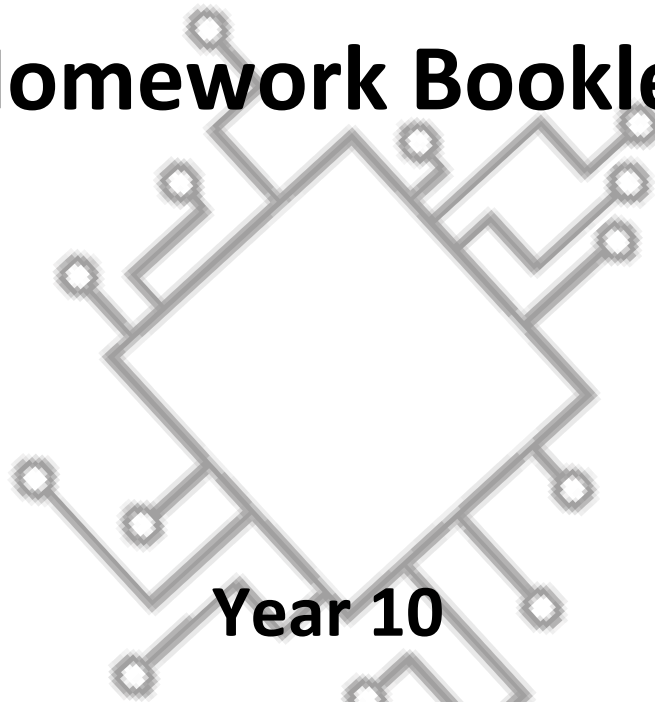


Name : _____



Creative iMedia Homework Booklet



Year 10

Term 1 :: Pre-Production Documents

Homework 1 :	Due Date :	Completed? <input type="checkbox"/>
Homework 2 :	Due Date :	Completed? <input type="checkbox"/>
Homework 3 :	Due Date :	Completed? <input type="checkbox"/>
Homework 4 :	Due Date :	Completed? <input type="checkbox"/>
Homework 5 :	Due Date :	Completed? <input type="checkbox"/>
Homework 6 :	Due Date :	Completed? <input type="checkbox"/>

Homework 1 : Flipped Learning

Use your knowledge organiser to complete the learning mat for this topic

Add as much detail as you can in to each section of your learning mat, making sure you have an understanding of mood boards, mind maps & spider diagrams, visualisation diagrams, storyboards and scripts

You should also use the www.itslearning365.co.uk &

<http://www.bluesquarething.co.uk/imedia/r081/prod.htm> websites to help you complete this homework task

There is also help on the Creative iMedia SharePoint site to help you complete this homework task

Homework 2 : Moodboards

1. A physical mood board is also created by another member of the production team. Identify two items other than images that could be included on the physical mood board.
2. The physical mood board needs to be sent to a number of other people in the production team. Identify one piece of hardware that could be used to convert the physical mood board into a digital version.
3. Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.
4. One of the main methods of advertising will be the use of printed adverts in magazines. Three Oaks has asked that you produce a mood board for the magazine adverts.
5. State one purpose of a mood board.
6. State three items that can be included on a mood board.

Homework 3 : Mind Maps

1. Kids–5–A–Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids–5–A–Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

The Kids–5–A–Day campaign will include a multimedia website aimed at improving the eating habits of children. It will provide recipes and advice in a fun and entertaining way.

You have been asked to create a pre–production mind map for the possible homepage of the website. This will be given to the web designer.

Marks will be awarded for ...

- Structure
- Content
- Relevance

Homework 4 : Mind Maps

1. YouthPlus is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). YouthPlus wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

Youth# wants to set up a website that will allow teenagers in the town to find out more information about the centre.

YouthPlus has asked for a mind map of the website to be created.

State one purpose of a mind map when planning the website.

2. A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created. A mind map/spider diagram will be used to generate ideas.

State one other purpose of a mind map/spider diagram

3. Progressive Museums take mobile museums into primary schools around the country to bring the history curriculum to life, using buses and lorries. Progressive Museums are developing a new product called 'Life in Roman Britain'. You have been employed to develop the interactive presentations for the museum. You have also been asked to provide ideas about how the new 'Life in Roman Britain' museum can be promoted.

At the first pre-production development meeting with Progressive Museums a mind map is produced.

Explain why a mind map could be produced at the first meeting.

4. At the first pre-production development meeting with Progressive Museums a mind map is produced. Identify two possible audiences for a mind map.

5. Progressive Park is a theme park which has a new ride opening next summer. The new rollercoaster ride will allow riders to wear virtual reality goggles as they speed through different parts of the United Kingdom (UK) at various times in its history.

During the first project meeting about the new ride, ideas were expressed by different members of the design team.

Identify the most appropriate pre-production document to capture these ideas.

Homework 5 : Storyboards

1. ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet. ZetaLevel is going to use a TV advert to promote the toy. You have been asked to produce a storyboard for the TV advert.

State one purpose of a storyboard for this TV advert.
2. State two reasons why a storyboard is a suitable choice for a pre-production document for this TV advert.
3. Identify four items that could be included on the storyboard for this TV advert.
4. A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created. Quixsport is considering a video advertisement for the sports clothing promotion and will need to create a storyboard for this.

Identify four different items of information that can be added to a storyboard
5. Identify four pieces of computer hardware that would be needed to create a video storyboard.

Homework 6 : Scripts

The Velocity Girl comic is a new comic series that is due to be launched in January. Velocity Girl is about a girl aged 14 who has the ability to move fast in water and on land. The main target audience is girls aged between 10 and 16. EmVeTion hopes that boys will also read the comic.

EXT. (EXTERIOR) – STREET

Long shot

Velocity Girl runs down the street (fast) chasing the jewel thief towards the marina.

EXT. (EXTERIOR) – MARINA

Mid shot

Jewel thief jumps into a boat in the marina and starts the engine.

Jewel thief looks at Velocity Girl as she gets to the marina. (Smiles) Jewel thief moves boat away from the marina's side.

Mid shot

Velocity Girl stops at the end of the marina and watches the boat move away.

VELOCITY GIRL

Aah!

Long shot

A police car stops behind Velocity Girl and the policeman jumps out of the car.

POLICEMAN

Stop!

Mid shot

Velocity Girl turns and looks at the policeman. Velocity Girl jumps into the water and swims after the boat.

POLICEMAN

Stop now!

Close up

Policeman then stops suddenly and watches Velocity Girl swimming quickly and catching up with the boat.

1. Identify one location from the script
2. Identify two camera shot types from the script
3. Identify two examples of stage direction from the script