

**WORKSHEET Name:**

***Creating Outstanding Productions***

**Explore the stages of the media production process in *The Story of the Moving Image.***

**Media Production Process: Stage 1 – Development**

**Media productions always begin with an idea – from this, a story can be developed.**

1. *Developments in technology have led to the creation of new media forms, ideas and stories.*

**Find an early form of moving image displayed in the first part of *The Story of the Moving Image* exhibition.**

Name and describe it.

Outline the type of materials and/or technologies that have been used to create it.

What size and type of audience would be able to enjoy it?

Has this early form of moving image led to any of the media forms or products that we now enjoy as modern audiences? Note down the similarities you recognise.

1. *Ideas for stories can come from many places. All creators draw on existing influences when developing their own ideas and style.*

**As you move through the exhibition, find an image or object that inspires or fascinates you.**

Describe this image or object. Note where it is from and/or what it has been used for.

If you were making a production, what could you learn or take from the image or object mentioned? Does it involve a particular story, a technique or an aesthetic (‘look’) that you could draw ideas from?

**Media Production Process: Stage 2 ­ – Pre-production**

**Planning a production includes creative tasks, such as developing and writing a story, designing a world and its characters, and drafting out visuals.**

1. *Characters are the unique individuals who inhabit the world of a story.*

**Find an example of character design.**

Name the character and the media production it comes from.

What has been considered or included in the design/s for this character?

What details about this character would help an audience engage with them?

1. *Production designers enhance the world of a story through the visual design of its technical elements such as sets, costumes or props/playable items. For some media products (like videogames), production designs are sometimes referred to as ‘concept art’.*

**Find an example of production design or concept art.**

Describe the example and name the production it comes from.

Outline what the example shows and explain why this would be important when creating the world of the story.

List the materials, equipment or technologies that would be necessary to bring the design to life.

1. *Storyboards are a common planning tool for moving image productions and are used to visually document the progression of a story and help creators see how it will look once produced.*

**Find an example of a storyboard in the exhibition.**

Name the production it comes from.

List three things the storyboard includes that will help those making the production.

**Media Production Process: Stage 3 – Production**

**In the production stage, previous planning and design work helps bring the production to life.**

1. *Different types of equipment and various forms of technology are used in the creation of media productions.*

***The Story of the Moving Image* includes on-location production photographs and examples of equipment used for media production.**

List 5 examples of equipment or technology that may be used when making a media production.

1. *For a media production to be successful, it needs to convey a clear intention (purpose) and story.*

**Find an example of a finished media production (such as a short scene or film, animation or videogame) to watch or play.**

What do you believe is the intention of this production?

What did or did not engage you while you watched/played? What types of audiences would enjoy this production?

**Media Production Process: Stage 4 – Post-production**

**The post-production stage involves making choices to help refine a media production’s technical details, story and overall appeal.**

1. *Editing involves the cutting and arranging of content, and can enhance pace and rhythm.*

**Find the Edit Line and arrange the blocks (which connect lines of classic film and TV dialogue) in different ways.**

What did you notice happened when you arranged the lines/moments in different ways?

What might an editor need to understand and remember when editing a media production?

**Find the *Foley Studio* in theexhibition. Step inside and have a go at matching the sounds to a piece of selected footage.**

What were some of the everyday objects used for creating sound?

Think of a sound that a media production might require. List a clever way you could create this.

Why is sound so important in media productions? What does it contribute?

**Media Production Process: Stage 5 – Distribution**

**Once a production is completed, it is ready to distribute and share with an audience.**

1. *Different types of media productions are shared in different ways, such as on TV, in a cinema, streamed via the internet, or to be played on a PC or console.*

**Choose an interesting example of a media production within the exhibition.**

How has the production been shared with an audience in this setting? What impact does the exhibition setting have on its reception? How else could the production be shared effectively?

1. *For high-budget media productions, marketing is still a key component in ensuring the product is visible and accessible to its potential audience.*

**Find an example of an advertisement, poster or cover that advertises a media production. Choose one you don’t know or haven’t seen.**

What do you think the production is about and who might it appeal to?

Does the example use any design features or conventions (typical patterns) that may suggest the production belongs to a particular genre (type or category) of stories? Mention these.