Knowledge Organiser: Storyboards

You must be able to understand the purpose and use the content of different pre-production documents

COMPUTING @THEDEAN

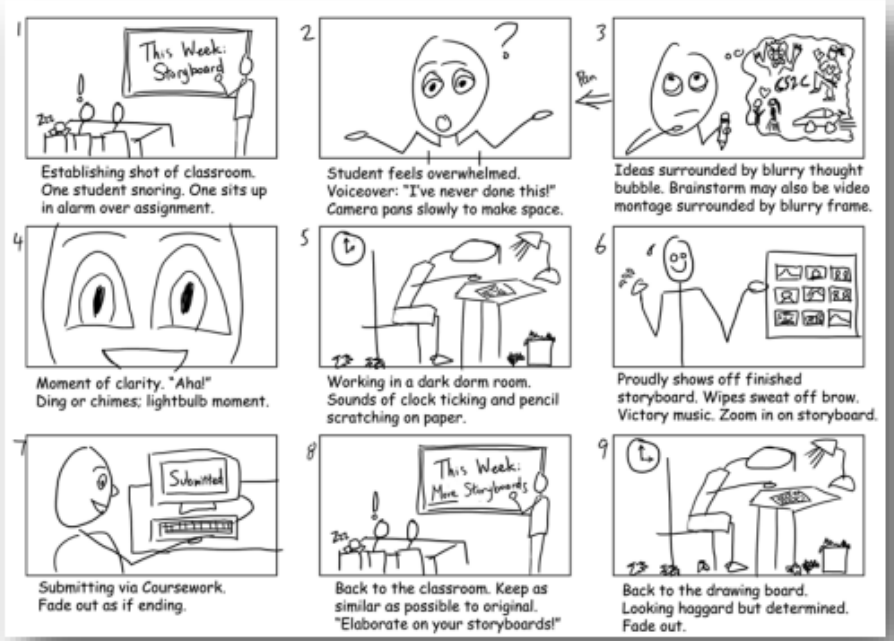
Storyboards

⇒ A storyboard is used by many people to illustrate a sequence of ***moving*** images.

⇒ A storyboard shows the flow of scenes that occur in a timeline, a succession of events.

⇒ This is different to a visualisation diagram which are used for a single of events.

⇒ Each scene of the story is placed in chronological order (in the order that they occur in time).



Why use storyboards?

Best way to share your vision for the project

⇒ A visual aid makes it much easier for you to share and explain your vision for your video with others.

⇒ When you have a storyboard, you can show people exactly how your video is going to be mapped out and what it will look like. This makes it much easier for other people to understand your idea.

Makes production much easier

⇒ When you storyboard a video you're setting up a plan for production, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script.

⇒ The storyboard is a starting point or suggested storyline around which you can plan your story (all the angles you will shoot of a scene). This really comes in handy when you're making your video, as it ensures you won't forget any scenes and helps you piece together the video according to your vision.

Saves you time

⇒ While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later.

⇒ Not only will it help you explain your vision to your team, it will also make the creation process go more smoothly.

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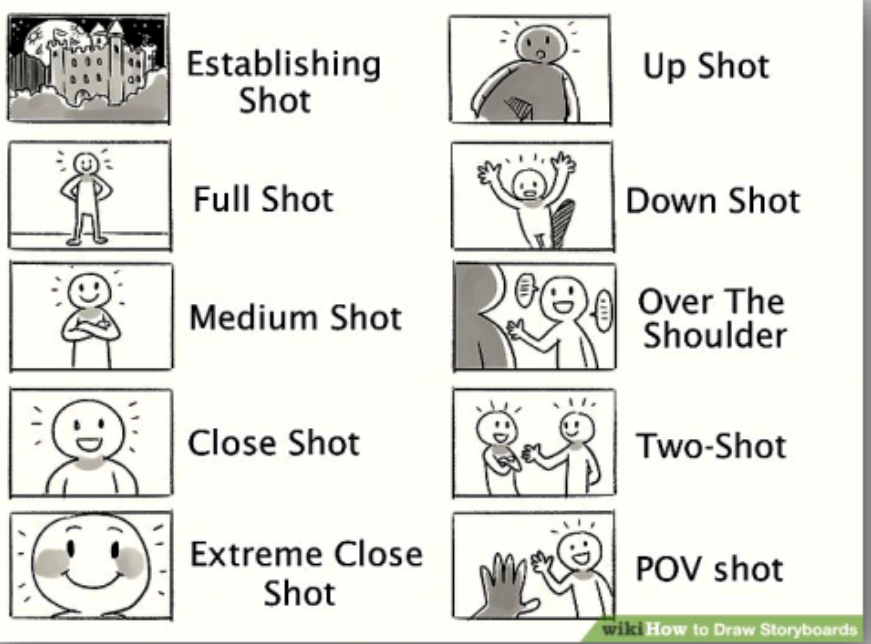
Storyboard and camera angles

- ⇒ The storyboard could be used by several people who could be involved in the production process.
- ⇒ Camera shots a angles are important aspects to a storyboard
- ⇒ The camera operator or animator will use the storyboard to decide how to create each scene.
- ⇒ Each scene is usually defined by changes to the camera use for each shot.
- ⇒ Below are examples of different camera angles (POV—point of view).



Purpose of a storyboard

- ⇒ To provide a visual representation of how a media project will look along a timeline
- ⇒ To provide a graphical representation of wat a sequence of movements will look like
- ⇒ To provide guidance on what scenes to film or create
- ⇒ To provide guidance on how to edit the scenes into a story

Uses of a storyboard

- ⇒ Any project where movement or a sequence is required, especially along a time-line, for example
  - ◊ Video projects
  - ◊ Digital animations
  - ◊ Comic books to illustrate the story
  - ◊ Computer games, to illustrate game flow, narrative or story
  - ◊ Multimedia projects, to illustrate the sequence between scenes

Content of a storyboard

- ⇒ Images, for content of each scene
- ⇒ Locations
- ⇒ Camera shot type and angles
- ⇒ Cameral movement
- ⇒ Shot length and timings
- ⇒ Lighting and sound

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Key Words

Formats | Bitmap | Vector | Compression | Lossy | Lossless

Images

Images are pictures that have been created or copied and stored in electronic form. There are two types: bitmap and vector graphics

File types and formats

Depending on the pre-production document that you are creating, the content of it, and the software you are using, a digital file will be created when a project is saved or exported.

It is important that the file type and format used is compatible with the document type otherwise it may be unreadable or inaccessible.

Some file types are designed to only be used by specific software packages e.g. Photoshop .psd whereas others are designed to be widely compatible and accessible e.g. .pdf

Examples of File Formats

Product	File types you could use
Image	.jpg, .png, .tiff, .psd, .bmp, .pdf
Video	.wmv, .mp4, .mov, .flv, .avi
Audio	.mp3, .wav, .ogg, .aac, .m4a
Document	.doc, .pdf, .ppt, .pub, .html
Animation	.gif, .swf,

Examples of Video Formats

Format	Properties and Uses	Limitations
.wmv	Lossy compression - Windows movie format	Often poor quality
.mp4	Allows high quality over low bandwidth	N/A
.mov	Apple lossless file, high quality	Often restricted to Apple devices.
.flv	Flash video file, small file size	Not widely supported.
.avi	Uncompressed for high quality. Often used for editing video files.	Very large video files.

File compression

This is how files are made smaller so that they take up less storage space or can be easily transferred, transmitted or downloaded. There are two types:

Lossy – Discards some of the original information to reduce file size. Quality is usually reduced. Useful for use on the web.

Lossless – No information is discarded, file size is usually greater but so is the quality.

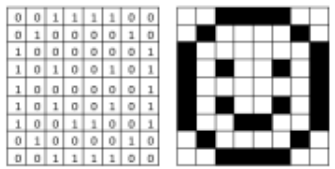
Examples of Audio Formats

Format	Properties and Uses	Limitations
.mp3	Compressed using different bit rates. Good for portable devices.	Quality can be reduced when compressed
.wav	Uncompressed high quality audio.	Intended to be used by Windows computers. Very large file size.
.aac	Uncompressed high quality	Often restricted to Apple devices.
.m4a	Lossy compression.	Similar to mp3.

Bitmaps

Bitmap graphics are made up of tiny little squares called **pixels**.

Each pixel is stored as a data value which represents each colour. These data values are made up of 1's and 0's – a number system that computers use called **binary.**



Vector Images

A vector image uses geometrical formulas to represent image as a shape or object.

They can be resized without losing quality and so are often used for company or product logos.

Examples of Image Formats

Format	Properties and Uses	Limitations
.jpg	Lossy compression to reduce file size.	Quality is reduced.
.png	Lossy compression and supports transparency	Not widely supported.
.tiff	Lossless files used for high quality printing	Very large file size
.psd	Photoshop document that allows editing	Only supported by Adobe products
.bmp	Bitmap file, usually uncompressed	Large file size
.pdf	Export format that turns documents into images	Cannot be directly edited.

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Key Words

Legislation | Data Protection | Recce | Health & Safety | Copyright | Risks

Employer Regulations

Employer Regulations relate to the what an employer must do in order to provide acceptable conditions for workers around ICT.

Examples include:

- provide tiltable screens
- provide anti-glare screen filters
- provide adjustable chairs
- provide foot supports
- make sure lighting is suitable
- ensure there are frequent breaks
- pay for appropriate eye and eyesight tests

Health and Safety Act

The Health and Safety Act is the main law that deals with the health and safety of employees. The law ensures that employers look after the rights of their workers by keeping the conditions to an acceptable and legal standard.

Two areas covered by H&S are:

1. General Working Conditions
2. Employer Regulations

General Working Conditions

General Working Conditions relate to the environment workers are working in e.g. the room / location and what is around them.

Examples include:

- there should be no trailing wires
- food and drink should not be placed near computers
- electrical sockets must not be overloaded
- there must be adequate space around computers
- heating and ventilation must be suitable lighting must be suitable with no glare or reflections

Legislation

Legislation are laws passed by government to control, restrict, protect and prevent various aspects of media production.

There are three main pieces of legislation that affect media production:

- Data Protection Act 1998
- Health and Safety Act 1990
- Copyright, Designs and Patents Act 1988

Copyright

Copy right is a law designed to help protect peoples work and ideas.

If you:

Take peoples work (download films /music)

Use people's work (copy text/ images from the internet

Steal people's ideas (create a new product using someone else's technology)

Without permission and **without acknowledging them**, then you are breaking copyright law. Typical punishments range from 6 months to 10 years imprisonment and also £5000 fine.

Location Recce

A location recce is typically carried out before recording a video or conducting a photoshoot to test the suitability of a location.

Someone visits a location to check:

- Suitability for filming
- Potential problems
- Access to site
- Facilities available
- Potential light / sound issues
- Permission required

Data Protection Act

The Data Protection Act 1998 (DPA) is a law designed to protect personal and sensitive data that has been collected about people from being misused.

There are 8 Principles:

1. Data is processed fairly and lawfully.
2. Data is used for specified legal purposes.
3. Data stored is adequate, relevant and not excessive.
4. Data is accurate and up to date.
5. Data is not kept longer than necessary.
6. Data is processed in accordance with data subjects' rights.
7. Data is kept safe from accidental damage and secure from unauthorised access.
8. Data is not transferred to another country outside the EU.

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Key Words

Certification | Classification | Royalty Free | Intellectual Property

Certification and Classification

Different countries have laws on what is allowed to be seen and shown.

There are several factors that affect the classification with regard to age ratings: **violence, strong language, scenes of a sexual nature.**

Certification and classification are covered differently depending on the type of media product.

Creative Commons (CC)

Creative Commons is a licence agreement where a content creator chooses how you use their content.

Two types are:

CC BY – You can use but must quote the source

CC BY NC – You can use for non-commercial profit and must quote the source.

bbfc

The British Board of Film Classification is the body responsible for classification of film: The rating as are as follows:

- U – Suitable for audiences aged four years and over. U films should be set within a positive moral framework and should offer reassuring counterbalances to any violence, threat or horror.
- PG – Parental Guidance – General viewing, but some scenes may be unsuitable for young children.
- 12A – Responsibility for allowing under-12s to view lies with the accompanying or supervising adult.
- 12 – Suitable for 12 years and over.
- 15 – Suitable only for 15 years and over.
- 18 – Suitable for 18 years and over.

PEGI

The Pan European Game Information ratings system is designed to help European consumers make informed decisions when buying or playing video games.

The ratings are as follows:

PEGI Pan European Game Information

- 3 – Suitable for all ages

  Recommended for 7 and older. May contain frightening scenes or sounds
- 12 – Suitable for 12 and older. May contain slight graphic violence or nudity
- 16 – Suitable for 16 and older. Contains realistic violence or sexual activity
- 18 – Suitable only for 18 and older. Contains very realistic and extreme violence that may be repulsive to players

PEGI content

As well as age ratings, video games also indicate the type of content that may appear within them.

- Violence
- Bad language
- Fear / Horror
- Sex
- Drugs /Alcohol
- Gambling
- Discrimination

Intellectual Property

This is a piece of work, idea or an invention which may then be protected by copyright, patent or trademark.

The concept of copyrighting an idea is increasingly becoming a bigger issue with the development of the internet and the ease of access to people's intellectual property.

Royalty Free

This means that a piece of work, idea or an invention can be used without the need to pay royalties (i.e. a fee).

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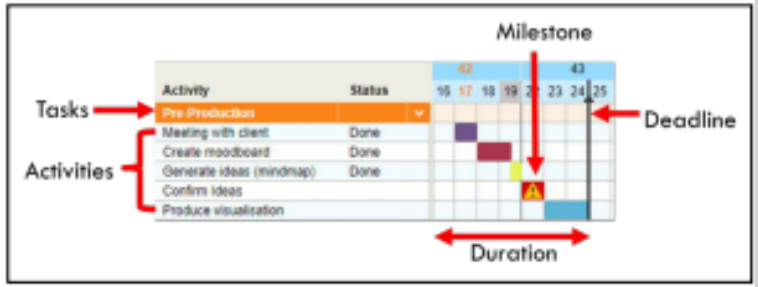

Key Words

Plan | Mindmap | Storyboard | Pre-production | Frame | Annotation | Visualisation | Script

What is a client brief?

A client brief is what a company will be asked to do when designing a media product. These might come from as written brief, a discussion, a script or from a specification.

They will often contain details of:

- Who the client is
- The type of company they are
- The target audience
- The product they would like you to create
- The requirements of the product
- Initial theme / colour schemes

Features of Production Schedules

Tasks – the different stages or main sections of the overall project

Activities – a series of things to do in order to complete a task.

Durations – the amount of time that a task is expected to take

Timescales – how long the overall project will take.

Milestones – key dates when sections needed to be completed by.

Deadlines – a date when a particular section must be finalised

Resources – what is needed to help complete the tasks

Contingencies – "what if" scenarios, back up plans in case something goes wrong

Target Audience

The Target audience of a product is who the product is aimed at. **Note:** This is **not** always the same as who it is being produced for!

You will need to consider the following when creating a product for your target audience:

- Age group
- Gender
- Location
- Ethnicity / culture
- Income

Production Schedule

In order to know what is needed to be done and when producers keep what is known as a production schedule (work plan).
A production schedule is a list of all tasks and activities needed to complete a project.

A typical production plan will include the following information:
Resources – The things you require to complete each task
Personnel – The people involved in completing each task
Timings – How long you expect each task to take
Good plans will also include a **contingency** to allow time for any unexpected issues.

Primary Research

When planning a product for a client is it important that some research is undertaken in order to ensure your product is appropriate for both the client and it's intended target audience.

Primary research is where fresh or new data is collected for the first time. Examples of primary research methods are:
questionnaires, surveys, interviews, focus groups or monitoring of particular behaviours or interactions. Others include photos, videos or recordings

Secondary Research

Secondary research involves the gathering of pre-existing data that has already been produced.

Secondary research is where information or data is collected from reports or previous studies by agencies such as the government or business within a particular area of business or industry that has previously collected primary research, Others include biographies, articles or news broadcasts

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Key Words

Hardware	Software	Web Browser
Digitising	Peripheral	Computer System

Web Authoring

Web Authoring software is software use to design, develop and create webpages using Hyper Text Markup Language (HTML) and Cascading Style Sheets (CSS)

Web Browsers

A web browser is a program or piece of software that allows a user to access the information via webpages on the World Wide Web.

Examples include:
Google Chrome, Internet Explorer, Microsoft Edge, Mozilla Firefox 7 Safari

Digitising

Digitising is where a pre-production document is created by hand and then convert into a digital format, usually by a scanner. These are then saved as an appropriate file format and size.

Hardware & Software

All components of a computer system can be categorised into Hardware and Software.

Hardware – the parts of the computer system you can physically touch.
e.g. Monitor, Printer, Camera, Microphone, Scanner

Software – Programs that are installed and run on a computer to perform a specific task.
e.g. Web browser, Desktop Publishing, Film Editing, Image Editing, Word Processing & Web Authoring

Hardware

In order to create or digitise pre-production documents, different types of computer hardware are needed which are split into different categories. These are the computer systems, peripherals, imaging devices and other equipment

Computer y tem the device u ed to create pre production document e g PC (de ktop, Mac, or laptop), Tablet (iPad) and smartphones.

Computer Peripherals – attachments to increase functionality of the system. e.g. keyboard, mouse, trackpad, graphics tablet, monitor, speakers, microphone etc.

Imaging device – devices used to capture or create images e.g. digital cameras, camcorders, scanners

Other equipment – these are pieces of equipment not connected to a computer system. They are often materials that are used, such as pens, pencils, paper. They are still classed as Hardware because they are needed especially when pre-production documents can also be created by hand,

Desktop Publishing

Desktop Publishing (DTP) software is used to create and design posters, flyers, books and leaflets.
Graphic designers use these to create documents which are usually designed to be printed.

Film Editing

Film editing software is used to create and edit video footage. It allows Video Editors to cut and manipulate video footage to create films, documentaries, tutorials and vlogs among many other things.

Image Editing

Image editing software is used to create and edit images. Often images can be edited or combined to create a new composition. They can also be created from scratch to create logos or illustrations.

Word Processing

Word processing is what we call creating documents by type and editing text. These software packages are for creating letters, documents, and memos.

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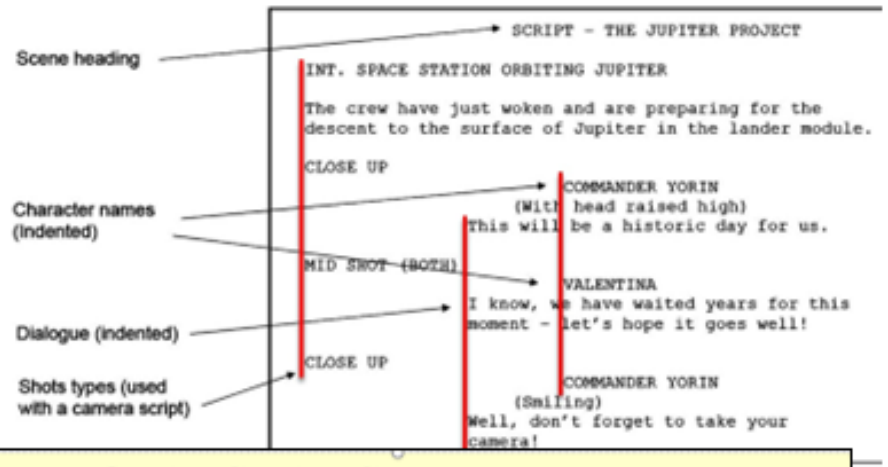
LO1: Understanding the purpose and content of pre-production

Scripts



Content of a visualisation diagram

Some scripts may have additional information, such as:

- **Camera shot types**: long, mid, close up (CU), extreme close up (XCU).
- **Camera movement**: pan left/right, zoom in/out.
- **Sounds/sound effects**: telephone 'ring', footsteps, Foley sounds.

The format and layout of a script should follow some standard conventions.

Some of these would typically be:

- **location**: left hand margin
- **camera shot**: left hand margin
- **direction**: left hand margin
- **actor names**: indented, for example, starting 2.0 inches from the left margin
- **dialogue**: indented, for example, starting 1.0 inch from the left margin.

Purpose of a script

- Identify the location where the action takes place, for example, indoor room, outside street.
- Identify who will be in the scene, for example, actors, narrators.
- Provide stage directions for actors and production crew.
- Provide dialogue (i.e. speech) for actors and other characters to follow.
- Support a pitch or proposal for a new idea.
- Tell a story for a reader and generate interest.

Uses of a script

- Any moving image product with a cast/characters, dialogue (spoken words), actions and a timeline.
- Examples:
  - video products, such as advertisements and films
  - audio products, such as advertisements, jingles and radio plays
  - animation products, such as short films and web adverts
  - computer games with a short storytelling scene
  - screenplays
  - other uses include a book and stage show.

Content of a script

- **Cover**: with title, description and author/scriptwriter.
- **Set/locations**: where the action takes place:
  - INT. (interior)
  - EXT. (exterior).
- **Scene descriptions**: for example, scene layout, actor position.
- **Direction**: or 'action', for example, what happens in the scene, interaction between characters, what they do.
- **Names**: of actors/characters (in capital letters, for example, JOHN).
- **Dialogue**: speech and how it is spoken (for example, loudly, softly).

LO1: Understanding the purpose and content of pre-production

Mind Maps

What is a mind map or spider diagram?

- A mind map or spider diagram is a way of recording and organising thoughts and ideas in a structured format.
- Based around a central theme (or node).
- Has branches for the different aspects called sub-nodes.
- Has a logical flow and process when following any of the branches that are based on related aspects of the project.

Where can a mind map be used?

Examples include:

- research and investigations
- pre-production (the planning stage), such as client requirements, target audience or resources and equipment needed.

Format of a mind maps

- Hand drawn on paper.
- Created digitally using a software application.
- Experiment with both options depending on what resources you have available.

Where mind maps/spider diagrams are used

- Any project to show different ideas.
- Any project to show the structure and content of one chosen idea.
- To show the connections and links between different parts of the project.
- To illustrate all aspects of a project so that a work plan can include all the necessary activities.

Purpose of mind maps

- To assist the generation of ideas.
- To give a 'feel' for what is needed.
- To stimulate creativity and innovative approaches.
- To help the generation of ideas.

Content of mind maps/spider diagrams

- **Central node**: shows the main theme.
- **Sub-nodes**: interconnecting lines or branches for the different parts.
- **Text**: at each sub-node for key points, ideas, activities and requirements.
- **Images**: can also be used on sub-nodes.