OCR
Oxford Cambridge and RSA

Unit Title:	Pre-production skills
Level:	2
OCR unit number:	201
Credit value:	4
Guided learning hours:	30
Unit reference number:	Y/600/7680

Unit purpose and aim

This unit helps learners to understand the basics of pre-production skills for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- Be able to plan pre-production documents to a client brief
- Be able to produce planned pre-production documents
- Understand how to review pre-production documents and process

The aim of this unit is for the learner to develop an awareness of the current use of pre-production techniques. The learner will also learn how to exploit these techniques to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Know about pre-production techniques	1.1 Describe the purpose and uses for a) a mood board b) mind maps/spider diagrams c) visualisation diagrams d) a storyboard	This report should identify the purpose of pre-production documents, where they are used e.g. visualisation diagrams for still images/graphics, storyboard for moving image or other assets that use a timeline. Candidates should also identify the components parts of each e.g. for a storyboard include timings, camera angles, lighting, settings, locations

2. Be able to plan pre-production	2.1 Identify client requirements based on their brief to include the target audience	Equipment/resource/software list with annotated comments on reasons why suitable for the project
	2.2 Select appropriate equipment, resources and/or software for creating pre-production documents	A work plan in a text or graphical format
	2.3 Identify suitable technique for pre-production documents in line with client requirements	Demonstrate knowledge and understanding of copyright, trademarks and use
	2.4 Produce a work plan for the preparation of the pre-production documents; to include tasks, timescales and resources needed	
	2.5 Identify any legal issues regarding any assets to be sourced	
3. Be able to produce pre-production documents	3.1 In line with client requirements, produce a: a) mood board b) mind map/spider diagram c) visualisation diagram or sketch d) storyboard	The brief followed should allow the candidate to demonstrate their knowledge and abilities across all pre-production techniques in an appropriate way to the Creative and Media industry.
	3.2 Identify appropriate files, types and formats needed to produce the final products in conjunction with the pre-production documents	The mood board may be photographed for evidence purposes
		All pre-production documents may be demonstrated using hand drawn sketches or generated using computer software. These will need to be digitised for submission.
		Narrative or annotated document that covers relevant file types/formats and where these are used as part of the workflow processes to produce the work

4. Understand how to review pre-production documents and process	4.1 Identify parameters and constraints that influenced any decisions that were made	Critical personal review, commenting on the quality of finished product and its fitness for purpose
	4.2 Critically review the quality of the finished products and their fitness for purpose	The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.
	4.3 Review the pre-production documents and process with the client and record feedback	Candidates should review the pre-production documents against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example copyright, IPR, trademarks etc, file formats, asset manipulation, software and hardware constraints
	4.4 Identify areas for improvement and further development of the pre-production documents and process	Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce work for a client to create pre-production documents to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

1   Candidates should present a report or presentation to show their understanding of the use and purpose of pre-production techniques.

2   A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of pre-production documents to meet the brief. Candidates should be able to produce a work plan for the preparation of the pre-production documents; to include tasks, timescales and resources needed to create the pre-production documents.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The planning document should clearly meet all the learning outcomes and must be submitted for moderation.

3   Be able to produce the pre-production documents in line with their plan to include:

- A mood board, either hand drawn and created or generated using computer software

- A mind map/spider diagram, either hand drawn or generated using computer software

- A visualisation diagram or sketch, either hand drawn or generated using computer software

- A storyboard, either hand drawn or generated using computer software. For example, this could be for a video, animation, multimedia presentation or audio track.

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially where possible.

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

4   Candidates should prepare a review file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made, a critical review of the quality of the finished products and their fitness for purpose. A review of the pre-production documents and process with the client must be included and a record of feedback.

In this critical review candidates should also identify areas for improvement and further development of the pre-production documents and process.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures of the finished product do not evidence the planning process.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in a compressed digital format.

Students should produce critical review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g., file formats, asset manipulation, software and hardware constraints, copyright permissions) identifying what they would do differently if faced by a similar task and why.

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice.*

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
201	Pre-production skills	IM1	Work Effectively in Interactive Media

Resources

Equipment: A computer system capable of running the identified software packages that will enable the candidate to meet the requirements of the client must be used.