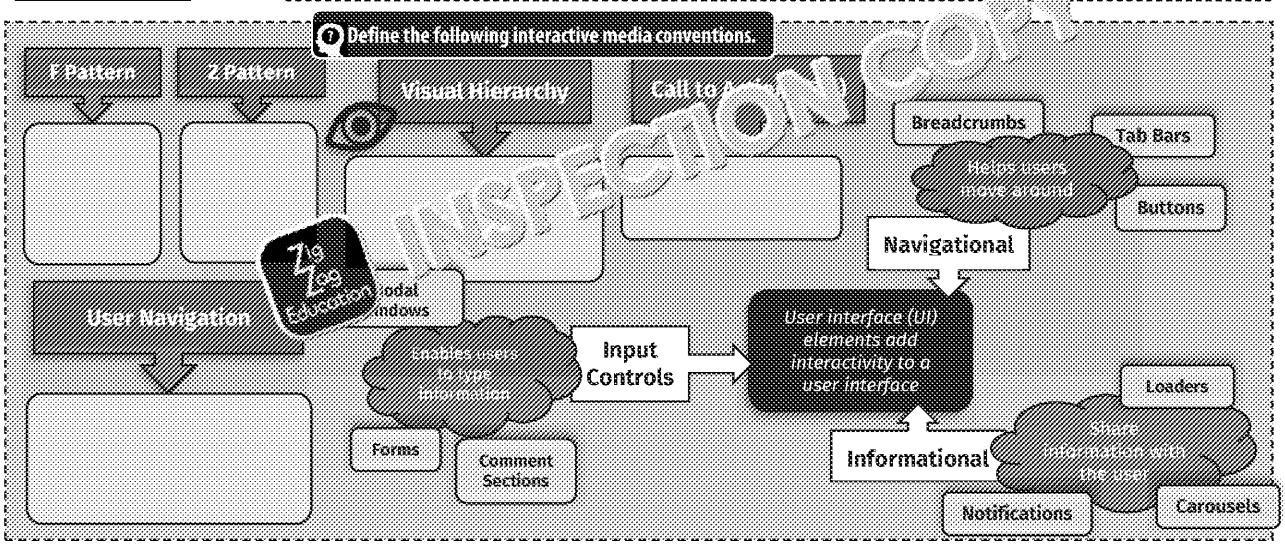
Zig Zag Education

4 PRE-PRODUCTION SKILLS & TECHNIQUES

Complete definitions and benefits of interactive media pre-production techniques.

	Definition	Benefit	Example	Techniques
Wireframe			zzed.uk/12361-wireframes	**Low-fidelity wireframes** are basic and simplified wireframes using simple shapes, placeholders and grayscale elements to outline the layout and structure of a web page or an application.
Structure Chart			zzed.uk/12361-structure-charts	**Hierarchical organisation** is a visual representation of the content hierarchy and relationships within a website or an application, outlining the main sections, subsections and their connections, showing user navigation or flow of information.
Game Design Document			zzed.uk/12361-game-design-doc	**Game mechanics description** includes detailed explanations of the core gameplay mechanics, rules and interactions that drive the game, such as character abilities, item usage, scoring systems and win/loss conditions.
Storyboard			zzed.uk/12361-storyboards-2	**Sequential sketching** is a series of rough sketches or illustrations that represent the key moments and scenes of a story or an animation, acting as a blueprint for the final production.

Define the following interactive media conventions.



INSPECTION COPY
COPYRIGHT PROTECTED
Zig Zag Education

5 MEDIA PRODUCTION & POST-PRODUCTION PR

Audio / Moving Image

Pre-production	Production	Post-production

List aspects of the production workflows for each media form, using the headings 'pre-production', 'produ... ...tio

Gantt ch... to keep tr... ...ti... fr... ...ant ...s also ... key tasks and ...thin a production.

Audio normalisation can be used to change the levels of audio tracks to ensure they are as loud as possible.

Identifying and ordering tasks is an important pre-production activity because it helps create **a clear roadmap and efficient workflow**, ensuring that all **necessary steps** are accounted for and completed in a logical and organised manner during the production process.

Print Media

Pre-production	Production	Post-production

The recommended **image resolution** size when exporting for web is 2400 × 1600 px

Scrum Framework
Sprints comprise five phases:
① Emphasi...
③ ...
...otype
⑤ Test

Monitoring progress is an important activity throughout the entire production process because it allows for timely adjustments, identifies potential issues, and ensures that the project stays on track to meet deadlines and quality standards.

Interactive Media

Pre-production	Production	Post-production

Two of the most important factors affecting **digital audio quality** are sample rate and bit depth. The industry standard for sample rate is 44.1 kHz, whereas bit depth varies between 16, 24 or 32 bits.

Production Workflows

Co... di...

Prod...

De...

Compr... Techn...

Digital... are o... compr... to re... their ...

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

6 PRODUCTION SKILLS & TECHNIQUES

© ZigZag

Shooting Video in Different Locations

Before shooting, production teams will look for interesting places that work well with the storylines. Backgrounds and natural lighting also determine which locations would work best for different scenes.

Sound stages are typically soundproof buildings or rooms used to produce audio /moving image content such as film, television and radio.

Shooting on location has many advantages including creating a believable world and authenticity.

Websites such as film-locations.co... help producers scout locat...

Shooting Interior:

Preparation:
Camera settings:
Stabilisation:
Composition:
Sound:

Consider how best to shoot interior, exterior and transport locations.

Shooting Exterior:

Weather considerations:
Natural light:
Movement:
Safety:
Audio:

Dynamic shots:
Interior and ...
Foc...
N...
Sa... permits:

Shot Compos...

Shot Type

Composition

Angles

Cutaways

Production Des...

Colour

Sets

Props

Blocking

Costumes

Define the following aspects of production design.

Lighting Techniques

Soft Lighting

Hard Lighting

Natural Lighting

Three-point Lighting

Describe the effects of the lighting techniques below.

Recording Au...

Sounds depend a lot on the acoustic properties of the materials in a space, e.g. ceiling height, furniture choices.

Directional microphones can be used to reduce ambient noises which can interfere with dialogue and other audio elements.

Give an overview of the process of recording audio.

Jurassic Park (1993)

Ice-cream cones were used to create the sound of dinosaur eggs hatching.

Creating Audio

Types of Microphones:

- Noise-cancelling
- Handheld
- Direct connected
- Boundary
- Radio
- Preferred

Inside Out (2015)

The action of crabs walking on sand was used to create the sound of the world inside the little girl's mind.

...he k... steps in creating audio.

Provide definitions for the terms below.

→ Ambient sound –

→ Sound effects –

→ Voice-overs –

To prevent **audio distortion** when recording audio, recording levels should be between -12 and -6 decibels.

Complete the boxes belo...

Slow pan → Follo...

Whip pan →

Tilt →

Steadicam →

Zoom →

Crane →

INSPECTION COPY

INSPECTION COPY

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

7 PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

Taking Photographs

Provide definitions for the terms below.

Composition | Angle | Lighting | Depth of Field

Rule of Thirds

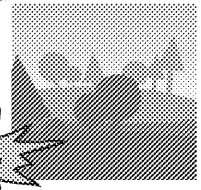
High

Low

CAN
CRE

High-key

Low-key



Describe the image editing techniques.

Image Editing

Cropping

Other forms include:
+healing
+cloning
+content aware fill
+dodge and burn

Used to create better image compositions

Scaling

A very low or very high perspective will often influence our perception of scale

Resizing

When an image is resized, its pixel information changes

Creating Graphics

Add and format text

Tracing hand-drawn sketches

Drawing lines

Layer management

Drawing paths

End points

Anchor points

Direction points

Drawing tools

Transforming objects

Design principles

Writing and Ec

Mode of Address

The model on
front cover o
magazine lo
directly at t
audience

Persuasive Devices

Three
are u
Stc

Use grammar checker tools such as Grammarly

Accuracy

Voc
Sp
Gr
Punc
Flow/Fluc
Le

Maintain audience interest through:
⇒ quotations
⇒ facts
⇒ statistics

Hook the au
most
a story

Copy should
to unders
ambiguity
words that

INSPECTION COPY

COPYRIGHT PROTECTED

ZigZag Education

8 PRODUCTION SKILLS & TECHNIQUES

Creating Assets

Define the terms below and state the effects they have on interactive media.

2D

Flat graphics that can be either a static image or an animated graphic included in the overall game world, moving independently of the game's environment

- Sprites
- Environments and terrain
- GUI

3D

Uses three-dimensional graphics, such as objects, textures or models, to create a more realistic and immersive environment

- Objects
- Textures
- Models

EXAMPLES

+ USER INTERFACE ICONS
+ CHARACTERS
+ GAME BACKGROUNDS

Dithering is a technique used to add depth and the illusion of additional colours with a limited colour palette

Fill in the missing terms.

..... = storytelling drawing

..... = the drawing that defines the action curve

..... = the most extreme poses in an animation

..... = the drawings that fill in the action between the key positions and breakdowns

Export sprites as .png and animations

Game Objects

Colour ... It's good practice ... area of saturation ... game. Use a colour ... create a ...

- Characters
- Weapons

- Coins – Super Mario
- Exploding Barrels – ...

Composition

Define the image editing techniques.

Image

- Cropping
- Scaling

Game Perspective

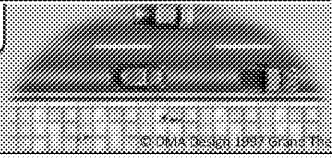
Analyse how the video games pictured below use game perspective.

Isometric

Simulates the appearance of 3D objects

Top-down

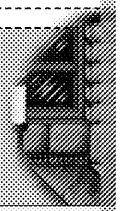
Offers an elevated viewpoint above the action



© Nintendo 1996 Super Mario RPG: Legend of the Seven Stars

Side-on

Moving from one end of a stage to the other



© DMA Design 1997 Grand Theft Auto

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

9 POST-PRODUCTION SKILLS & TECHNIQUES

Provide definitions below.

Selecting and Importing

Footage

Consistency

- FORMAT
- FRAME RATE
- RESOLUTION
- ASPECT RATIO

ROUGH EDITS are a good way to determine pacing of individual scenes

TRIMMING FOOTAGE can help to remo... ...ary c...

Audio

Consistency

- FORMAT
- SAMPLE RATES
- CHANNELS
- BIT DEPTH

Removing silence from the beginning and end of audio files is known as **TOPPING AND TAILING**.

Increasing the volume of an audio track while decreasing the volume of another audio track at the same time is called **DUCKING**.

Complete the boxes belo...

- Sequences
- Synchronising Audio & Video
- Motion Graphics
- Transitions

Provide definitions below.

Adjustments

- Position
- Rotate
- Scale
- Stabilise

Time

- Speed up
- Slow down
- Freez... ...e
- ...se

Effects

- ...sform
- Crop
- Flip

Audio

- Reverb
- Equali...
- No...

Visual

- Co... ...tion
- Distortion

Motion Graphics

How does the BBC News programme use the following examples of motion graphics to convey information and engage the audience?

Information Visualisation:

Breaking News Alerts:

Storytelling and Narrative Enhancement:

Visual Transitions:

Title Sequences and Introductions:

Engaging Social Media Content:

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

10 POST-PRODUCTION SKILLS & TECHNIQUES

Creating Page Layouts

Provide definitions below.

- Page size
- Page numbering
- Tables
- Bleed
- Columns and gutters
- Master pages
- Margins
- Text wrap
- Frames
- Facing pages
- Paths
- Subheadings
- Aligning objects

Creating Visual Impact

Improve the personalism of your text by using words such as 'you' and 'your' rather than 'we' and 'our'

- **Masthead**
- **Straplines**
- **Pull Quotes**
- **Coverlines**
- **Running Heads**
- **Headlines**

How do each of the above create visual impact?

Editing Text

What is meant by 'readability'?

- **Readability**
- **Use of Language**
  - Positive
  - Negative
  - Neutral
  - Emotional tone
- **Use of Captions**
  - s images context:
  - WHO
  - WHAT
  - WHERE
  - WHEN
  - WHY
- **Use of Colour** → Colour can be used to emphasise an important statement
- **Use of Space**
  - **Positive space** = focal point / area of interest
  - **Negative space** = surrounding a focal point

ADDING TEXT

- Inserting text into
- Linking text in c
- Text on a li
- Selecting for

Fill in the missing terms.

FORMATTING TEXT

- Text Alignment
- Font Enhancements

Design Aspects:

- Readable.com

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

11 POST-PRODUCTION SKILLS & TECHNIQUES

© ZigZag Education, 2023

Using Web Design Software

CSS styling

Text | Tables | Links

BOOTSTRAP

A responsive framework is a collection of pre-designed and pre-built HTML, CSS and JavaScript components and templates to save time and effort, including:

- **Responsive grid system** to create flexible layouts that automatically adapt to different screen sizes (base… 2-column layout to position content)
- **Pre-designed components** such as nav… plus buttons, forms, mod… ge s… ad carousels
- Ensure **consiste…** el
- Create **visually ap…** gns

Setting up a site

Why is colour important to the visual appeal of a website?

Tables | Links | Hyperlinks

Site navigation

Why might larger font sizes be important in web design?

Using Game Engines

Animation — Sprites | Models | Objects

Physics — Gravity | Collision | Detection | Rotation and revolution | Speed of objects

Rendering Graphics — Lighting effects | Shadow | Bump maps | Blending animation

Sound — Sound effects | Music | Voice-overs

Both **poly and pixel counts** are important considerations in computer graphics, as they impact the level of detail, visual fidelity, and performance in 3D models and images.

Importing Assets: refers to the process of bringing external resources, such as 3D models, textures, audio files and animations, into the game engine. These assets are essential for creating the game's visual and auditory elements.
Level Maps: also known as game levels or scenes, represent the environments in which gameplay occurs. They are the virtual spaces where players interact with the game world.
Lighting: game engines offer various lighting systems, such as real-time dynamic lighting, global illumination and light baking. These lighting techniques create realistic and immersive environments by simulating how light interacts with objects and surfaces.

Interactive Features

Character controllers | Pickups | Scripts | gge… | rs | Actions | Buttons

Adding Interactivity in Games

Multimedia Content

Hypertinks and Navigation

Embedded Forms and Calls to Action

Scrollable Effects

Social Sharing and Commenting

Describe the interactive features listed above.

Designing Us…

Variety keeps the game fres… and exciting, offering new challenges and experiences f… players

…acilitates social and multiplayer interactions

Helps… und… the mec…

Navigation

Drop-down Lists

Tooltips

Modal Windows

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education

12 REVIEW OF PROGRESS & DEVELOPMENT

1 Quality

In films, this is known as production values

2 Amount

A website should have a minimum of 200 to a maximum of 1000 words per page

A film trailer is typically between 30 seconds and 2 minutes

The average session length for mobile games is 4–5 minutes

Magazines can range from 32 [illegible] pages. The front and [illegible] 4 pages. The [illegible] page [illegible]

3 Relevance

Define the terms above.

Why do we review content?

FILM

Reviewing Content by Media Product

WEBSITE

Techniques to improve accuracy and accessibility

Provide the missing techniques.

- Carefully checking for errors in a text before publishing
- A demonstration or an explanation that details each stage
- [illegible]
- [illegible]nation to [illegible] everything is correct

According to moviemistakes.com *The Simpsons* has the most TV mistakes of all time

Why Use It?

Improves quality and eliminates mistakes

Identifies are[illegible] strengt[illegible]ess [illegible]

[illegible]chnical concepts [illegible] used correctly

Prevents 'defective' media products from reaching audiences and damaging credibility

List the 5 types of continuity.

1
2
3
4
5

⇒ Cameras or other film equipment caught in reflections
⇒ Objects disappearing and reappearing from the scene
⇒ Actor's eyelines not matching between shots
⇒ Actors using different physical movements from shot to shot

Ongoing Review of Progress

Refine work an[illegible] de[illegible]ns th[illegible]ugh:
+ applic[illegible]tion [illegible] skill[illegible] [illegible]niques
+ a[illegible]/u[illegible] [illegible]back
+ [illegible]g strengths and areas of development

[illegible]estions to ask yourself:
What's going well?
What's not working?
What tools are helping you right now?
What does success look like?

What is it?	What is it?	What happens [illegible]	What will it [illegible]	Target [illegible]

Evidence progress and improvements

Plan and document yo[illegible] personal developme[illegible]

Reflect on the progress mad[illegible] and the skills, experience an[illegible] knowledge gained, and what [illegible] still needs to be developed

User testing is a us[illegible] method to improve th[illegible] experience

Conducting functionality and usability for digital media products

INSPECTION COPY

COPYRIGHT PROTECTED

Zig Zag Education