



**Unit 3: Digital Moving Image Production**

**Learning aim A: Understand the key features of moving image productions:**

Topic A.1 Formats, platforms and purposes

FORMAT  
PLATFORMS  
ENTERTAINMENT  
PURPOSE  
EDUCATE  
PERSUADE  
PROMOTE  
TARGET AUDIENCE  
SOCIO ECONOMIC BACKGROUND

GENRE CODES  
REPRESENTATION  
NARRATIVE  
THEME  
OBJECTIVITY  
BIAS  
PERSASIVE TECHNIQUES  
MESSAGE  
VALUES  
TRAILER  
TEASER



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**Learning aim B: Understand the technical construction of a digital moving image production**

Topic B.1 Technical elements

**MISE EN SCENE**

setting, e.g. interior, exterior, natural, stylised, location, backdrop  
o

props, e.g. key, incidental, objects, motifs, foreground, background  
o

costume, e.g. authentic, stylised, coordination with setting

**CAMERAWORK**

shots, e.g. establishing, point of view, associated point of view  
o

movement, e.g. fast, slow and whip panning, tilting, zoom in, handheld (Steadicam), tracking, crane  
o

angles, e.g. low, high, neutral, canted

**SOUND**

Diegetic and non diegetic sound

Fidelity.



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**Learning aim C: Produce and review a digital moving image production**

Topic C.1 Pre-production and personal management

**pre-production planning:**

**Casting**

**time management**

**organisation**

**teamwork**

**observing safe working practices**

**Production**

**Shooting**

**rushes**

**Post production**

**Log**

**Capture**

**Edit**

**Final cut**

**Distribution**

**evaluation**