KEMNAL KEYS

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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Unit 3: Digital Moving Image Production

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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Unit 3: Digital Moving Image Production

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