

Creative iMedia

Creative digital media products are important in all sorts of ways in modern industries.

They are usually made using computers.

Pre-Production

- Before something can be made it has to be planned. This is **pre-production**
- Usually this involves a **team** of people working together to plan and then make the product
- Different team members will do different jobs
- A **client brief** is used to get an idea about what is needed

Pre-Production

Team roles:

- designer
- graphic artist - makes it
- photographer
- researcher
- asset manager - finds images to use and gets permission to use them
- project manager - plans how time will be used and communicates with everyone
- marketing manager - sells it

Pre-Production

Pre-production documents are used to plan out what products will look like and how they will work. They are made **before** the product is produced.

- mindmaps
- moodboards
- visualisation diagrams
- storyboards (for video or animation)
- scripts (video or audio)