MEDIA STUDIES :

KEMNAL KEYS : UNIT 3
CREATIVE DIGITAL MEDIA PRODUCTION

KEY TERMS

- codes and conventions
- use of stars
- representation
- narrative structure (fictional)

- Mise en scene
- Log
- Health and Safety

The key features of moving image productions

Produce a report or presentation to the client that emphasises your knowledge of key features of three types of moving image productions.

Your work should be analytical and make reference to one example from each of these types of products (three in total):

- factual, i.e. news broadcast, documentary

- fictional, i.e. film/TV, animation, music video

promotional, i.e. cinema/TV advertisement, corporate/promotional video.

The technical construction of a digital moving image production

Select an existing media product and analyse how the combined use of technical elements conveys meaning to an audience. You must include reference to the following:

Mise en scène:

- setting
- props
- costume
- make-up
- movement
visual effects.

Camerawork:

- framing/distance
- shots
- movement
- angles

Review a digital moving image production

Complete all of the appropriate paperwork outlined below and keep the documents in a production portfolio:

production log –

storyboards

shot lists

lighting test shots

props and costumes

location recces/photographs

shooting schedules

script drafting and final script

permissions for filming

personnel required

equipment booking

health and safety/risk assessment.

MEDIA STUDIES :

KEMNAL KEYS : UNIT 5
CREATIVE DIGITAL MEDIA PRODUCTION

KEY TERMS

- e-newspapers

- e-magazines

- target audience

seen shots, asset sources (e.g. images, videos) test shots

prop/costume list

shot list

styles

Know about digital publishing opportunities

Select at least three examples of digitally produced publishing products and write a report or produce a presentation that compares:

- how they are used

- where they are published, (e.g. online for viewing or download, using an e-book reader, using a games console, on a smart device, stored electronically, printed

- their target audience

why they were produced (e.g. to educate, inform, entertain persuade, promote).

Examples are:

- e-newspapers

- e-magazines

- adverts

- DVD or CD covers

Understand use of digital publishing technology and techniques

You must source a range of materials and import them ready for use in your production. They should include:

- generated material, e.g. photographs, video, audio, text, graphics

- sourced material, e.g. from a library, own work

- imported material, e.g. secondary sources (images, text).

You should make use of a range of the following techniques and keep evidence of utilising your skills by recording them in your report/blog/presentation. Techniques include:

- scanning

- file transfer

- file formatting

: Produce material for digital publication

You have been approached by a publishing company to develop an e-zine for 14- to 16-year-old young people.

You must develop an imaginative concept to present to the client.

Once the client has agreed to your concept, you will develop your digital publishing product in line with the planning you have done for the production of the product .

You will need to show evidence of your planning. Keep a portfolio which could include the following:

seen shots, asset sources (e.g. images, videos) test shots

prop/costume list

shot list

styles

templates and formats, (e.g. colours, font size)

font types, hierarchy of type, text and image alignment, text wrap, page layouts

compositional grids)

page mock ups (e.g. thumbnail sketches, annotated sketches, digital drafts).