

Topic: 10.1 Pre-production Skills			Duration: 14 weeks		Composite: Exam	
Key vocabulary:	Core knowledge questions			Powerful knowledge crucial to commit to long term memory		Links to previous and future topics
Client Client brief Mind map Moodboard Pre-Production Product Script Storyboard Storyboard Target audience Time plan	<ol style="list-style-type: none"> 1. What is 'pre-production'? Pre-production is the planning stage of a media production before it is created. 2. Why do we need to plan? To ensure the smooth undertaking of a digital media products development and ensure that all rules and procedures are followed appropriately 3. What is the Content, Use and Purpose (CUP) of the following: Mindmap – To stimulate ideas about a topic as part of the planning process Moodboard – To stimulate ideas visually and to group ideas according to themes and content Script – To provide directions and dialogue for cast and crew Storyboard – To provide a visual representation of how the narrative of a moving image scene might look Work plan- To outline when all the processes of a production will occur, who is carrying them out and the resources needed to do so. Visualisation – To plan the layout of a media product to show how a finished product might look 4. What is a client? A client is the company or person that commissions you to create a digital product. 5. What is a client brief? A client brief is a document that outlines what the customer would like as well as details about existing house style or constraints that need to be kept to such as budget or deadlines. 6. What is a target audience? The target audience is the audience who the digital product is aimed at. Often broken down into demographics such as: gender, ethnicity, income, age, location & accessibility 7. What is a risk assessment? A risk assessment is a document which outlines potential dangers of a location used to produce a media product (e.g. locations used when shooting a film) 8. Which legislation applies to pre-production? Copyright, trademarks, intellectual property and data protection (GDPR) 9. What is Copyright? Copyright is legislation that protects a creators rights to prevent people from taking or using content without permission. 10. What is data protection? Data protection is ensuring that any data that is collected for use in a media production is handled appropriately, securely and adhering to the rights of a data subject (the person who the data is about) 			<ul style="list-style-type: none"> • Pre-production documents enable a common understanding of a project within a team of workers • Pre-production documents are NOT part of the finished product but are used to INFORM the product 		<ul style="list-style-type: none"> • Links to topics in Year 7,8 and 9 (recap) • Creative iMedia has a written exam paper (R081) on pre-production techniques
We will develop these skills:						
Impressive reading	Impressive speaking	Impressive writing	Resilience	Numeracy via:	Digital Literacy via:	Employability via:
Be able to read a client brief and extrapolate the important points	Discussing in small groups and as a class, how to interpret the client brief. Offering suggestions and opinions and justifying these against the brief	Writing for a specific product using a specified format.	The need to redraft and amend plans	Time planning	Using a range of appropriate software to create these pro-production documents	Teamwork Compromise Meeting a customer's needs
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<ul style="list-style-type: none"> • Key vocab introduced in relation to 'basics' of pre-production. These will be revisited through KS3/4/5 and under pin key concepts in Creative iMedia. • Cultural capital – showing and demonstrating how to use a computer effectively. • Each theme chosen as relatable and uses real-life examples. 						

