

IMEDIA KNOWLEDGE ORGANISER

Client Brief: a short statement of what the client wanted



Target audience is a group of people with shared characteristics who are most likely to be interested in the product/media



House style: a common style used by an organisation

work plan an outline of tasks by which a team can complete a project

Tasks	A part of the project
Activities	a singular job that is part of a task
Timescales	A plan for when each task is to be done
Resources	Materials and equipment needed to do a job
Milestones	Fixed points when progress will be reviewed
Contingencies	Planning for the unexpected

Target audience

- Gender
- Age
- Ethnicity/culture
- Income/education
- Location
- Accessibility
- Lifestyle

Style

Font

- Title/body

Colour

Content/
background

Shapes

Borders/
Dividers

Images

Things to consider ?

- **Fitness for purpose/ justification notes**
- **Use of whitespace/layout**
- **Content, Audience, context**
- **Clarity– ease to read**

Mind maps

Used to show ideas grouped together logically, used for planning

Mood boards

Used to generate ideas and styles (mood) for a creative media product development.

Scripts

The lines the actors will say along with stage directions

Pre-production Documents

Visualisation Diagrams

Used to plan the layout and content of a media product. Includes notes about styling

storyboards

Used to plan animations/movies. Includes notes about actions camera lighting sound/music timings etc

Reviewing pre-production Documents

- | | | | |
|---|--|--------------------------|---|
| 1) What is the purpose of the document you are reviewing? | 2) Is the document suitable for the developer to make the product? | 3) Could it be improved? | 4) Does it meet the context of the brief and target audience? |
|---|--|--------------------------|---|

Legislation

Workplace health and safety

Trips, lifting, sitting, cables electrical, fire, traffic, access and reduce the risk by **Risk assessment** and **Safe working practices**. **Site recce** visit site before to check safety and suitability.

Certification DVD/HD **Classification**

Data Protection use data only for the purposes authorised by the provider

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Hardware

The physical devices connected to and parts within a computer

Software/apps

The (non-physical) applications that run on a computer

Digitizing

Scanning paper copies into a computer.

Naming Conventions: Draft_Audio_v1

File format	audio	Video	image
Lossless-	wav	Avi	png
Lossy-	mp3	mp4	jpg

Primary research collect information directly from a source.

Secondary research using information previously collected by someone else.