



**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.



**KEMNAL KEYS : UNIT 5**  
**CREATIVE DIGITAL MEDIA PRODUCTION**

**KEY TERMS**

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|--|---|
| <ul style="list-style-type: none"> <li>• e-newspapers</li> <li>• e-magazines</li> <li>• target audience</li> </ul> | <p>seen shots, asset sources (e.g. images, videos) test shots</p> <p>prop/costume list</p> <p>shot list</p> <p>styles</p> |
|--|---|

**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).