

Client Brief:

Creative iMedia

Brief is produced for a design team, client or for your own work

Client Requirements:

- Outline information and constraints
- Clear statement of what is to be produced
- To identify what is hoped to be achieved



What would you find in the client requirements

- **What** media product is needed
- **Purpose** of the media product (advertise, inform, educate, promote)
- **Target audience**
- **Content** required for the media product
- **Timescale/deadline**
- **Constraints and restrictions**
 - Time
 - Target audience specific (e.g. baby product)
- **House style**
 - **Consistent** with the organisation's own branding and recognised style

Who is the Target Audience?

Product:

Final viewer or **consumer** (user) of the product that is to be created

Pre- production documents:

Designer, developer or **client** developing or approving the product from your ideas and designs.

Categories of target audience (user)

- **Age** – Give an age range, 16-20 11-14
- **Gender** – male and female, but also consider transgender
- **Location** –local, national or international.
- **Ethnicity** – Groups of people that have a common background or culture
- **Income** – How much money will they earn
- **Interests** – Common interests - sports, film, gaming, fashion, music etc
- **Accessibility** - Issues to consider include age, gender, disability, English as an Additional Language (EAL).



Types of research

Primary:

The **original source** is the **most accurate** and specific to your product.

Secondary:

Information is collected from someone else, it is **not as accurate** or specific to what you need.



Primary Sources	Secondary Sources
Diary	History textbook
Interview	Magazine article
Focus group	Internet search
Questionnaire / survey	



Terminology

Creative iMedia

Hardware – The equipment used.

Software – Programs or applications used (to create pre-production documents)

Resources – covers hardware, software and people

Digitise – convert a paper-based document into a digital document that can be processed by a computer

Techniques for pre-production

Creating

Using hardware to **create the original document in a digital format.**



Digitising:

Creating the document by hand and then

convert to a digital copy using a scanner or digital camera.

You will have a **physical copy** as a back up and you can **send electronic version** as well

Hardware

Computer System – PC, MAC, Tablet

Computer peripherals – Keyboard, Mouse, Monitor, Microphone, speakers

Imaging devices – Digital Camera, Scanner

Hand drawing – Pen, Paper, Pencil

Printer – Turns digital to hard copy



Software

Image editing Software / Desk top Publishing
Visualisation Diagram, Mood board, Storyboard

- Adobe Photoshop
- Microsoft Publisher
- Illustrator



Word processing

Mind Map, Story board

- Microsoft Word
- Apple Pages



Presentation Software

Mood board, Mind map, Story board

- PowerPoint



Web Browsers

Search for ideas and images

- Google Chrome
- Internet Explorer
- Safari
- Firefox



Dedicated software

Mindmap (mind map)

Storyboard That (storyboard)

Toon Boom Storyboard (storyboard)

Version control

Create new versions of the project after changes have been made.

Version:

Advert_storyboard_V1

Advert_storyboard_V2

Date:

Advert_storyboard15_09-2018

Advert_storyboard20_09-2018

File formats

Word = .doc, .docx

Photoshop = .ps, .eps

Publisher = .pub

Powerpoint = .ppt, .pptx

Portable Document Format =

.PDF

