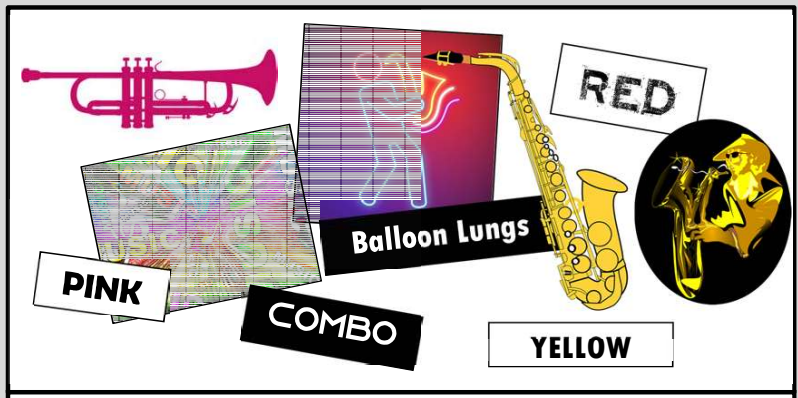
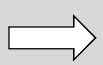


1

Mood Boards



This mood board has been designed to inspire the poster for a live jazz concert. The music is highly upbeat and experimental, and the concert is aimed at a demographic of 18–30-year-olds

A collage of existing images, sketches or illustrations designed to offer inspiration in the early stages of a creative project

Mood boards are...

- ... **NOT** designed to accurately show how the final project will look!
- ... **NOT** entered into the public domain. They are designed solely for direct members of the organisation to see.
- ... **NOT** limited in terms of structure.
- ... **NOT** affected by copyright laws

Physical mood board

Produced on a notice board, card, A3 paper, foam board, etc. Materials are stuck to it.

- These can include...**
- Plastics
 - Fabrics
 - Touchable materials
 - Layered textures

Digital mood board

Produced using a software application. Supports graphics, images and text.

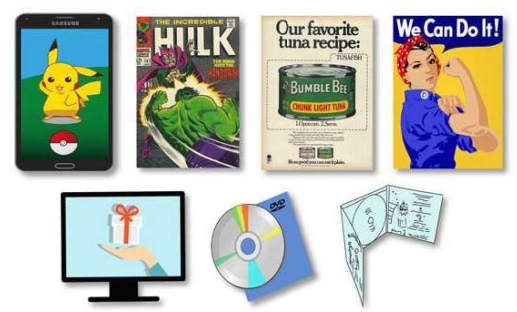
- These can include...**
- Video links
 - Sound clips
 - HTML links
 - GIFs

What can go on any mood board?

- Images from existing products
- Photographs
- Existing logos
- Print adverts
- Colours
- Relevant keywords
- Fonts
- Diagrams

Visualisation Diagrams

Appropriate for planning a range of iMedia products...



They can contain...

- Logos
- Images
- Copyright symbols
- Fonts
- Colour scheme
- Dimensions

Annotations: notes, comments and points of analysis written on a pre-production document

House style: allows media producers to maintain consistent tone and presentation across all forms of written, illustrated and audiovisual communication

Dimensions: form of measurement in which length, width and height are analysed to establish the shape and size of a product
See example of how dimensions should be written →



Dimensions of DVD box set
↓
19 cm (height) x 5 cm (width) x 13 cm

THE SOLAR EXPLORER

Issue number: 143
All ages

99p

© Brain Explorers

Note to graphic designer:
Lead character should have a bright yellow glow around her, hinting at superhuman powers

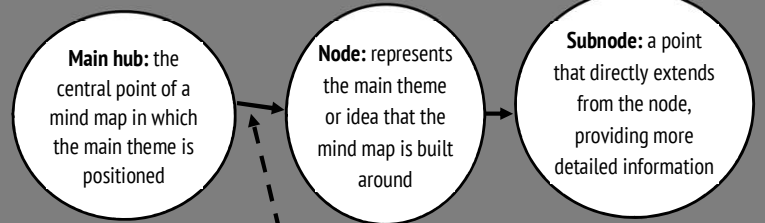
BONUS FEATURES!
• POSTERS
• ACTIVITY PAGES
• GET IN TOUCH!

AZONIX

Orange	Black
Red	Blue

Mind Maps

These can be used to plan ideas for any kind of media product!



Branch: a line used to connect the node to a hub / a subnode to a node

What is their purpose?

Mood boards

- Captures 'feel' of the product
- Informs creators of similar existing products
- Inspires creative thinking
- Focuses design process
- Allows client to understand style and tone of the product

Visualisation diagrams

- Useful for sharing ideas with graphic designer
- Works as initial draft
- Keeps client in the loop
- Offers detailed final design
- Provides proofread version that can be adapted later

Mind maps

- Documents initial ideas clearly
- Connections can be made between related ideas
- Useful format for memory retention
- Ideas are jotted down as they come to mind – enables creative thinking

2 Scripts

Audiovisual media is highly collaborative. Actors, the director, camera operators, lighting operators, sound operators and editors will all need to use it, so make sure it is clear!

Scene heading	<ul style="list-style-type: none"> Establishes the setting and technical info States whether the scene is set indoors or outdoors, the location and time of day Sometimes called the slugline
Typography	<ul style="list-style-type: none"> Most professional screenplays tend to be written in Courier 12 font
Parenthetical	<ul style="list-style-type: none"> Clarifies tone, emotion and volume of dialogue Always presented in brackets (parentheses)
Dialogue	<ul style="list-style-type: none"> Anything the characters/actors say Positioned directly below character names
Transition	<ul style="list-style-type: none"> The editing technique which takes us to the next scene
Narrator	<ul style="list-style-type: none"> An offscreen voice describing or providing context for what is happening onscreen Often used in adverts and documentaries
Character cues	<ul style="list-style-type: none"> Reveals additional character information, e.g. VO (voice-over) means the character speaking is not on screen

Good to Know...

- INT.** An abbreviation for interior (scene takes place indoors)
EXT. An abbreviation for exterior (scene takes place outdoors)

Types of Sound



Dialogue

Sound effects

Ambient noise

Music

Diegetic sound can be heard by the characters

Non-diegetic sound can be heard by the audience only. It is added in post-production.

Displayed below is a script extract for a public service advertisement designed to discourage underage children from drinking

Scene heading

INT. ROTTING TOOL SHED - AFTERNOON **SFX (sound effects)**

SFX: A heart beating. This gradually increases in tempo, slowly increasing the intensity of the scene.

Extreme close-up of a dartboard. The sound of heavy breathing. Gradual zoom-out slowly revealing EDDIE, a 16-year-old boy who is holding up the dartboard.

Shot type

Dialogue

EDDIE
Mate, I don't know about this

A rapid 180° panning shot reveals Eddie's friend HARVEY. Harvey holds a half-drunk bottle of vodka in one hand and a hammer in the other.

Parenthetical

HARVEY
What do you mean you don't know?

EDDIE
I don't know if I can do this.

HARVEY (O.S.)
(Casually) Come on Eddie, you said you were gonna do it, you can't back out now!

Close-up of Harvey's face as he takes another gulp of vodka.

Character name

EDDIE
Yeah but I didn't know it was gonna be so...

HARVEY (O.S.)
Just quit being a wuss and stay still! Stay still Eddie!

Camera movement

SFX: The sound of the heart beating reaches fever pitch, drowning out all other noise.

As Harvey holds up the hammer, the camera slowly pans back round to Eddie holding the dartboard.

Gradual zoom-in culminating in a close-up of Eddie's face. He's sweating, petrified. He closes his eyes and takes a deep breath.

Transition → **CUT TO:**

EXT. EDDIE'S BACK GARDEN - MORNING

Wide shot of Eddie's baby sister playing in a sandpit. The tool shed is visible in the background. We hear Eddie crying out in pain.

Character cue

NARRATOR (VO)
Eddie was lucky but not everyone is. Don't drink before you're ready...

Scripts are appropriate pre-production documents for basically all forms of audiovisual media



Films



Radio segments



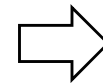
Computer games

SPECIAL OFFER

Video advertisements

The Importance of Formatting

- Clients will always expect production companies to format their scripts in a recognisable style.
- Notice from the example (see left) how character names and dialogue are **indented**.
- Scene headings, descriptions and action lines traditionally line up with the **left-hand** margin.
- Scene Transitions are traditionally displayed working backwards from the **right-hand** margin.



The Purpose of a Script

- Allows actors to learn their lines and know when to say them
- Specifies who is required for each scene, e.g. which actors
- Informs the camera operator of which shots and camera manoeuvres should come at which point
- Specifies the locations where filming should take place
- Provides stage directions for actors and the production crew
- Enables the editor to arrange shots together in a way that makes sense and follows the original brief

Action paragraphs shouldn't exceed **five lines**. This general rule stops the reader from getting bored.

Any script should feature an **effective balance** of short sentences and longer sentences to keep the reader engaged.

Four Tips for Writing Scripts!

Action lines should always be written in the **present tense**. *Joe leaps to catch the ball* is far more exciting for a client to read than *Joe leapt for the ball*.

For radio scripts, it can be useful to clarify when **breaths** and **pauses** should be taken.

3

STORYBOARDS



Storyboards capture the way in which scenes flow from one to the other.
Visualisation diagrams are designed to show what a static image will look like in detail.

USEFUL CAMERA MOVEMENTS TO KNOW...

Tilt: when the camera remains stationary but rotates on a vertical axis

Pan: when the camera remains stationary but rotates on a horizontal axis

Zoom: a technique used to magnify focus on a subject within a single shot

Track: when the camera moves in conjunction with a person or subject in order to keep it in the frame. The camera is positioned to the side of the action.

Dolly: when the camera moves in conjunction with a person or subject in order to keep it in the frame. The camera is positioned behind or in front of the action.

			Images
Shot type	Shot 1 (6 seconds)	Shot 2 (11 seconds)	Shot length
	Fade-up, EXT. Market Street, dawn	INT. Lord Bumble's bedroom, dawn	Location
Actions	Long shot , tracking shot, a young boy teaching Lucy how to dance, camera follows them as they wander through Market Street. Cut to...	Medium close-up, Lucy's father disapprovingly watching the children from his window. Slow zoom-in culminating in a close-up. Cut to...	Movement
Dialogue	Boy: Just raise your knees up like this! Don't worry so much about it! Lucy: Have you seen how stupid you look?	SFX: Same noises but muffled now that we are inside; high-pitched string music seeps in	Transition
Sound effects	SFX: Marketplace ambience; people shouting from their stalls; live street music		

- ### STORYBOARDS ARE USED FOR...
- Film
 - Computer games
 - Digital advertisement
 - Video advertisement
 - Multimedia products
 - Music videos
 - Comic books
 - Television

THE PURPOSE OF A STORYBOARD

- Illustrates what individual images will look like in a piece of audiovisual media
- Illustrates how individual shots should flow into one another
- Illustrates what a sequence of actions/movements will look like using graphics
- Instructs the production team as to how each image should be constructed
- Demonstrates how the images should be edited together in post-production

BENEFITS OF INCLUDING CAMERA ANGLES	
-	Shows operator where to position the camera
-	Tells production team what each shot should look like
-	Tells camera operator how each shot should be framed
BENEFITS OF INCLUDING SCENE NUMBERS	
-	Allows client to follow the story easily
-	Allows production team to understand the order in which shots should flow into one another
-	Provides frame of reference for the editor when it comes to ordering the scenes
BENEFITS OF INCLUDING CAMERA MOVEMENTS	
-	Gives lighting designers an idea of where and how lighting sources should be set up
-	Equipment can be positioned so it isn't seen by the camera
-	Pieces of equipment such as tripods and dolly tracks can be positioned suitably beforehand
-	Suitable positions for the actors can be established

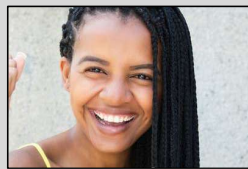
USEFUL SHOTS AND ANGLES TO KNOW...



Aerial shot



Extreme long shot



Close-up



Full shot



Canted angle



Long shot



Medium shot



Extreme close-up



High angle



Low angle



POV shot



Over-the-shoulder

THREE CAMERA TYPES

Still camera	Captures one image at a time
Video camera	Captures moving images
Virtual camera	Used for animation, 3D modelling, etc.

Target audiences can be established on the grounds of...



Age



Ethnicity



Religion



Income



Location



Gender



Accessibility



Interests

Target audience: the person or group that is envisaged to be the ideal consumer of a product by the product's creators

The people who use pre-production documents might also be referred to as the target audience

There are two general ways of categorising

IMPORTANT TO KNOW

DEMOGRAPHICS – a group of people distinguished by their identity or socio-economic status
e.g. Gender, Ethnicity, Age, Class, Accessibility, Location

ADDITIONAL KNOWLEDGE

PSYCHOGRAPHICS – a group of people distinguished by their lifestyle, habits and interests,
e.g. Conservatives, Football fans, Cinemagoers, Feminists, Musicians

WARNING: It is important to ensure that you refer to your target audience in a considered and respectful manner. Be aware of identifying your audience using overgeneralised terms.

Example one: '16–24-year-olds' is better than 'young people' because to be 'young' is a subjective concept. A 23-year old-might consider themselves old, and a 43-year-old old might consider themselves young.

Example two: 'African American' is better than 'non-white' because 'non-white' is far too general a term. It could also be considered offensive as it lazily pushes hundreds of ethnic minorities into the same category.

Client Requirements and Target Audiences



Client briefs might include

(depending on the product)...

- Required release date
- Deadline to complete project
- Size of production team
- Specific design requirements
- Budget
- Genre or subgenre
- Location
- Colour scheme
- House style requests
- Content of text/images/dialogue
- Target audience
- Purpose

The purposes of a client brief

- Gives the production team a detailed outline of what they are required to
- Informs the production team of any restrictions or conditions
- Outlines the timescale in which the project must be completed
- Establishes why the product is being made

Your interaction with a client won't always take the form of a **written brief** or **face-to-face meeting**. It could also take the form of...

a technical specification

a completed script

Example of targeting by demographic



For a long time, the video game industry has identified **teenage boys** as their main consumers. On this basis, it has been establishing its target audience based on **age** and **gender**.

How should one prepare for a client meeting?

Read the brief thoroughly beforehand

Think of any questions you might need to ask the client

Arrange a time and location that is convenient for both you and the client

Research the client and their previous projects beforehand

Prepare to answer common questions, *e.g. What working restraints are you used to? What is your industry experience?*

Things one should take to a client meeting

- The client's requirement brief
- A list of questions for the client
- A welcome pack concisely explaining your skills, experience and services to the client
- A planning and review form
- Something to record (or make notes of) the meeting, *e.g. a notepad, a Dictaphone*
- Any initial pre-production documents you have prepared, *e.g. a mind map*

Things one should do during a client meeting

- Take note of the client's responses to your questions
- Take note of any advice offered by the client
- Take note of any instructions, restrictions or constraints raised by the client
- Listen to the client and **do not** talk more than you need to
- Analyse what worked and what didn't work about the meeting, *e.g. Was the location appropriate? Was the meeting too brief/long? Was your style of presentation effective?*

For the exam, you will need to understand the difference between primary resources and secondary resources

Research

Avoid Plagiarism

Plagiarism refers to the act of illegally using someone else's work or intellectual property in order to claim the ideas as your own.

Primary resources:
first-hand information gathered
an original source of information

- Meetings
- Discussions
- Questionnaires
- Surveys
- Interviews
- Focus groups
- Personal diaries
- Autobiographies
- Films
- Trial transcripts
- Public speeches
- Legislation/ Law
- Paintings
- Empirical or statistical studies
- Patent
- Relic
- Birth certificates



Relic
A historically significant object that has remained intact

Secondary resources:
second-hand information gathered
from the existing research of others

- Dictionaries
- Encyclopaedias
- Articles analysing existing works
- Dissertations
- Second-hand accounts
- Educational textbooks
- Museum catalogues
- Written interpretations of events or existing works
- Biographies
- Opinion pieces
- Reviews
- Commentaries
- Documentaries
- Magazine articles

Primary resources tend to be more reliable sources of information. It is advisable to fact-check any secondary resources.



Work Plans and Production Schedules

Work plan

A list of everything that needs completing within the time frame. All tasks are carefully ordered and traditionally labelled with the intended duration (how long the task should take), a starting time and a deadline.

Purpose of a work plan

- Establishes the order in which tasks should be completed
- Ensures that the final deadline is stuck to
- Time limits are distributed between tasks appropriately

Advice for constructing a work plan around a deadline

Work backwards from the deadline

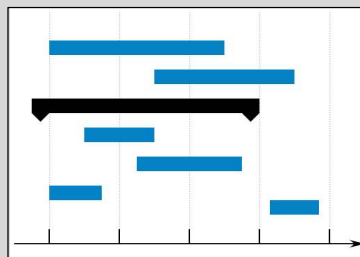
Look out for multiple deadlines within a single brief

Be aware that certain tasks can only be completed once another task has been completed



Content of a work plan

- Budget
- Time
- List of tasks
- Milestones
- Task length
- Contingencies
- Dates
- Staff
- Resources
- Locations



Gantt chart: the most common format used to produce work plans as it allows outstanding tasks to be listed on a vertical axis, and the time frames to be displayed on the horizontal axis

Contingencies: measures that are considered early in the production process that allow companies to plan for unexpected issues. There are many reasons to use contingencies...

- They allow unexpected issues to be taken into consideration, *e.g. absent participants, poor weather conditions, accidents*
- They allow for unforeseen costs, *e.g. new equipment, extra participants, additional production permits*
- They allow for time extensions in case of delays, *e.g. a technical glitch on a website or a camera breaking*

Milestone: a specific time a company sets by which an individual task must be completed. This helps monitor the time frame for the wider project.

Why use milestones?

- Notable events can be identified
- By establishing deadlines for individual tasks, the entire project can be completed on time
- Crucial decisions can be made early on that might affect the course of the project

Production schedule

A way of illustrating which tasks need completing and by when. It also details which resources are needed to achieve this.

A **production schedule** breaks down specific tasks down in more detail. For example, an entire production schedule could be created to organise the shoot for a video advert.

On a **work plan**, the shoot would be listed as just one of a number of tasks.

Project	Video – fizzy drink commercial		
Production task	Internal scenes 8, 9 and 10		
Date(s)	15 th June	16 th June	
Main location(s)	Drayton Manor, Birmingham	Groundskeeper Cottage, Drayton	
People needed	Cast: Ben (Lord) Bo (Keeper)	Crew: Cinematographer, Sound recorder Lighting operator	Other: Director
Time	7:30		
Scene	1.1 – Breakfast		
Character(s)	Lord Keeper		
Location	Dining room, Manor		

CREATING

The process of making the first draft of a pre-production document digitally or electronically. It can then be saved under an appropriate file name with an appropriate file format.



DIGITISING

The process of making a first draft of a pre-production document by hand before adapting it into a **digital copy**.

- The main benefit of digitising is that it allows you to **back up** your documents in case a copy goes missing. The process can be achieved by **scanning** or **photographing** the original document.
- It is usually better to photograph **mind maps** and **mood boards** (particularly those that are large and made up from multiple **textures**).
- On the contrary, smaller documents (e.g. **scripts**, storyboards and **visualisation diagrams**) are better suited to being scanned.
- Remember, as a general rule, it is better to digitise **A4** documents using a scanner but anything larger should be photographed.

WHAT IS EACH TYPE OF SOFTWARE GOOD FOR?



Animation	Presentation / Comic creation software / DTP / Image editing
Visualisation diagrams	Graphics package / Desktop publishing / Word processing
Web pages	Web authoring / DTP / Word processor / Notepad
Navigation buttons	Image editing / Graphics package / Web authoring
Downloadable docs	DTP / PDF maker / Word processor
Work plans	Spreadsheet applications / Project management software

Use	Image editing	Desktop publishing	Word processing	Presentation	Web browser
Suitable software applications	<ul style="list-style-type: none"> • Adobe Photoshop • Adobe Illustrator • Pixelmator • DrawPlus • Adobe Lightroom 	<ul style="list-style-type: none"> • Microsoft Publisher • Adobe InDesign • Adobe FrameMaker • iStudio Publisher • Canva 	<ul style="list-style-type: none"> • Microsoft Word • Pages • Google Docs • WordPad • WordPerfect 	<ul style="list-style-type: none"> • Microsoft PowerPoint • Keynote • OpenOffice Impress • MediaShout 	<ul style="list-style-type: none"> • Internet Explorer • Google Chrome • Firefox • Safari • Opera

Form-specific software



FreeMind – mind maps

Celtx – scripts

Storyboard That – Storyboards

HARDWARE AND SOFTWARE

LEARN THIS HARDWARE!



GRAPHICS PAD

An input device comprised of a flat screen that allows the user to sketch images using a **stylus** which functions in a similar way to a pen or pencil

Graphic pads are well suited for creating visualisation diagrams, and for creating images or sketches for a storyboard or comic strip



SUCK-AND-PUFF SWITCH

A piece of assistive hardware that gives physically disabled people the opportunity to operate certain pieces of technology by inhaling and exhaling

The picture (see left) shows such hardware. There is a clear straw the user can inhale and exhale through, and a USB port that can be connected to a computer or other form of technology

WHAT'S THE DIFFERENCE?

Hardware

Physical devices and pieces of equipment that are used to create something – usually a part of, or directly linked to, a computer

Software

Any programs, applications or operating systems that can be used to create a project – usually form-specific and accessed through a computer

PIECES OF HARDWARE FOR DIGITAL PRE-PRODUCTION

Pre-production documents can also be created by hand. Pens and pencils are both forms of hardware!



Monitor



Computer



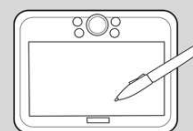
Keyboard



Mouse



Digital camera



Tablet



Microphone



Scanner



Speaker



Graphics pad

7 Health and Safety

A risk assessment requires you to...

- identify potential hazards
- identify who might be in danger
- identify how people might be harmed
- evaluate the likelihood of these hazards becoming a problem
- establish precautions to prevent these risks
- record all information on a risk assessment sheet
- regularly review and adapt the risk assessment sheet



A **recce** (an abbreviation for **reconnaissance**) is the visit one makes to a filming location in order to assess its suitability prior to shooting.

On a recce, you might keep an eye out for...

- Noise pollution
- Trip hazards
- Electrical access
- Transportation to and from location
- Lighting conditions
- Awareness of the public
- Weather conditions



Consider health and safety measures if you and your employees sit at a computer for long periods of time. One should consider...

- Whether chair height and seating position affect the user's posture
- How close the user's eyes are to the screen
- Whether the keyboard and mouse are at a comfortable distance from the user

If these variables are not considered, a regular computer user may be effected by RSI (repetitive strain injury).



Key Terms

Patent: gives the creator or owner of an invention the right to exclusively make or sell that invention for a certain period of time

Legislation: laws that have been approved by Parliament

Public domain: a piece of work enters this when its intellectual property rights have expired or if they have been surrendered by the creator

Classification: when age ratings are applied to films and other media products to ensure audiences can make an informed decision as to whether the product is suitable for them and their children

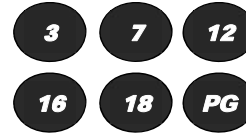
Creative commons: licences that allow creators to maintain ownership of their copyrighted work while enabling other creators to use, modify or build on the work

Censorship: when a piece of artistic expression, *e.g. a film or a game*, is prohibited from being shown to the public. This is often considered to be an act that suppresses free speech.

Classification

- 1 **Discrimination**
- 2 **Drugs**
- 3 **Imitable behaviour**
- 4 **Offensive language**
- 5 **Nudity**
- 6 **Sex**
- 7 **Threat**
- 8 **Violence**

Pan European Game Information (PEGI) organises video games into six age classifications



There are eight content indicators that PEGI considers before assigning classification to video games



Age ratings applied to films in the UK are decided by the British Board of Film Classification (**BBFC**).

Films are broken down into one of six core age certificates based on eight content categories.



Legislation

A piece of work that can be obtained and used without copyright restrictions

Copyright free



Royalty free

Enables individuals or companies to purchase copyrighted work and use it without paying licence fees

In order to use copyrighted material...

- You must contact the copyright owner and ask permission
- You may need to negotiate fees and the terms of use
- You must mark your work with the copyright symbol
- You must reference the year the material was created and the name of the author

The consequences of not contacting the copyright owners are...

- You / your organisation could be prosecuted
- The copyrighted material could be removed from your project
- The campaign could be shut down altogether
- You / your organisation could receive heavy fines for being in breach of copyright law

Intellectual property

Intellectual property (IP) refers to any design, **concept**, invention, or piece of work that has come from a human mind. It is protected by **law** in order to ensure that creators can receive public **recognition** and **payment** for their work. You have ownership of IP if:

- you have created a product yourself
- you have purchased the intellectual property **rights** from either the original creator or the previous **owner** of a product
- you have created a recognisable product name that could be considered a **trademark**

Intellectual property might: have **multiple** owners; belong to an individual; belong to an entire **business**; be sold or be **transferred**. It is unlikely that you would have intellectual ownership over a product you have created with a previous **employer**.

Key licences...

CC BY	Material can be used in any capacity if the original source is referenced.
CC BY NC	Material can be used for non-commercial reasons. The material cannot be used to generate profit and the original source must be referenced.
GFDL	Enables materials to be used, copied and modified free of copyright restrictions if the new material is made available under the same licence.

Trademarks

Trademarks are distinct signs, symbols or graphics designed to make a particular product identifiable among other similar products. They are signified by the (™) symbol. This indicates that...

- The campaign organisation has intellectual ownership of the name.
- The campaign organisation may sell or license the rights if they wish.
- The campaign organisation has the right to take legal action against any individual or business that uses the name without their permission.

Data protection

Legislation introduced to ensure that the personal data of individuals cannot be accessed by anyone else without their permission.

Under these laws, an individual's personal data must be: easy for the individual to access; easy for the individual to amend; accurate; fairly used; stored securely.

In 2018, the laws were updated to ensure individuals were made aware of how their data was being used by organisations and the government. Individuals were given the right to have their data updated or erased.



Crucial pieces of legislation	Year
Health and Safety at Work Act	1974
Copyright, Designs and Patents Act	1988
Health and Safety (Display Screen Equipment) Regulations	1992
Trade Marks Act	1994
Data Protection Act	1998
Intellectual Property Act	2014
General Data Protection Regulation (GDPR)	2018

8 File Formats and their Properties



<p>File name: JPG</p> <p>File type: Images</p> <p>Uses: Static images – most commonly websites and images taken on digital cameras</p> <p>Compression: Lossy – compresses the file size while sacrificing a certain degree of quality</p> <p>Limitation: Does not support transparency</p>	<p>File name: PDF</p> <p>File type: Images</p> <p>Uses: Static images – text-heavy documents that can also feature images</p> <p>Compression: Lossless – allows for consistent presentation across multiple platforms</p> <p>Limitation: Does not enable editing</p>	<p>File Name: TIFF</p> <p>File Type: Images</p> <p>Uses: Static images – generally products that require high-quality printing</p> <p>Compression: Lossless – results in large file sizes and high-quality images</p> <p>Limitation: Difficult to transfer quickly</p>
<p>File name: MP3</p> <p>File type: Audio</p> <p>Uses: audio files – radio sequences, songs, audio advertisements, etc.</p> <p>Compression: Lossy – small file size makes it adaptable to a range of devices and platforms</p> <p>Limitation: Audio quality is sacrificed</p>	<p>File name: WAV</p> <p>File type: Audio</p> <p>Uses: Audio files – specifically designed for Windows[®] computer</p> <p>Compression: Uncompressed – retains the highest quality possible</p> <p>Limitation: Large file sizes, difficult to transfer</p>	<p>File name: MPG</p> <p>File type: Video</p> <p>Uses: Video files – typically those that require speedy transferring, <i>e.g. online videos</i></p> <p>Compression: Lossy – designed for faster loading</p> <p>Limitation: Image quality is sacrificed</p>
<p>File name: MP4</p> <p>File type: Video</p> <p>Uses: Video/audio – typically high-quality videos</p> <p>Compression: Lossy – strikes a balance between high quality and low file sizes</p> <p>Limitation: Difficult to edit and update</p>	<p>File name: AVI</p> <p>File type: Video</p> <p>Uses: Video – typically used to edit videos with high quality before exporting them</p> <p>Compression: Uncompressed – retains high quality</p> <p>Limitation: Large file sizes</p>	<p>File Name: GIF</p> <p>File Type: Image/animation</p> <p>Uses: Static image / animation – short animation, logos, web graphics, online buttons</p> <p>Compression: Lossless – still retains small file size and supports transparency</p> <p>Limitation: Limited use of colours</p>

You are advised to save media files using the customary format supported by the software you have used to create a product. The file can then be exported using a format that allows it to be accessed on multiple devices. This also means you won't have to rely on a specific application.

Which three things affect the file format you use to export your product?

- Client requirements
- Proposed platform
- Type of media product

In the most general of terms, to **compress** something means to make it smaller.

<p>Compressed</p> <p>When a file is made smaller than its original size. This makes the file easier to download and it allows for more data to be stored on a single file.</p>	<p>Uncompressed</p> <p>When a file is expanded into its original size or never compressed in the first place. This usually means the quality of the file is maintained.</p>
<p>Lossy</p> <p>A form of compression that removes unnecessary information from a file in order to reduce the size of the file and make it easier to upload/download. This does, however, result in a loss of quality.</p>	<p>Lossless</p> <p>A form of compression that keeps the information and quality of a file completely intact. However, the size of the file will remain larger.</p>

Information you might want to include in your file name

- Project name (*might take the form of an acronym or abbreviation*)
- Your full name or initials
- Full date of completion (*starting with the year*) *e.g. 20191129*
- Type of pre-production document
- Version number
- Crucial information, *e.g. First draft*
- Location (*particularly for video footage or photographs*)

Things to avoid when renaming your file

- Vagueness. Make sure a filename is as descriptive as possible
- Make sure a filename is not overly long. Certain software applications will not support this.
- Certain characters are rarely supported. *For example: ! ? @*
- Avoid using spaces. Certain software applications will not support this. Underscores and dashes work effectively as a substitute.

Version control

When completing multiple drafts of the same pre-production document, the filename of each draft will need differentiating.

Here are two effective ways of doing this:

- Number each version, *e.g. SharkTownPoster_MoodBoard_V.02*
SharkTownPoster_MoodBoard_V.03
- Specify the date for each version, *e.g. 2019-09-20_SharkPoster_Moodboard*
2020-01-16_SharkPoster_Moodboard

What do we mean when we talk about transparency?

When an element of an image is made invisible so the media that it is placed on shows through, *e.g. the background colour on a website or document*

Naming your files

- Most digital devices, **e.g. scanners, digital cameras**, will automatically generate a filename unless the user comes up with one themselves.
- It is a good idea to rename each of these files so they are easy to access for by you and other members of your production team further down the line.
- If you have a document that will require hundreds of versions, be sure to label your drafts using **two leading zeros**. This will ensure your files are always listed in the correct order.

Correct: Advert_script_V_001

Incorrect: Advert_script_V_1