



Bottisham Village College

# KNOWLEDGE ORGANISER

**CREATIVE IMEDIA**

**ALL YEAR**



# KNOWLEDGE ORGANISERS

At Bottisham Village College, we are striving to create a five-year curriculum plan that builds effective revision strategies into homework and lessons, to ensure that students are able to place powerful knowledge into their long-term memories. Additionally, we hope that this will help build effective learning strategies from early in their time here at the college.

Based on evidence, we know that regular recall activities are the best way of achieving this goal and committing powerful knowledge into the students' memories.

At the start of each term, we shall publish all the knowledge organisers that students will require for their studies in each curriculum area. These will cover a range of aspects: facts, dates, characters, quotes, precise definitions and important vocabulary. We are clear: if this fundamental knowledge is secured, students can then develop their higher-level skills of analysis and critical understanding with greater depth.

They will be given an electronic A4 Knowledge Organiser (KO) booklet for each term containing all of the knowledge required. In lessons, Bottisham staff will be regularly testing this fundamental knowledge, using short-quizzes or even more formal "Faculty Knowledge Tests".

The best way to use these organisers at home, is to follow a simple mantra:



1. Look at a certain aspects of a particular knowledge organiser
2. Cover up part of their knowledge organiser
3. Write it out from memory
4. Check and correct any spelling mistakes, missing bits or mistakes

**So simple but so effective.**

# YEAR 10 CREATIVE IMEDIA—R081 Pre-production skills

## What am I going to learn?

Pre-production is about planning the production of the media product. If done well, it make the production process quicker and easier, and creates a better product. You will learn about pre-production documents including mood boards, mind maps, visualisation diagrams, storyboards and scripts. If these are detailed and created to a good standard, you will know exactly what you need to do and when in the production stages. This is a core unit that creates a foundation for every other unit in the qualification; the skills you learn will be used many times over.

## How can I practise?

### Books:

Creative iMedia L1/2 Pre-production skills and Creating digital graphics ISBN 978-1-4718-8668-3

Creative iMedia ISBN 978-1-5104-5704-5720-1

### Online Resources:

There are lots of online help to extend understanding outside the class eg

Revision Practise: <https://www.carter.poole.sch.uk/Portals/0/Library/PDF/Curriculum%20Pages/iMedia/Creative%20iMedia%20Booklet.pdf?ver=2019-02-04-121905-770>

## Keywords

**Mood board:** a collection of material that will give a 'feel' for what is needed.



**Mind map/spider diagram:** a way of organising ideas based around a central theme (node).

**Visualisation diagram:** a plan to show how a finished item might look.



**Storyboard:** an illustration of a sequence of moving images.

**Scripts:** a document used to identify location, scene, stage directions and dialogue of a production.

**Images:** from anything that is relevant

Exam command verbs:

**Identify:** your answer just states what is is.

**Describe:** your answer must include some characteristics in addition to stating what is is. You could use words to express an overall concept, idea of need so that it is clear for the reader/listener.

**Explain:** your answer must include comments on the purposes and reasons for statement; state what and why.

**Discuss:** your answer must give both sides of the argument.

**Evaluate:** you must apply your knowledge and understanding in order to arrive at an overall judgement that takes into account a number of different factors.

**Justify:** you must give reasons to support your choice or statement.

# YEAR 10 CREATIVE IMEDIA—R082 Creating digital graphics

## What am I going to learn?

### Why digital graphics are used:

To entertain, advertise, promote, inform, and/or educate.

### How digital graphics are used:

Print publishing (magazines, leaflets, newspapers, books, posters)

Advertising (print and digital graphic file formats)

Websites (banners, navigation buttons and image-based content)

Presentation (title slides and eye-catching graphics to maintain audience interest)

Games (game box covers and still images).

### Legislation in digital graphics production:

## How can I practise?

### Books:

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### Online Resources:

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## Completing your final assignment

To assess your knowledge and skills a 10 hour (approx.) assignment will simulate being given a project by a client in a work situation.

**Task 1:** You will be asked to research and explore the **purposes** and **uses** of digital graphics. **Task 2:** You will develop your own interpretation of a **client brief** and then consider what **assets** you need, how long it will take and what your intended graphic will look like. It is important to think about what you need to produce before you start to create it.

**Task 3:** You will create the digital graphic that you have planned. It should demonstrate a range of tools and techniques in your chosen image-editing software application. You will then need to save/export your graphic in two different formats, one for print and one for web use.

**Task 4:** You will review your final work by writing about overall quality, fitness for purpose and any areas for improvement. This is a vocational qualification, it is important to check suitability before submitting it to the client.

## Keywords

**Client brief:** what is actually required by the client.

**Target audience:** who the end product is going to be used by. Categorised by age, gender, location, and ethnicity.

**Assets:** photographs, scanned images, library images, graphics, logos, and text information that are used as part of the digital graphic.

TASK		ACTIVITY	Resources	DURATION (minutes)	10	10	10	10	10	10	10	10	10	10
GRAPHICS PROJECT PLAN														
PLANNING	Client brief	Read client brief	Client brief	30	█									
Asset List	Create asset list		Computer keyboard mouse internet	10				█						
Mood board	Source assets and add to asset list		Computer keyboard mouse internet	30				█	█					
	Create mood board		Computer keyboard mouse asset list	20									█	

**Work plan:** structured list of all the tasks and associated activities, with a timescale.

**Types of digital graphics:** bitmap/raster images, vector graphics.

**Properties of digital graphics:** pixel dimensions, DPI resolution, compression settings.

# CREATIVE IMEDIA—R092 Developing Digital Games

## Capabilities and limitations of 2d and 3d games



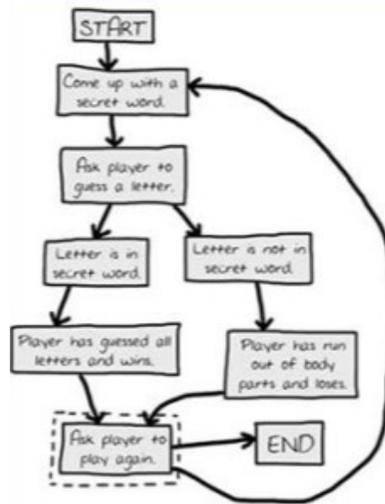
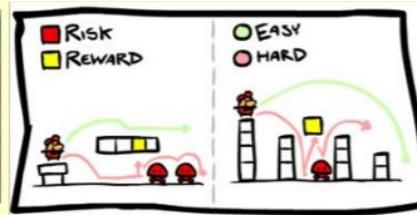
2D game

3D game

2D game engine

3D game engine

## Planning Documents



**Target audience** is just a group of people that a product is aimed at. To do this we identify the target audience using the following criteria:

- Age
- Gender
- Ethnicity
- Location
- Income



Game Genres

## Devices used to play games



Key Word	Definition
Client Brief	Details about the product from the client.
Client Requirement	Clear statement of what is to be produced
Success Criteria	A list of criteria to judge the product once created.
Target Audience	Who is the final product intended for?

Planning Document	Definition
Mind maps	Generate outline ideas quickly. Develop and show links between different thoughts and ideas.
Visualization Diagram	Plan the layout a product to see what the design will look like. Show how the finished item may look and make changes where needed.
Mood board	Used to generate ideas for a client. Used to create a mood or a feeling for a product.
Storyboard	Provide a visual representation of how a media project will look along a timeline. To show the order of the scenes and how they fit together. To help to visualise the characters.

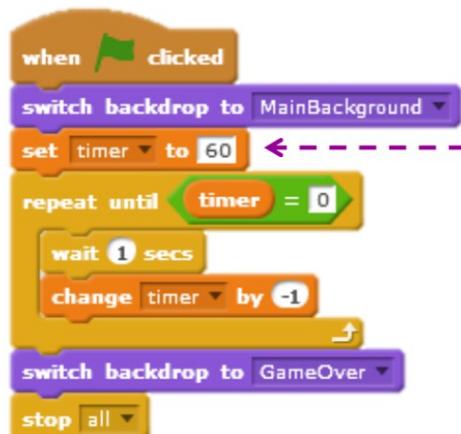
## Copyright Infringement

Copyright is infringed when any of the following acts are done **without permission**, whether directly or indirectly and whether the whole or a substantial part of a work is used:

- copying the work in any way
- issuing copies of the work to the public
- renting or lending copies of the work to the public
- performing, showing or playing the work in public
- broadcasting the work or other communication to the public by electronic transmission
- making an adaptation of the work.

[Help with scratch](#)

## How Scratch broadcasts work



OCR Templates available for use in the Controlled Assessment:

Asset Table				Author:
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Asset	Properties	Source	Legal issues	Use

Test Table				Author:
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Test	Pass/Fail	Comments	Re-test	Result

### Explanations of the key terms used within this unit, in the context of this unit

Key term	Explanation
<b>Algorithms</b>	Algorithms are basically a series of steps in a sequence with a defined end point. Examples of where these could be used include scoring systems or speed of movement in the game. Refer to resource links for further information.
<b>Collisions</b>	This is another form of event when two sprites or game elements collide in the gameplay. An example would be the player character hitting a brick wall or other game hazard.
<b>Events, actions and triggers</b>	These are the results and interactions of gameplay. For example, a player may approach a door in the game, which is initially closed. The trigger may be proximity to the door the action is to open the door. An event is something (or a sequence) of things that happen in the game. Examples of events would be game start, game end and a key press. The way that events, triggers and actions are configured depends on what software is being used.
<b>Game engine</b>	This refers to the game creation software application. Examples would be GameMaker, MissionMaker, Unreal, Unity 3D.
<b>Game environment</b>	This is the setting for the gameplay and may be the 2D background or the 3D room. This is sometimes referred to as the game world. The player character is positioned in the environment or room. This term should not be confused with the game development environment, which would be the same as game engine.
<b>Genre</b>	The style of game. Examples would be arcade, FPS (first person shooter), role playing, adventure, MMORPG (massively multiplayer online role playing game).
<b>Geometric parameters</b>	These refer to the size and scale of the objects within the game environment or world. For example, the size of the player character must be appropriate to the game environment so that they can move through and around the game obstacles and objects.
<b>Legislation</b>	In game development terms, this applies to the use of any intellectual property and copyrighted material within the content of the game. For example, the use of established and well known characters such as Mario, Harry Potter or any Marvel superheroes in a new game would not be allowed. In terms of copyrighted material, this may restrict the use of some assets e.g. images, graphics, sounds and background music.
<b>Narrative</b>	This refers to the storyline that the game is based upon. Not all games have a narrative such as a basic racing game. However, as soon as there are multiple levels or strategies as part of the game then this becomes part of the storyline.
<b>Object properties</b>	These are defined in the game creation software. Every object in the game has a series of properties (e.g. size, colour, visibility and whether solid, open, closed). The initial state is defined in the game but events and triggers can modify one or more of these properties.
<b>Pathways</b>	These refer to the different options that the player could take to complete the game. For example, in an adventure game the player may want to fight every monster or enemy to develop their skills whereas another player may evade these and choose to search for treasures and hidden secrets instead.
<b>Scripting</b>	This refers to the programming of the game elements. As examples, this can define what happens in actions, events and interactions.
<b>Simulator</b>	In game development terms, this is a piece of software that simulates what the game would look and feel like on the target platform. It works a bit like 'preview in browser' when creating a website. For example, if the target platform was a smartphone then the simulator is likely to use a graphic image of the phone on the computer display screen with the game fitted inside the phone screen area. The icons for the phone buttons would represent the player interface so that playability and the user interface can be tested.
<b>Sprites</b>	A term used within GameMaker for any asset such as images, graphics and sounds. In more general terms, it is recognised as a (typically) small image that can be used as a game object or character.
<b>Visual style</b>	This is related to the genre and refers to what is shown on the game screen. Stylisation can also refer to colours, brightness and the overall visual content, which may be dark and moody to give a sinister feel for example.

Storyboard:	Author:	Version:	Page of
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## Controlled Assessment Format

### Task 1

Explore digital game creation software, hardware and peripherals

### Task 2

Plan the digital game

### Task 3

Create the digital game

### Task 4

Review the game

# CREATIVE IMEDIA—R085 Creating a multipage website

## Purposes of sites



## Devices used to access the Internet



## Types of Internet Access

### Which different ways can be used to connect to the Internet?

1. ADSL Broadband over existing phone lines.
2. Cable Broadband - through cables shared by the TV service
3. Fibre Broadband - High speed fibre optic cables
4. Ethernet - a cable running from a router / network point
5. Wi-fi - wireless signal from a wireless router
6. Mobile Data 3G and 4G

[Help with html code](#)

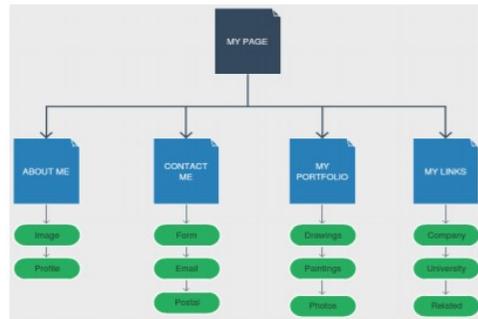
[Help with Dreamweaver](#)

## Planning Documents

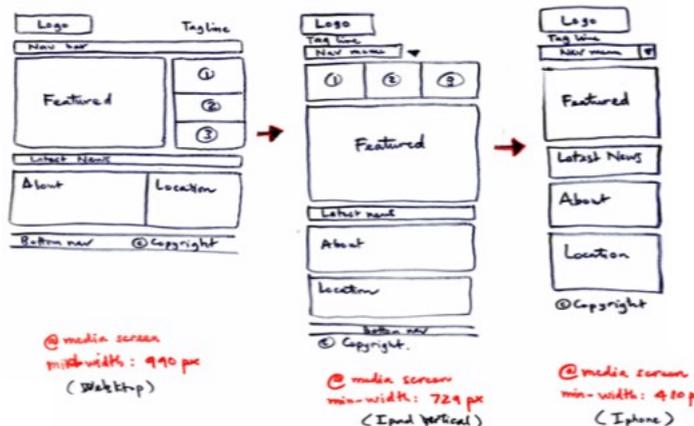
**Visualisation diagrams and storyboards** are always produced prior to creating the multimedia project. They assist in the development of the project ensuring that all the client's requirements have been fulfilled before the expressive task of creating the media begins.

**Sitemaps and visualisation diagrams** are never edited once the multimedia product has been completed, so some differences are expected to be seen.

## Site Map



## Visualisation Diagram



## What are the common features of websites?



Interactive elements: e.g. rollovers, animations, games, adverts, surveys, forums, quizzes, comment boxes, audio files

**Target audience** is just a group of people that a product is aimed at. To do this we identify the target audience using the following criteria:

- Age
- Gender
- Ethnicity
- Location
- Income

**House style** is a set of rules which state how all documents and written communication from a business should be formatted. It will govern things such as - the colours to be used. - the font style and size. - where the logo should appear.

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- renting or lending copies of the work to the public
- performing, showing or playing the work in public
- broadcasting the work or other communication to the public by electronic transmission
- making an adaptation of the work.

```

Index.html - Notepad
File Edit Format View Help
<html>
<title>My Page</title>
<head>All about me</head>
<br>
<br>
<hr>
<br>
<br>
<body bgcolor="#C6AEC7" text="#E4287C">This is
<marquee>Now start making your site</marquee>
</html>

```

## Basic html

OCR Template available for use in the Controlled Assessment:

Asset Table				Author:
Asset	Properties	Source	Legal issues	Use

Test Table				Author:
Test	Pass/Fail	Comments	Re-test	Result

Explanations of the key terms used within this unit, in the context of this unit	
Key term	Explanation
Embedded content	Content which is placed on a website but is hosted by another website such as a YouTube video or a Google Map. It is generally seen as external media. An example would be the YouTube video embedded on this page <a href="https://www.zumba.com/en-US">https://www.zumba.com/en-US</a>
Navigation	The system by which one moves through the website from page to page. Navigation can be by navigation bar placed on each page or in a linear format. A good example is <a href="http://www.bbc.co.uk/news">www.bbc.co.uk/news</a> which is further sub divided by smaller categories.
Cascading Style Sheets (CSS)	This is a design element which helps the creator of a website control the look and of a webpage. This can then be rolled out across all pages to ensure consistency.
Alt Text	This is a piece of text which appears to explain the nature of an image. This is an accessibility feature.
Search engine optimisation	The method used to ensure that websites are easily located when searched for. SEO is needed to ensure that a website is successful and gets a number of 'hits'.
Hot spot	This is an invisible hyperlink which is placed on an image. It is an alternative to a text based hyperlink and could be placed on a logo to take the user to the website.
Hyperlink	A link which can take you to another website, page or resource. This is usually shown as being underlined on a website to indicate the hyperlink and the text is often a different colour.
Intellectual property	This refers to creations of the mind such as inventions as well as designs and more. This is protected through patents, copyright, etc.
Trademarks	This is a symbol or an image which represents a company or a product. It is legally registered as representing the company.
Copyright	This gives a legal right to someone to distribute and reproduce something for a fixed number of years.
Assets	These are the 'things' which will be used on your website such as images, videos, sounds, etc. They are component features which make up your website.
Site Map	A plan of how the user will be able to navigate around the final website.
Visualisation	A visual representation of a final product which is used to plan how it will look.

### Controlled Assessment Format

**Task 1**  
**Understanding properties and features of multipage websites**

**Task 2**  
**Planning the multipage website**

**Task 3**  
**Creating your multipage website**

**Task 4**  
**Checking and reviewing your multipage website**