

UNIT 1  
MEDIA FORMS IN PRODUCTION



**folio**

## **YOUR DOCUMENTARY:**

You are producing a documentary in TWO media forms. First you must complete the design folio process. Follow the headings in the booklet to create your authentic masterpiece.

### **Media forms include:**

- Moving image, for example film, television, video, animation  
Still image, for example photography
- Audio, for example radio, podcast
- Print, for example magazine, zine, comic, graphic novel, newspaper, poster
- Digital, for example online video and audio, streaming video and audio, podcast, magazine, comic, graphic novel, newspaper, video game, blog, website, app
- Convergent or hybridised media: the combination or joining of two or more media forms, such as photography and animation, print productions and a digital game, augmented and virtual reality products.

### **EXAMPLES:**

- **A video or film production of 3 – 10 minutes in length, including credit sequence.**
- **An animation production of no more than 10 minutes in length, including title and credit sequence.**
- **A radio or an audio production of a minimum of 8 minutes in length, including title and credit sequences.**
- **A digital or an analogue photographic presentation, sequence or series of a minimum of 10 original sourced images, shot processed and edited by the student.**
- **A digital or transitional print production of a minimum of 8 pages produced and edited by the students.**
- **A digital and or online production that demonstrates comparable complexity consistent with the other media forms.**
- **A convergent or hybridised media production that incorporates aspects of a range of media forms and is consistent with product durations and the descriptions listed.**

# DEVELOPMENT

## INSPIRATION:

This is the opening of your folio. Here you want to make a visual statement of what you are about. Your personality summed up in images, words, music, photos, passions, ideas, song lyrics, artists....The list is endless. These pages within your folio will let your client understand what type of person you are. Your values, beliefs, tastes and eclectic vibe should be explored. It sets up the feel of your folio. You want people to understand where and what to expect in the upcoming pages. The number of pages is up to you, however a minimum of 4 A3 pages is required. **Annotate everything.**

## EXPLORING IDEAS:

For this section you want to explore a variety of concepts and ideas. This could be in the form of a mind map for each concept. You should explore different media forms. Explain what it would take to complete each media product. This is a brainstorming activity. You don't have to have an idea of your final product at this stage. Use the folio as a guide to create and change ideas all the way.

Make sure you include images in every section so that you have a clear understanding of what you want and the flavour of your folio is outlined.

## INVESTIGATION & RESEARCH:

Now that you have some ideas it is time to investigate what else is on the market like your concepts. What have others done? Include their ideas. Research what they did and what did and didn't work. Show a visual representation of their ideas and methods.

Reflect back to your exploration and see what you have compared to what they have. **Annotate everything.**

# PRE PRODUCTION

## AUDIENCE:

Audience is the central reason why any media product is created. Without breaking down the demographics of your target audience your client will not fund the production or consider it a worthy creation to invest in. No product or media form is created for everyone. Even a bottle of water has a targeted audience. It is not made for everyone who drinks water.

In your audience statement you might address the following dot points.

- Some key demographic information (EG; age, gender, where they live, income levels etc.) Sometimes not all of these are relevant but most of the time they are so be specific, it's ok if you feel like you're stereotyping because in a way that's what you are doing.
- What other media forms and texts does your audience engage with?
- What knowledge does your audience bring with them? What conventions etc. Are they aware of and expecting from your product?
- What aspects of your media product will they engage with and why?

I would firstly have a read of good examples of previous folio Audience examples. This section of your folio should be typed and at least the size of A3. That way you are very clear whom your product is created for and its purpose.

## INTENTION STATEMENT:

In the first sentence of your intention, you must clearly identify what you want to make. Once you have clearly identified what you want to do in the opening sentence of your intention, you can go on to give more detail about what you hope to achieve.

## STYLE & GENRE:

**Genre** is the classification of something based on certain key characteristics. These characteristics are generally more broad and less defined.

**Style** is the detailed characteristics that are brought by the individuals creating the work. This can sum up your media product's flavour and attributes.

## LOCATION & SETTING:

This should list and explain all the locations where your scenes/photo shoots, etc. will take place.

Discuss:

1. What and where the location is.
2. Which scenes the location will be used for and why it is appropriate.
3. If permits or permission will need to be/have been obtained for the use of these locations.

Each location or setting you wish to use in your production needs to be introduced in at least one paragraph here. Images, photos, diagrams, or sketches of locations are appropriate, but most important is the discussion of the **purpose** behind the selection of each location.

Google Maps is a great way to visually represent where your locations will be.

## CASTING – ACTORS / MODELS:

Who is in your production and WHY?

### Character Profiles (if relevant)

Even if the information will not necessarily be expressed in your final product, you are to write one paragraph on each of your main characters. What kind of person are they? What is their social and cultural background? What are their interests, desires and motives? **INCLUDE PHOTOS**

### Actors / Models

Note the actors/models you plan to use, then when you have confirmation that they will be involved, introduce them. For major actors, including yourself if you are acting in your own film, comment on the suitability on each performer and what you hope they will bring to your product. If you are acting within your own film, discuss how you will manage the logistics of the production process. Explain why each actor/model was chosen. **INCLUDE PHOTOS**

## STORYBOARDS:

For every photograph, film shot produced, or magazine layout you will require a Storyboard. There are many programs that will support this if you are not the best drawer. It is HIGHLY advised you do not use stick figures.

Storyboards are crucial to any media product. They allow prompt direction on the day of shooting for, the Director, Producer, lighting crew and actors.

There are storyboard templates for film and photography on the website: <http://www.mediaknite.org/storyboards/>

## SCRIPT / INTERVIEWS:

If your media product requires a script or interview you will need to include this. You must use the correct conventions of script writing and interview formats.

It is a good idea to cross check your script with your audience to see if you need to make any changes before you film.

# PRODUCTION

## TIMELINE / RUN SHEET:

For this section you will require a table, chart or calendar of shots you require with dates and times listed. This will go hand in hand with your storyboards so you know when you require equipment etc. Not all films or photographs are shot in chronological order. Quite often it is based on weather conditions, timeframes, location mapping etc.

Depending on how you like to read your schedules will depend on the layout of this section. Some people design their own run sheet formatted table and others embed printed calendars and label them.

## VISUAL EFFECTS:

Here you are listing all the visual effects you plan to use to engage your audience. These could include anything in After Effects, Photoshop, Editing software, Colour grading techniques etc. This will vary depending on your media product.

- Costume
- Camera Angles / Position
- Framing
- Lighting
- Location
- Setting
- Visual Composition

## AUDIO EFFECTS:

Here you are listing all the audio effects you plan to use to engage your audience. These will vary depending on your media product but could include:

- Music
- Score
- Sound Effects – Foley
- Dialogue - Narration
- Jingles
- Catch phrases

## WRITTEN EFFECTS:

Here you are listing all the written effects you plan to use to engage your audience. These will vary depending on your media product but could include:

- Adjectives
- Headlines
- Subtitles

# POST PRODUCTION

## EDITING:

Editing techniques will vary depending on what media product you are creating. Each media form has a different approach to editing. Some require large amounts while other productions will use the raw material and not manipulate the original form.

In this section you outline what software you plan to use (include an image). What techniques you will be employing in order to engage your audience. How long you plan this activity to be.

Consider things like:

- Colour grading
- Photo Shop
- After Effects
- Special effects
- Sound manipulation

## LAYOUT:

If you are completing a print production this section is crucial. Here you will be outlining the layout of your media product. You can do this in a variety of ways. You can use a computer program to help you or just draw the layout pages by hand. I would experiment with different ideas before you reach your final.

Each page that you plan to print will need a layout design.

# DISTRIBUTION

## PRODUCT DELIVERY:

You need to consider how and when your product will go to the market place. You need to consider your audience and their expectations. What will make the most impact? Think about; Time, Place & Promotion. These are all very important to the success of your media product.