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| **E** | **Software** | | |
| **Image editing (photo)** | | Photoshop, GIMP, Publisher | *eg visualisation, image assets, moodboard* |
| **Image editing (vector)** | | Illustrator, InkScape | *eg visualisation, logo design, graphics* |
| **Word processing** | | Word, Google Docs | *eg scripts, documentation* |
| **Presentation software** | | Powerpoint, Google Slides | *eg visualisation diagram, moodboard* |

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| **C** | | **House Style** |
| 1 | **Fonts** | |
| 2 | **Colour schemes** | |
| 3 | **Logos** | |
| 4 | **Design styles** | |

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| **B** | | **Work Plan** |
| 1 | **Task** | |
| 2 | **Activity** | |
| 3 | **Work flow** | |
| 4 | **Timescale** | |
| 5 | **Resource** | |
| 6 | **Milestone** | |
| 7 | **Contingency** | |

Name:

R081: Planning Pre-Production

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| **D** | **Planning: Key Vocab** | | |
| **Accessibility** | | The quality of being easily used by people with disabilities |  |
| **Work flow** | | The order the tasks have to be done in |  |
| **Milestone** | | A significant stage in a project, when a section is completed | *eg “All assets collected”* |
| **Contingency** | | Time set aside for if parts of the project run over schedule |  |
| **Asset** | | An individual part of a final product | *eg images, logos, sound files, text etc* |
| **Resource** | | Something used to create an asset | *eg laptop, Publisher etc* |
| **Primary source** | | Research collected directly by the person using it. | *eg questionnaires, meetings, etc* |
| **Secondary source** | | Research collected indirectly by the person using it. | *eg published reports, papers, websites etc* |
| **User requirement** | | What the client wants from the product | *eg “Must appeal to 20-30 year old men”* |
| **Constraint** | | Something that cannot happen | *eg cost less than £3,000* |
| **Digitise** | | Make a digital copy of a physical thing | *eg scan a drawing* |
| **Hardware** | | Physical resources | *eg scanner, laptop* |
| **Software** | | Computer programs which are used as resources | *eg Publisher, GIMP* |
| **House style** | | A set of rules for how documents or products will appear to ensure consistency | *eg Calibri, size 11, bold for titles, italics for examples* |

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| **A** | | **Target Audience Categories** |
| 1 | **Gender** | |
| 2 | **Age** | |
| 3 | **Ethnicity** | |
| 4 | **Income** | |
| 5 | **Location** | |
| 6 | **Accessibility** | |