### 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 projec	
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 equip- ment needed to do a job
Milestones	Fixed points when progress will be reviewed
Contingen- cies	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

x Used to show ideas grouped together logically, used for planning

### **Mood boards**

x 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** 

and Callum illustrating where they are and what the film is about



text White outline Calibri 80pt

# **Visualisation Diagrams**

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

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

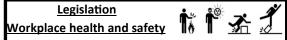
storyboards

· Close up of Sarah

# 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



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

Copyright ©&™

The exclusive right of a creator to make copies

**Creative Commons** use but give credit to creator

**Public domain** no longer copyrighted free use

Trade mark reserved brand marking put on products to indicate their creator.

### Hardware



The physical devices connected to and parts within a computer

# Software/apps

that run on a computer

The (non-physical) applications

# Scanning paper

Digitizing

copies into a computer.

#### Naming Conventions: Draft Audio v1 File format audio Video image Lossless-Avi wav png mp3 Lossymp4 jpg



**Primary research** collect information directly from a source.

**Secondary research** using information previously collected by someone else.