

Unit Title:	Pre-Production skills
Level:	3
Sub-level:	301
Credit value:	6
Guided learning hours:	50

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of pre-production 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 project planning and creation process:

- Candidates will investigate different types of pre-production documents and discuss the features and where they are used
- Create and maintain a project plan for the creation of a pre-production document to the client brief
- Create and edit the pre-production documents
- Evaluate the final product with against the original brief

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

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Be able to research pre-production techniques	1.1 Research and describe the purpose and uses for <ul style="list-style-type: none"> a) a mood board b) mind maps/spider diagrams c) visualisation diagrams d) storyboard 1.2 Evaluate the use of software applications to generate pre-production documents within the sector	Report that identifies the purpose of pre-production documents and where they are used eg visualisation diagrams for still images/graphics, storyboard for moving image or other assets that use a timeline Capabilities and application of different software for creating pre-production documents and examples of where they are used within the creative media sector.
2. Be able to plan pre-production	2.1 Identify client requirements based on their	Candidates should identify the genre/style they will

	<p>brief and consider the target audience</p> <p>2.2 Identify the genre/style of the work to be created and what conventions will be used</p> <p>2.3 Select appropriate equipment, resources and software for creating pre-production documents</p> <p>2.4 Compare and contrast different formats for pre-production documents and how they relate to the final product to be created including</p> <p>a) mood board b) mind map/spider diagram c) visualisation diagram or sketch d) storyboard</p> <p>2.5 Create a project plan to produce the pre-production documents to include</p> <p>a) tasks b) timescales c) resources</p> <p>2.6 Identify key stages, production constraints and contingency planning</p> <p>2.7 Describe legal and ethical issues for all aspects of the planned production</p>	<p>implement for the end product and use as a basis for creating their pre-production documentation. They should recognise the conventions appropriate to the genre/style and include these within the planning eg action/adventure, comedy, romance/horror, and the lighting, sounds and images associated with these</p> <p>Equipment/software list with annotated comments on reasons why suitable for the project</p> <p>Narrative or annotated document that covers relevant file types/formats and where these are used as part of the workflow processes to produce the work</p> <p>A work plan in a text or graphical format</p> <p>Demonstrate knowledge and understanding of copyright, trademarks and intellectual property use</p>
<p>3. Be able to produce pre-production documents in line with client requirements</p>	<p>3.1 Produce a mood board</p> <p>3.2 Produce a mind map/spider diagram</p> <p>3.3 Produce a visualisation diagram or sketch</p> <p>3.4 Produce a storyboard</p> <p>3.5 Justify appropriate files, types and formats needed to create the final products in conjunction with the pre-production documents</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 evaluate the pre-production documents and process</p>	<p>4.1 Identify parameters and constraints that influenced any decisions that were made</p> <p>4.2 Critically evaluate the quality of the finished products and their fitness for purpose</p> <p>4.3 Evaluate the pre-production documents and process with the client and analyse feedback</p> <p>4.4 Identify areas for improvement and further development of the pre-production documents and process, using your own critical evaluation and the analysis of client feedback</p>	<p>Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose</p> <p>Obtain feedback from the client and/or the target audience</p> <p>Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc</p> <p>Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given</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 professional work for a client to create pre-production documents to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

- 1 Candidates should present a report or presentation to show their research and investigations, discussing the use and purpose of pre-production documents.
- 2 A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of pre-production document to meet the brief. Candidates should be

able to produce a project plan to create and manage the pre-production document.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project.

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

- Producing a mood board
- Producing a mind map/spider diagram
- Producing a visualisation diagram or sketch
- Producing a storyboard
- Justifying the appropriate files, types and formats needed to create the final products in conjunction with the pre-production documents

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

4 Candidates should prepare an evaluation file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the pre-production document with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the pre-production document using their own critical evaluation and the analysis created from the client feedback.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

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

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions) 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		
301	Pre-production skills	IM1	Work Effectively in Interactive Media

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

Additional information

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