

Unit Title: Pre-production skills
 Level: 1
 Unit number: 101
 Credit value: 4
 Guided learning hours: 30
 Unit expiry date: Y/600/7677

Unit purpose and aim

This unit helps learners to understand the basic of pre-production skills for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- An understanding of planning for pre-production
- Ability to produce pre-production documents and files
- Understand how to review and improve pre-production documents and files

The aim of this unit is for the learner to develop an awareness of the current use of pre-production techniques in the Creative Media sector. The learner will also learn how to exploit these techniques to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1 Know about pre-production techniques	1.1 Identify the content of a mood board 1.2 Identify the use of a mind map/spider diagram 1.3 Identify the use of a visualisation diagram 1.4 Identify the use of a storyboard	Electronic evidence that identifies the content/use of pre-production documents e.g. visualisation diagrams for still images/graphics, storyboard for moving image or other assets that use a timeline

<p>2 Be able to plan pre-production</p>	<p>2.1 Identify client requirements</p> <p>2.2 Select appropriate equipment, resources and formats to be used for the pre-production documents</p> <p>2.3 List in order the activities to be carried out to create the pre-production documents</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Equipment/resources list with annotated comments for each technique and their ideas for use.</p> <p>A plan in a text or graphical format identifying proposed activities in the order they are to be carried out</p>
<p>3 Be able to produce pre-production documents</p>	<p>3.1 In line with client requirements, produce a</p> <p>a) mood board</p> <p>b) mind map/spider diagram</p> <p>c) visualisation diagram or sketch</p> <p>d) storyboard</p>	<p>A mind map/spider diagram, either hand drawn or generated using computer software.</p> <p>A visualisation diagram or sketch, either hand drawn or generated using computer software.</p> <p>A storyboard, either hand drawn or generated using computer software. For example, this could be for a video, animation, multimedia presentation or audio track</p>
<p>4 Understand how to review pre-production documents</p>	<p>4.1 Compare the finished documents to the original brief</p> <p>4.2 Obtain feedback on the work</p> <p>4.3 Identify strengths and weaknesses of own work</p> <p>4.4 Suggest improvements for own work</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their pre-production documents and any changes to the order of their listed activities.</p>

Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce a range of pre-production documents and files to a standard that meets the requirements of the client. The candidate is able to follow a design brief to produce the files and present it the appropriate format.

1 Candidates should present a report or presentation to show their understanding of the use and purpose of mood boards, mind map/spider diagram, visualisation diagram, storyboards.

2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of pre-production documents and files to be used to meet the brief. Candidates should be able to list in order the activities to be carried out to create the pre-production documents.

Candidates should create sketches or drawings of ideas.

3 Be able to produce pre-production documents in line with their plan to include:

- A mood board, either hand drawn and created or generated using computer software
- A mind map/spider diagram, either hand drawn or generated using computer software
- A visualisation diagram or sketch, either hand drawn or generated using computer software
- A storyboard, either hand drawn or generated using computer software. For example, this could be for a video, animation, multimedia presentation or audio track.

These produced files if hand created should be digitised although candidates should be encouraged to create them digitally.

4 Candidates should prepare a review file to compare the finished documents to the original brief and plan.

This should include feedback on the work produced; the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions identifying what they would do differently if faced by a similar task and why.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
101	Pre-production skills	IM1	Work Effectively in Interactive Media

Resources

Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).