Y11 Media – VISUAL IMAGING (R098 NEA)

KEY SKILLS:
- Planning and producing a portfolio
- Reading and interpreting a client brief
- Using specialist image editing and video editing software to create visual imagery

TOPIC 1: PLAN YOUR VISUAL IMAGING PORTFOLIO

- ❑ Features and conventions of photos and video sequences.
- ❑ Equipment used to capture photos and video
- ❑ Pre-production planning including shot lists and storyboards
- ❑ Planning documents to assess and minimise risks including location recces

TOPIC 2: CREATE YOUR VISUAL IMAGING PORTFOLIO

- ❑ Composition including rule of thirds, framing and orientation.
- ❑ Camera settings inc. exposure, shutter speed and ISO
- ❑ Techniques for video inc. framing, shot types and angles
- ❑ Selecting and processing images/ footage
- ❑ Editing and exporting

TOPIC 3: REVIEW YOUR VISUAL IMAGES

- ❑ Checking elements such as file size, properties and play back/ running time
- ❑ Review for visual appeal
- ❑ Review fitness for purpose
- ❑ Review suitability for client requirements and target audience considering set brief
- ❑ Explain improvements to imaging portfolio
- ❑ Further developments such as future commission, cross platform commissions.

Scan me to visit YouTube tutorials on video editing / Photoshop

NEA (COURSEWORK)

10-12 Hours
50 Marks

In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

You will be build a portfolio of evidence covering all topic areas, based on an externally set brief.

Key Terminology	
Media Code	An element that is used to create or suggest meaning
Media Code Elements	Sound, Lighting, Colour, Text, Graphics
Technical Codes	The ways in which equipment can be used to tell a story, create meaning or feeling.
Symbolic Codes	Codes which are based on societal, cultural, and real life, they relate to meanings we give to objects, locations and actions.
Written Codes	The words and phrases which are used to create a certain meaning or feeling.

Creating meaning, impact, and engagement	
Animations	Used to enhance a message or meaning for an audience.
Audio	The sounds which are used when recording or broadcasting media.
Camera Techniques	Used to place the audience in a certain position to affect how they perceive a certain scene. These include angles, shot types and movements.
Colour	Certain colours can be used to provoke certain emotions or feelings amongst an audience.
Graphics	Visual images used to enhance a message being portrayed. This could include diagrams, logos, patterns, cartoons, or shapes.
Interactivity	Audiences can control a media product in some way, for example websites, kiosks and apps use interactivity.
Lighting	The use of natural, indoor or specialist lights in a shot.
Mise-en-scène	Positioning of objects in a scene to create audience engagement and understanding.
Movement	How characters move around a scene to provide engagement with the audience.
Transitions	Techniques used to move from one scene to another. Including cuts, fades, wipes, dissolves.
Typography	The style of text used to make text clear and readable.

Audio Techniques	
Dialogue	Lines spoken by a character or a voice-over.
Genre	The type or style of music used.
Silence	The absence of sound used to set a certain tone.
Sound Effects	A sound other than speech or music.
Vocal intonation	The way in which dialogue is spoken.

Lighting Techniques	
Intensity	The amount of brightness used in light to allow viewers to focus on key elements.
Key light	The primary source of light used in a shot.
Positioning	The location of light in a scene. This can be from the front, back or at a 45-degree angle to the subject.

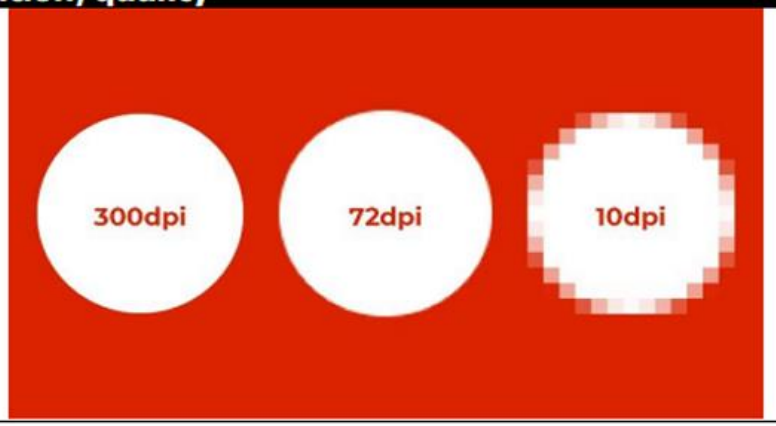
Mise-en-scène Elements	
Props	Objects that are visible in a scene to illustrate a story.
Costumes, hair and make-up	The clothing and appearance used to create a character.
Scenery	Location and setting engage an audience in the story which is being told.
Actors	The appearance of characters and the way that they interact with others to portray their image correctly.

Licenses and permissions to use assets	
Client images	A designer may choose to take their own photographs or use ones provided by the client. The designer would retain all rights to these images.
Internet Images	Images can be sourced online using search engines to locate suitable images. Careful attention must be paid to who the copyright owner is and what permissions are granted to any users.
Stock library images	Banks of images online which may be royalty free or involve payment of a fee in order to be used.
Rights managed	An owner of an image places restrictions on the use of graphics they own, including the locations they can be used in number of times the image can be used and how long it can be used for.
Royalty Free	A license whereby once a person has purchased an image they own the rights and can use for whatever purpose. They may still come with some restrictions such as for non-commercial use only or limiting the number of times an image can be printed/used.

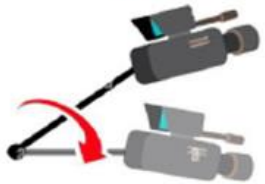
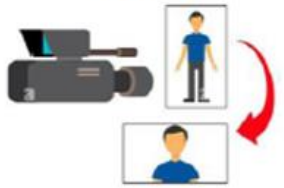
Online image properties	
Size	The height and width in pixels. If images are required of a certain size then this can be specified in a search engine.
Image type	The file type can be applied to filter out clip art, vectors and GIF images. This aids a designer in locating suitable graphics.
License type	Copyright or creative commons licensing may be attached to an image.
Logos	Client owned logos can be used without permission, but if a designer wishes to use a logo owned by another company they must seek permission.

Protecting intellectual property	
Intellectual property	Anything that has been created, like designs, inventions, brand names, and literary works by a person.
Copyright ©	A law which gives creators of media the rights to it. Meaning others cannot use, distribute, or edit it without permission. Watermarks may be used to prevent others from using something without referencing the copyright owner.
Creative Commons	A license which a copyright owner can use to allow others to use, edit and distribute their work. Various levels are available allowing individuals to choose how their work is used by others.
Fair dealing	Copyrighted material can be used for certain research, private study or educational purposes if the source is quoted and referenced.
Patent	A license which gives rights to a creator of an idea, process, or invention so that others cannot copy it.
Trademark	A phrase, words, logo, or symbol which is protected for use by a certain business or organisation. Owners can use the ® symbol after the word or phrase which has been registered and ™ after any unregistered words or phrases.

Image resolution/quality



Camera Movements

Tilt	Track	Pan	Zoom
			
Camera remains static but is angled up or down. Can create a feeling of power.	A camera is mounted on a dolly and track and moved along this track during filming.	Camera remains static but is angled sideways to follow a subject or show a location/scene.	Camera remains still but focusses in or out.

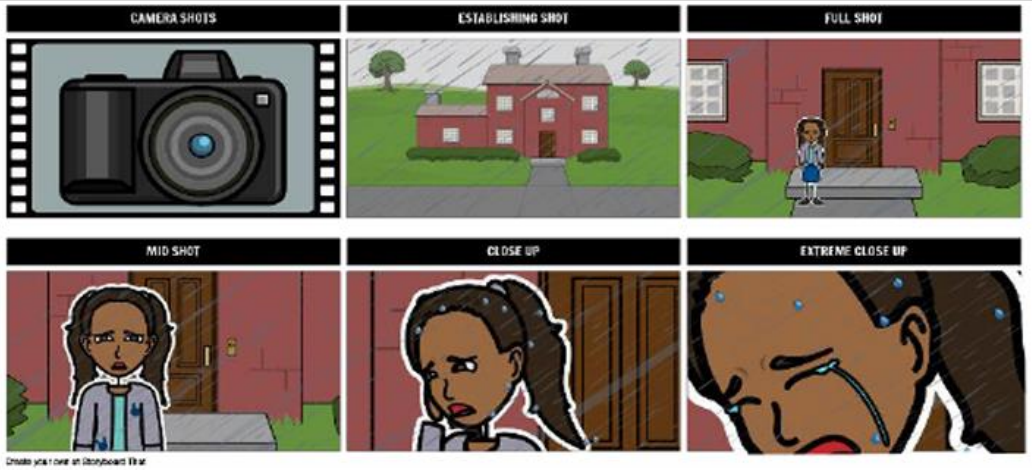
Camera Angles

Low Angle	The camera is positioned lower than the subject (focus).
High Angle	The camera is positioned higher than the subject of the shot.
Eye Level	The camera is placed at the same level as the characters eyes.
Tilt shot	The camera is tilted sideways so that the viewpoint is like the viewer is tilting their head.
Birds Eye	A shot taken from height looking downwards.
Worm's eye	A shot taken from the ground looking upwards.



Camera Shots

Long/wide	Shows the whole subject of a shot.
Establishing	A shot with a clear location to set a scene.
Medium/Mid	Shows the actor from waist upwards to emphasise body language and facial expressions.
Close up	A shot of just a face to suggest emotions.
Extreme close up	A shot of a single body part or key important part of a sequence.
Over the shoulder	The camera is placed behind the character to show what the character is seeing.
Two shot	Focussed on two people next to each other.
Point of view	Camera is set up above the characters head to show their point of view.



←MORE LIGHT NEEDED
LESS LIGHT NEEDED→
Aperture
small aperture
F32
F22
F16
F11
F8
F5,6
F4
F2,8
F2
F1,4
large aperture
Shutter
fast shutter speed
1/1000
1/500
1/250
1/125
1/60
1/30
1/15
1/8
1/4
1/2
slow shutter speed
ISO
low sensitivity
ISO 50
ISO 100
ISO 200
ISO 400
ISO 800
ISO 1600
ISO 3200
ISO 6400
ISO 12800
ISO 25600
high sensitivity

Key Terminology	
Asset Log	A document used to monitor the assets that have been collected from other sources to be used in a digital media product. This will include information about the file name, type, source, copyright holder of any illustrations, photos, diagrams, fonts, videos and sounds which are used.
Flow chart	A diagram which illustrates a process to be followed during a project. It shows how a project flows from one task to another.

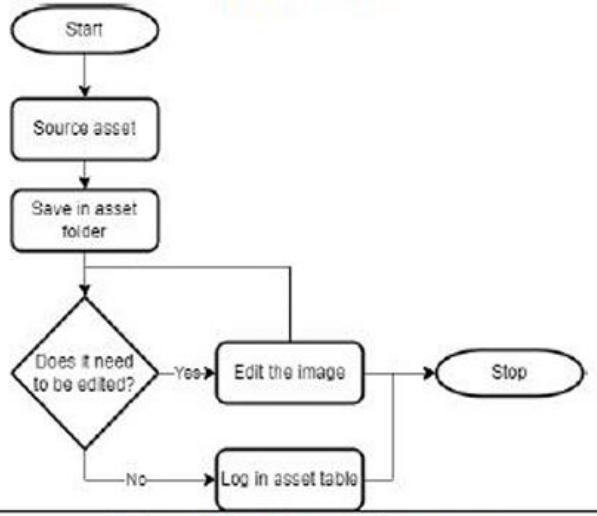
	Script	Storyboard	Visualisation Diagram	Wireframe layout
Purpose	• Identify a location locations and actors • To provide dialogue, stage directions for actors and production crews, . • Support a pitch/proposal for an idea • Tell a story for a reader to generate interest.	• Provide a viewer with a visual representation of what the final product will look like along a timeline. • To provide guidance on what scenes to film or create (for production crew). • To provide guidance on how to edit the scenes into a story.	• To plan the layout of a static (non-moving) media product. • To show how a finished media product might look • To provide a graphic designer with enough information to create a product	• To plan the layout and functionality of a dynamic (moving) media product. • To show how a finished media product might look • To provide a graphic designer with enough information to create a product
Elements	• Cover (Title, description, author) • Set/locations • Direction • Names • Dialogue • Camera Shot Types • Camera Movement • Sounds	• Number of scenes • Scene content/action • Timings • Camera shot types: • Camera Angles • Camera movement	• Images & graphics • Logos • Colours • Text • Fonts • Annotations	• Images & graphics • Logos • Colours • Text • Fonts • Annotations • Buttons • Interactive elements • Video • House style
Uses	• Video products • Audio products • Animation products • Computer Games • Screenplay	• Video projects • Digital animation • Comics • Computer games • Multi-media products	• CD/DVD Cover • Posters • Game Scenes • Display Screens • Comic book page layout • Webpage • Magazine	• Websites, • Games • Apps

Examples of documents

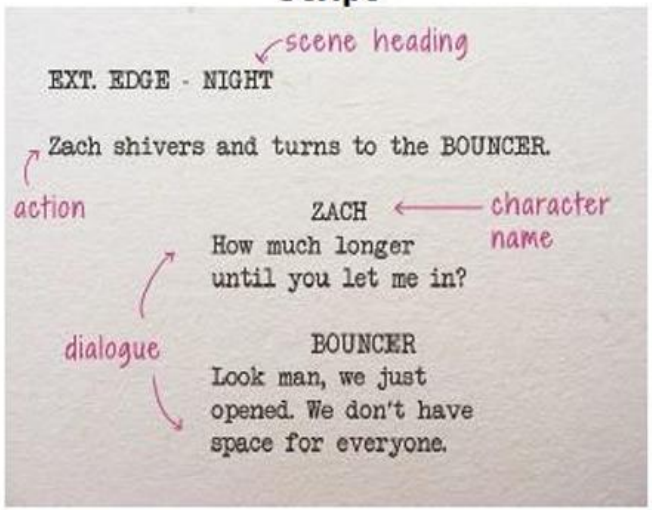
Asset Log

Asset	Properties	Source	Legal issues	Use
Footballer	2400 x 1600 pixels 72ppi JPG file	https://unsplash.com/photos/2W-QWA8364md	Copyright free	Background transparent Recoloured using Hue/Sat layer Cropped to 1932 x 924 pixels Converted to 360ppi, saved as PNG Used on front and back covers
Football ground background	2400 x 1600 pixels 72ppi JPG file	https://unsplash.com/photos/1F9JxeAOkw	Copyright free	Resampled it to 300ppi and changed size to
Football	640 x 623 pixels 72ppi JPG file	https://unsplash.com/photos/yEa7exZUEac	Copyright free	Used to make logo Background transparent Converted to 360ppi
Barcode	1400 x 597 pixels 72ppi PNG file	https://uk.onlinelabels.com/tools/barcode-generator	Copyright free	Converted to 360ppi Resized to 700 x 299 px
Logo		Made myself	Copyright free	Made using football image with text added

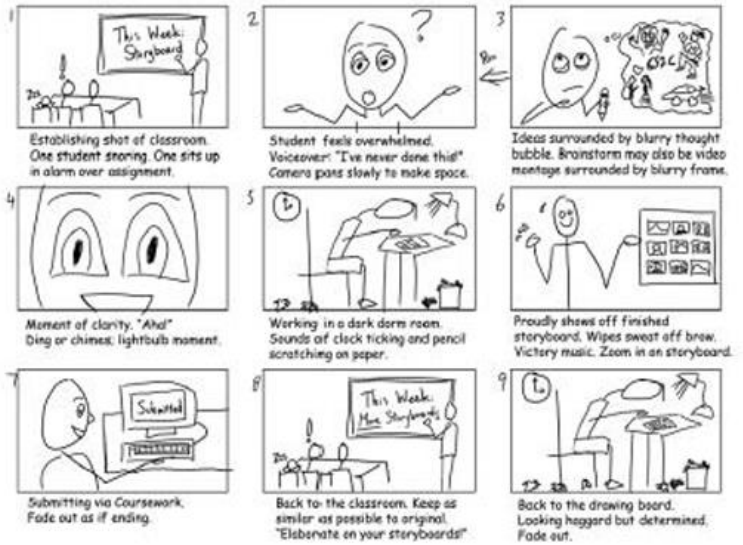
Flowchart



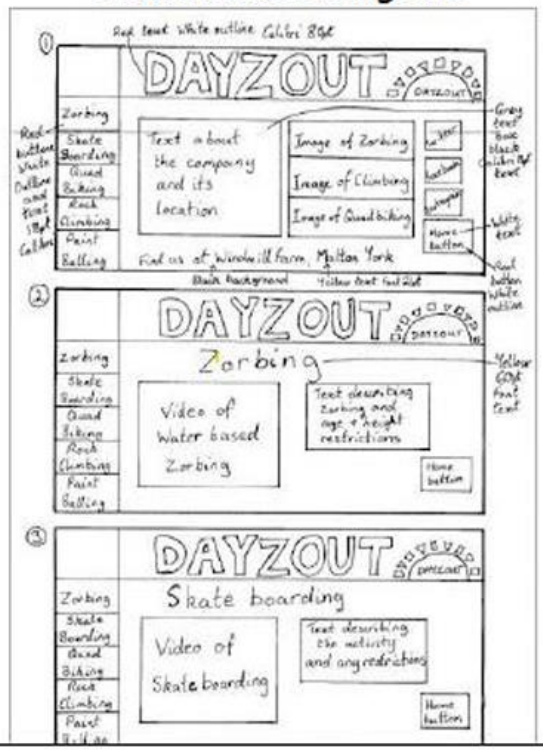
Script



Storyboard



Visualisation Diagram



Wireframe layout



R093 EXAM LINK:
TA 3.3 – PLANNING FOR PRODUCTION

Key terminology	
Pixel	A small element of colour in an image displayed by a light on a screen/projector.
Resolution	The concentration (amount of pixels in a certain area) of pixels in an image. Measured in DPI and PPI.
DPI	Dots Per Inch. Used to measure the number of dots of ink per inch in a printed image. The standard for printed documents is 300 DPI. 
PPI	Pixels Per Inch. Used to measure the number of pixels in each inch of an image. You may have heard of 72 PPI – this is the standard for a computer screen.
Pixel Dimension	The size of each pixel in an image.
Height in inches	$Height\ in\ inches = Pixel\ Height \div image\ PPI$
Native File Format	File formats which can be viewed and edited using specialist software.
Standard File Format	File formats which are commonly used to view files without the need for specialist software.
Bitmap /Raster image	An image which is formed of pixels. Commonly used for scans, photographs, artworks or illustrations. These images cannot be scaled without damaging their quality.
Vector images	An image which is formed of mathematical shapes and lines to allow an image to be scaled without damaging image quality.

Image file types			
	File	**Properties**	**Drawbacks**
Native	**.psd**	**(Adobe Photoshop)** • Only useable on graphic design software • Large file containing layers.	• Requires Adobe Photoshop • Large files • Fonts and images need sending
	.afdesign	**(Affinity Designer)** • Editable vector file • Uncompressed & scalable • Used for logos and print media	• Images and fonts must be sent with the file. • Needs to be sent as PDF for sharing and printing.
	.xcf	**(GIMP)** • Uncompressed • Edit and store layers	• GIMP must be installed when shared • Only deals with RGB colour
Standard	**.JPG (JPEG)**	• Lossy raster image • Compression rate can be adjusted • Used for print and digital work.	• Quality lost over time through use.
	.bmp (Bitmap)	• Uncompressed • High quality • Various colour depths used	• Large file size • Does not scale well.
	.png	• Lossless compression • Designed for images online • Many colours • Transparency	• Not supported by all browsers • Large file size after compression. • Most suited to screens, not print
	.gif	• Lossless compression • Small file • Compatible & animatable	• 256 colours available • Image quality low
	.pdf	• High quality • Can be used for print or digital • Compressible • Accessible on many devices	• Has layers when created, not editable • Free to view, not free to edit.

Properties	
Uses	DVDs, streamed programmes, social media videos, live streams.
Frame	A still image which makes up part of a video.
Frame rate	The number of frames which are displayed each second. Commonly 30 frames per second (FPS)
Aspect ratio	The height and width in pixels of an image. Computer screens commonly use 16:10 (16 pixels wide for every 10 pixels in height).
Resolution	The concentration of pixels within each frame of an image. Available in SD, HD, UHB, 4K, 8K.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP)

Resolutions

- **Standard Definition** (SD) – Any resolution below 720 pixels. Lacks depth and detail
- **High Definition** (HD) – Any resolution equal to or above 720 pixels up to 1080 pixels. Many videos are now shot in HD for the web and TV
- **Full HD** (UHD) – 1080 or more pixels is now the industry standard for films and high quality TV programmes.
- **4K** (Ultra HD) – 3800 or more pixels, used by film makers to capture intense colours
- **8K** – 7600 pixels or more, mainly used for green screens or zooming long distances without losing definition

Video File Types

File format	Type	Compression	Reasons for choosing	Limitations
MP4	Video & Animation	Compressed (lossy)	• Used on multiple platforms and operating systems • Small file sizes • Standard on the web	• Audio and video can go out of sync • Loss of quality if compressed too much
MOV			• Developed by Apple • Used for editing more than playback	• QuickTime (player) must be installed to view
WMV			• Streaming is possible • Good quality video • High compression	• Available on windows without downloading a player • Not commonly used
AVI		Variable	• Choice of compressed or uncompressed • Good quality	• No direct streaming is possible • Menus and chapters not supported
Animated GIF	Animation	Compressed (lossless)	• Easy to make, small file sizes • Viewable on any device • Compresses without losing much quality • Can be used with web browsers	• For short videos only • Cannot be edited once completed • Images look blocky due to low colour depth.

Key Terminology

Sourcing	Locating a resource using a variety of techniques.
Creating	The process of making something from scratch to be given to a client. This could also involve the modification of a sourced asset.
Modifying	When a designer takes an asset and changes its appearance using tools and techniques found in specialist software.
Rasterization	A modification technique that converts a vector graphic into a bitmap graphic so that it can be used.
Resampling	A modification technique used to change the PPI value of an asset for it to be used for print or digital use.
Storing	The process of saving a digital file in a device in an organised fashion.

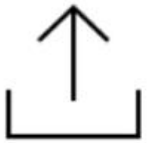
Saving & Exporting

Saving



An appropriate file type should be chosen to save an editable file which may need to be returned to for further modification.

Exporting



When a graphic has been completed, the final version will be exported using an appropriate file type for its application. Factors to be considered when choosing a file type would include:

- A required PPI value
- Required dimensions
- Client requirements (print vs digital)

Methods of sourcing assets

- Using a stock library – remember to check the license
- Sourcing from the client
- Create from scratch
- Take images using a camera
- Using advanced search tools on a search engine.

File naming conventions

File naming conventions are used to allow a designer or team of designers to find and locate files easily and control versions of a product. Version numbers or dates may be used to achieve this

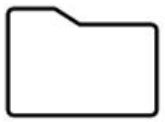
Example:

- Either
  - Ice_cream_advert_storyboard_Ver_1.pdf
  - Ice_cream_advert_storyboard_Ver_2.pdf
  - Ice_cream_advert_storyboard_Ver_3.pdf
  - Ice_cream_advert_storyboard_FINAL.pdf
- Or
  - Ice_cream_advert_storyboard_21-01-19.pdf
  - Ice_cream_advert_storyboard_21-01-23.pdf
  - Ice_cream_advert_storyboard_21-02-19.pdf
  - Ice_cream_advert_storyboard_21-02-25-FINAL.pdf

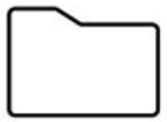
Folders may be used to split files into the following categories:



Original images



Edited images



Final versions