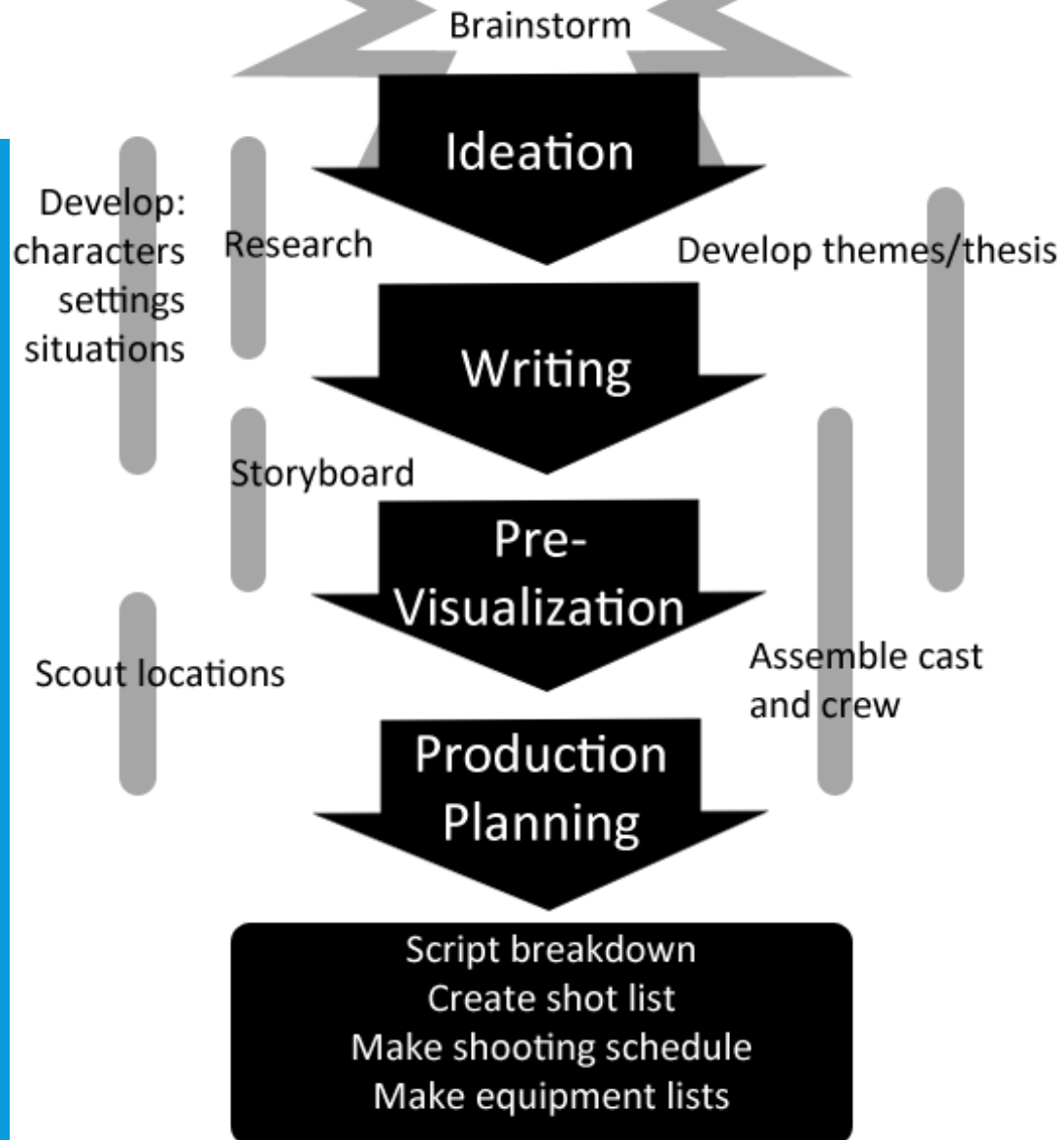


PRE-PRODUCTION DESIGN DOCUMENTATIONS

What is pre-production?

Within the media industry there are three stages to making a media product; pre-production, production and post-production. Pre-production is the planning process of making a media product, it is anything the producers do to prepare for the product to be made. For example, before a camera can start to film a movie the producers have to organise the budget, the locations, the script, the storyboards, the shooting schedule, the cast, the crew, the timescales, the permissions and clearances to name just a few.

Media Pre-Production Process



**Pre-
production**

Production

**Post-
production**

**New Media
COMPETENCIES**

Project
conceptualisation,
Scripting, Storyboarding,
Identifying targeted
audience and new
media genre

Directing, Filming,
Camera techniques,
Software competency,
Experimentation of new
equipment and
software, Music design
and mixing

Editing, Refining,
Addition of other new
media elements,
Distribution to an
audience

**New Media
LITERACIES**

Transmedia Navigation,
Multitasking,
Visualisation, Play

Collective Intelligence,
Negotiation, Judgment,
Appropriation,
Networking, Play,
Distributed Cognition,
Simulation

Networking,
Performance

Media | Production Process

THE IDEA

Research

Proposal

Treatment

Pitch

PRE-PRODUCTION

Storyboard

Script

Location
Recce

Props
Costume
Make-up

Risk
Assessment

Production
Schedule

Shot List

Edit List

PRODUCTION

Job Roles

Model Release

Location Release

Filming

POST - PRODUCTION

Logging Sheets

Edit Rough Cut

Edit First Cut

Edit Fine Cut

"CS320: Fun with Storyboards" by Kenneth Chan



1 Establishing shot of classroom. One student aching. One sits up in alarm over assignment.



2 Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.



3 Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.



4 Moment of clarity. "Aha!" Ding or chimes: lightbulb moment.



5 Working in a dark darn room. Sounds of clack ticking and pencil scratching on paper.



6 Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.



7 Submitting via Coursework. Fade out as if ending.



8 Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"



9 Back to the drawing board. Looking haggard but determined. Fade out.

L2 END SEQUENCE STORYBOARD - GROUP:

WORKING TITLE:

PAGE NO:

--	--	--

Shot:
Action:

Shot:
Action:

Shot:
Action:

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Shot:
Action:

Shot:
Action:

Shot:
Action:

Shooting Script	Shot	Sound	Camera Tec	Time (secs)	Other
1	Group walks towards camera	Foot steps	Static LS to MS	6	
2	Teens walk away	Start of sound track	Static MS to LS from behind	4	
3	Teens walk around corner	Sound track	Enter from left Static LS to MS	4	
4	Teens are having a good time	Soundtrack	Medium shot of face's	2	
5	One of the teens sees something	Soundtrack	Close up Head turns R	2	
6	Point of view Two men Grappling	Soundtrack	Long shot	2	

Risk Assessment

Risk	Level (High/Med/Low)	Possibility (High/Med/Low)	Safety Measures	In event
Tripping over the camera equipment and injuring others or yourself.	High	Medium	Cover over the wires with something, maybe a mat, warning the people around you before you proceed.	If someone trips over the wires of the equipment make sure the person is ok, and then check the equipment, and if it is broken, bring it back to school.
Damaging the camera by dropping it, or hitting it accidentally.	Medium	Medium	Take good care of the camera, don't keep walking around with the camera and be careful.	If someone damages the camera, bring bit back to the school as soon as possible
Additional lighting, could get overheated, and someone could burn themselves	Medium	Medium	Turn them off after 30 minutes of use to let them cool down, provide a ventilation system like opening windows, having a fan	If someone burns themselves, stop filming, and see if they are ok, and apply something to help heal the burn or maybe hospital, depends how serious it is.

PRODUCTION LOG

Project Title:

Task	Person Responsible	Completed (Date)	Difficulties	Amendments?
Pick a track	n/a	n/a		
Check Availability	Khristie & Rachel	yes		
Write the script	Khristie & Rachel	yes		
Actors	Khristie & Rachel	yes		
Create a storyboard	Khristie	yes		
Production Schedule	Rachel	yes		
Equipment required	Khristie & Rachel	yes		
Check Locations	Khristie & Rachel	yes		
Elect a director	Khristie & Rachel	yes		
Elect a camera operator	Khristie & Rachel	yes		
Elect a producer	Khristie & Rachel	yes		
Produce the video	Khristie & Rachel	yes		
Post production – editing	Khristie & Rachel	yes		
Edit Decisions	Khristie & Rachel	yes		
Export final product	Khristie & Rachel	yes		
Packaging/marketing	Khristie & Rachel	yes		
Music	Khristie & Rachel	yes		

CLASS ACTIVITIES

Start off by introducing yourself and the course in a calm tone, as this will make the audience feel welcome and in turn will allow them to enjoy the advert more.

Introduce some of the teachers that students will meet on the course, teachers should talk about how they are there to help and support students, while they are on the course.

Show off the equipment that will be in use on the project such as a camera's, video camera's, computers, interactive whiteboard etc.



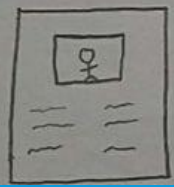
Make sure the advert is not too long as this could end up boring the audience, and they may not watch it all the way through.

Show what is involved in the course such as; Building your own websites, creating animations etc. and how they contribute towards your understanding of the course.

Show that everyone is treated as an equal while on the course and that nobody is left out or isolated from the rest of the group. Make it clear that everyone is here to help each other through the course, so that you can get the best grades and experience possible.

STORY STRUCTURE

Definition
A document that outlines every aural visual, behavior and lingual element required to tell a story.

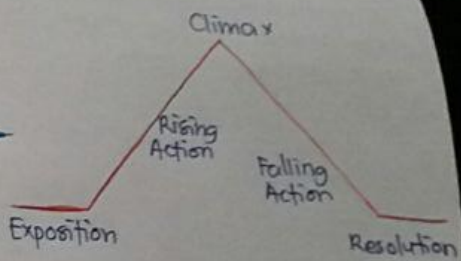


Scripting

STORY STRUCTURE

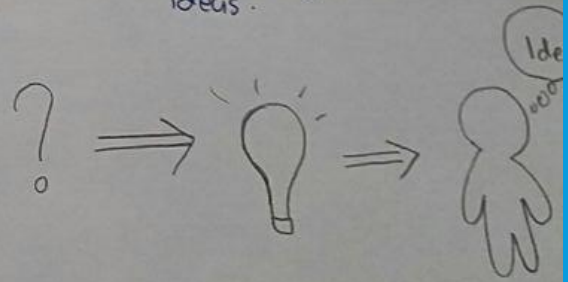
Storyboarding

A sketch of how to organise a story and a list of its content
Definition



Ideation

Definition
The creative process of generating, developing and communicating new ideas.

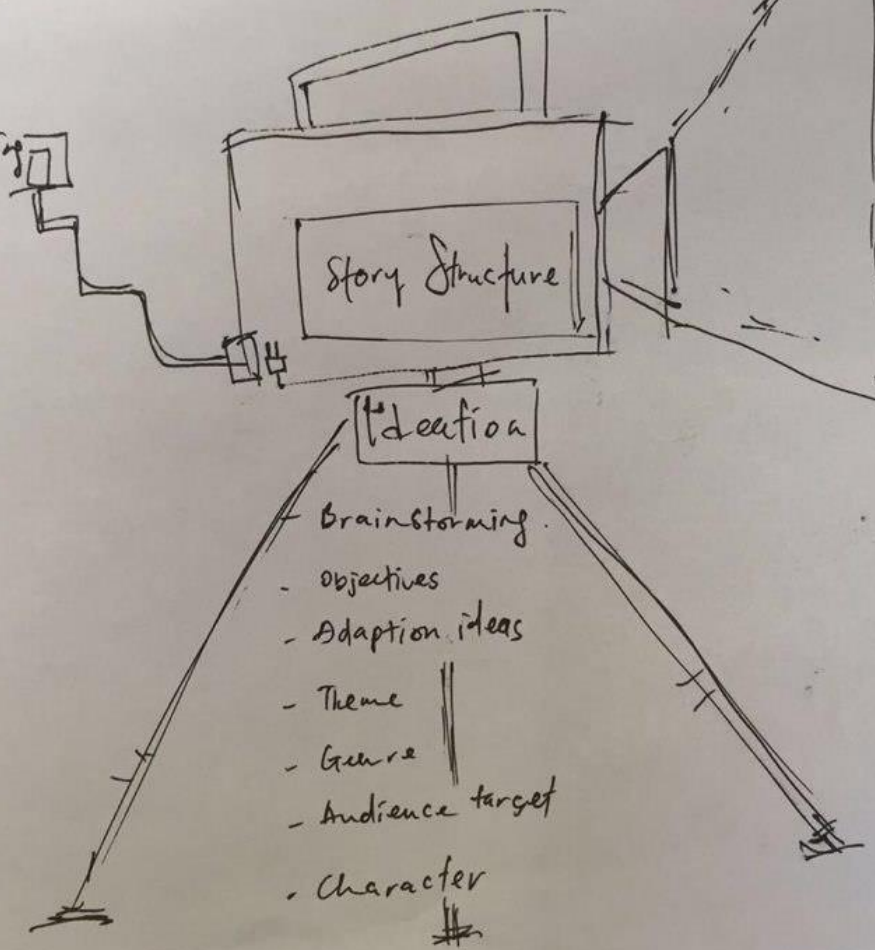


Storyboarding

- Drawing of the storyling
- Description (scene & shot)
- Duration
- type of shot (camera movement)
- Discussion of storyboarding

Scripting

- Pre production
- Storyline
- Plotting
- Character
- Casting
- Screenplay



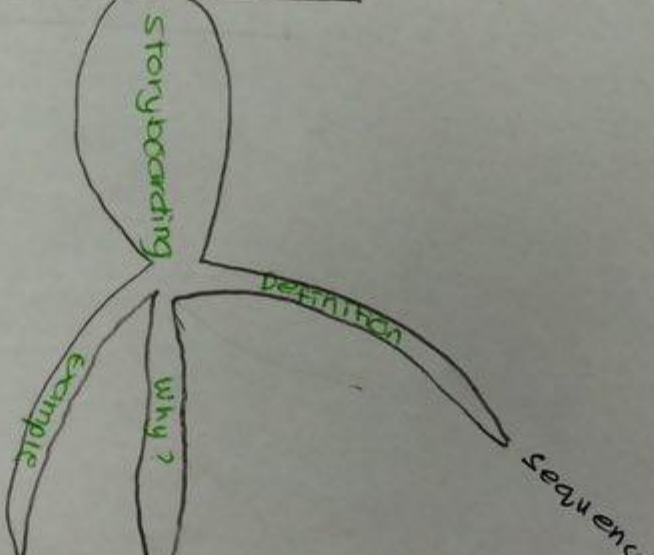
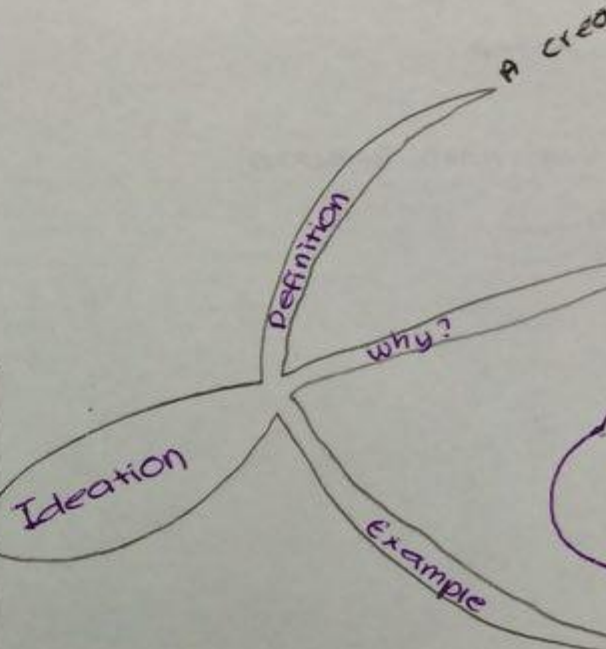
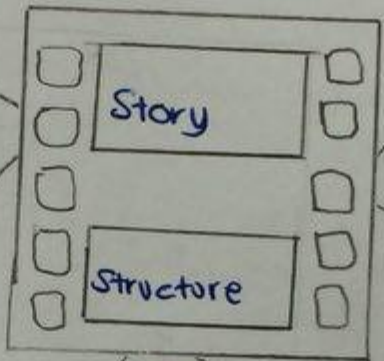
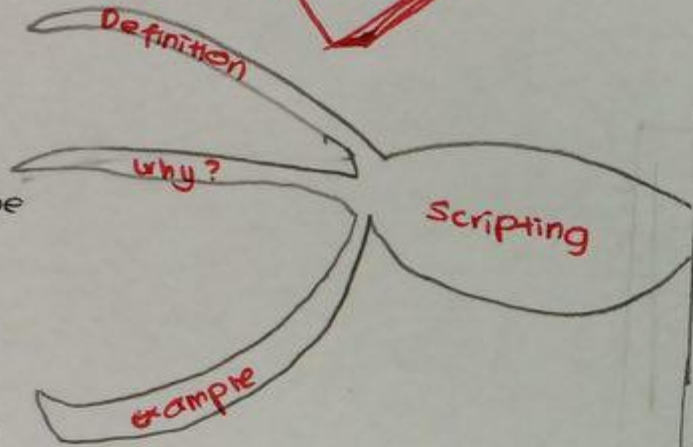
Salfig
Ta zhi yang
Fang keat
Arif.

Storyline that can relate to story



make a cinematic storyline

scene 1
A: ----
B: ----



A CREO

sequence

- ① Wong Sin Yee (B031310188)
- ② Lee Jia Xin (B03131204)
- ③ Wong Pei Shien (B031310160)

Story Structure

Sketching what the main story page will look like & element included

include special effect, graphic & time code

Map/guide for video production

divide story into logical, non-linear parts

divide contents of story among **MEDIA**

- video
- still photos
- audio
- text
- graphic

Storyboarding

Scripting

Ideation

Writing code, a set of instructions, to automate a process.

Programming language that supports scripts, program written for a special run-time environment.

Environments that can be automated through scripting include software applications, web pages, operating systems, embedded systems and games.

creative process of generating, developing and communication new ideas.

an ideas is understood as a basic element of throughout

comprises all stages of a thought a cycle from innovation, to development to actualization.

basic elements of design process.

Examples

Javascript

C++/CPP

Python