

COMPONENT 2 - DEVELOPING DIGITAL MEDIA PRODUCTION SKILLS

Learning Aim A

A1 Media pre-production processes and practices

- Research, discover and evaluate.
- Generate ideas
- Creative techniques, e.g. Brainstorming, mind-mapping, visualisation, making new connections
- Developing ideas, e.g. Narratives and storylines, synopsis, dialogue, visual appearance, content outline, rules, scoring systems, controls, interactivity, levels.
- Practical experimentation.
- Review ideas, e.g. expand, reject and refine ideas.

A2 Media pre-production skills and techniques

- Print
 - Mood boards
 - A house style
 - Thumbnails and sketches
 - Page mock-ups.

Learning Aim B

B1 Media production and post-production processes and practices

- Production and post-production processes and practices, such as:
 - Production workflow, e.g. identifying and ordering tasks, setting deadlines, monitoring progress, managing resources
 - Preparing assets, e.g. create, select, review, re-create
 - Managing assets, e.g. setting up folder structures, selecting file formats, using appropriate file names
 - Experimenting with different techniques, e.g. design iterations, rough edits, mock ups, prototyping
 - Exporting for digital distribution, e.g. applying compression techniques, export settings, file formats

B2 Media production skills and techniques

- Skills for the print sector relevant to the production, such as:
 - Writing and editing copy, e.g. mode of address, persuasive devices, accuracy, reliability, proofreading
 - Taking photographs, e.g. composition, angle, lighting, depth of field
 - Image editing, e.g. cropping, scaling and resizing images
 - Image manipulation techniques, e.g. layers, selections, image adjustments, transformations, filters, effects
 - Creating graphics, e.g. drawing tools, lines, shapes, paths, text, colour, transforming objects, effects.

B3 Media post-production skills and techniques

- Skills for the print sector relevant to the production, such as:
 - Creating page layouts, e.g. pages and spreads, grids, rulers and guidelines, text frames, linking text in columns, text wrap, paths and frames, aligning objects, tables of information
 - Creating visual impact, e.g. creating a visual hierarchy, masthead, cover lines, headlines, subheadings, pull quotes, running heads, using white space
 - Designing print products, e.g. typography, use of colour, paragraph and character styles, object styles, drop caps, effects
 - Editing text, e.g. readability, editing to fit available space, adding suitable captions.

4 Review of progress and development

- Reviewing content, e.g. the amount, quality, relevance, accuracy.
- Testing and reviewing practical outcomes, e.g. functionality, consistency, continuity, communication, accessibility.
- On-going review used to inform decisions and refine work:
 - Application of skills and techniques
 - Respond to audience/user feedback
 - Identify strengths and areas for development.