The Pre-Production Blueprint
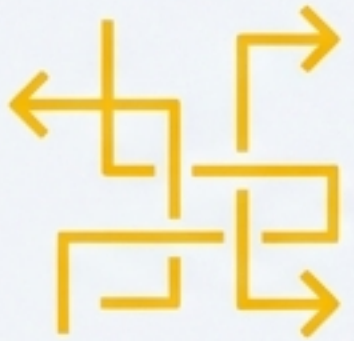
Mastering Asset Logs, Flow Charts & Scripts for R093

From Creative Chaos to Organised Production

The Challenge

Files missing?

Confusing navigation?

Weak dialogue?

The Solution

Effective pre-production turns ideas into organised, usable plans. These three documents are your essential toolkit.

They are **practical planning tools** that help teams track files, design user journeys and capture exactly what will be said and shown.
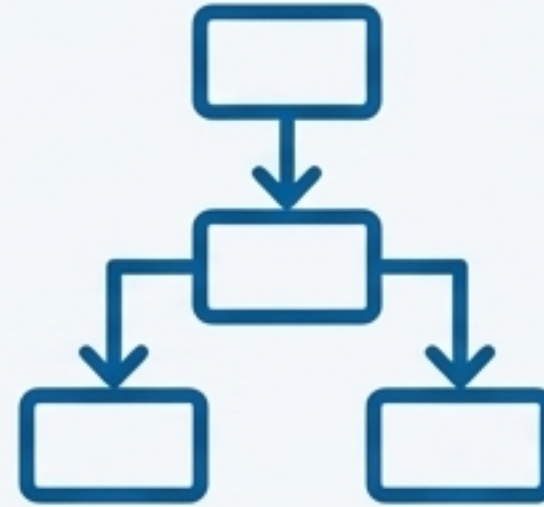
Three Tools, Three Core Functions

Asset Log

Core Function: Tracking Resources

Primary Use: All Projects

Key Outcome: Organisation

Flow Chart

Core Function: Mapping Journeys

Primary Use: Interactive Media (e.g., websites, apps, games)

Key Outcome: Clarity

Script

Core Function: Directing Action

Primary Use: Audio-Visual Media (e.g., adverts, films, podcasts)

Key Outcome: Efficiency

Tool 1: The Asset Log: Your Project's Inventory

Systematically tracking every file and resource.

Asset ID		Source	Copyright
A001	📄	Shutterstock	Licensed
A002	📷	Client Logo	Owned
A003	🔊	Custom Audio	Created In-house
A004	📄	Stock Video	Licensed

An asset log is a table used to keep track of all the media assets used in a project. This might might include images, audio clips, video files, text files and logos.

Anatomy of a Professional Asset Log
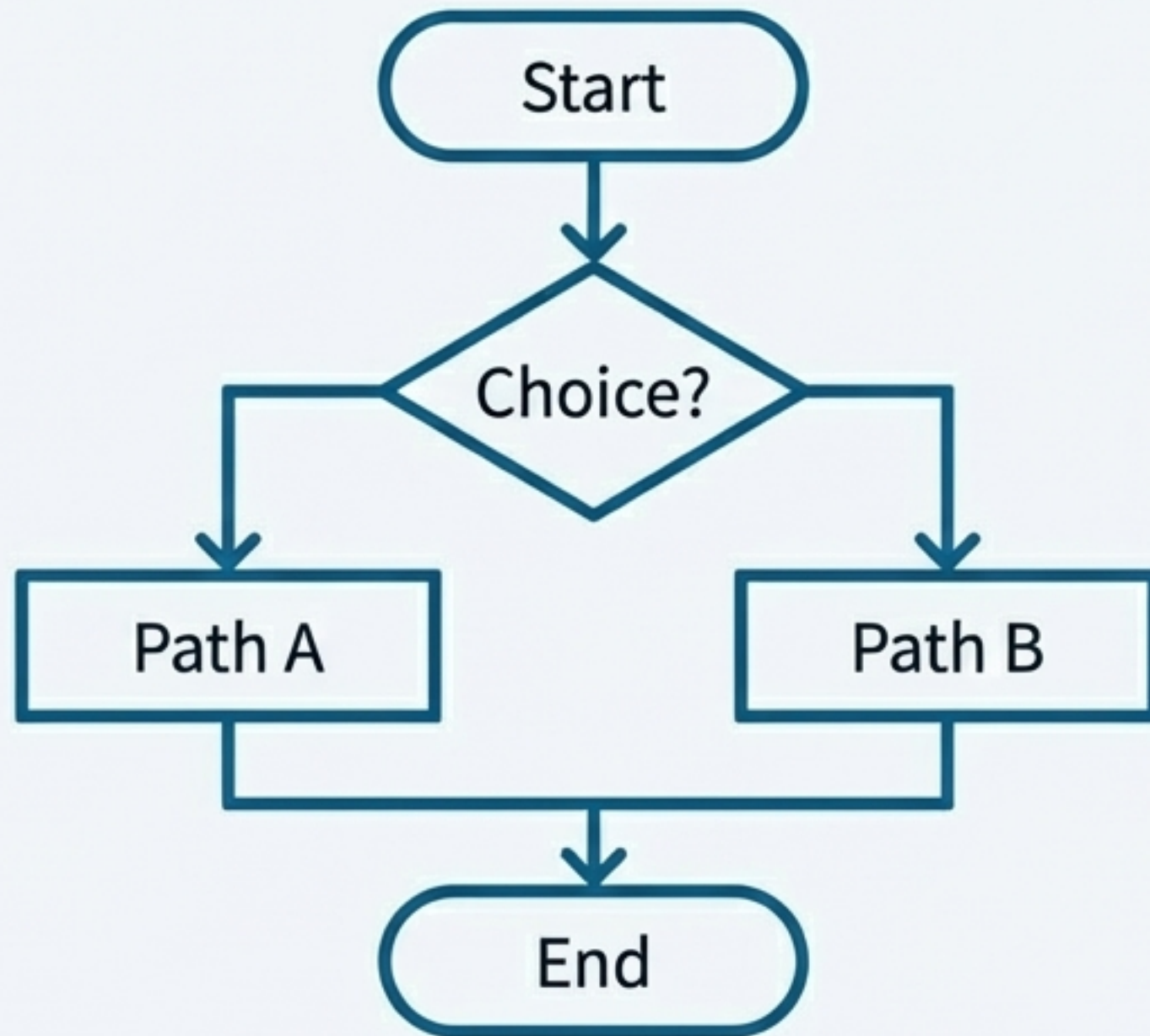
# Asset ID / number (a unique code)	📄 Asset name / description (what the asset is)	⚙ Type / format (e.g., JPEG image, WAV audio, MP4 video)	📁 Location / file path (where it is stored)	🌐 Source (own work, client, stock site)	© Owner / copyright (who owns it and what licence applies)	⌖ Intended use (where it will appear)
A001	Asset name	JPEG audio	Location	Own work	Licensed	Intended use
A002	Asset name	MP4	...	stock site	Licensed	...

💡 Exam Focus: Mentioning how asset logs support copyright checks, permissions, and backups shows a deeper level of understanding.

Tool 2: The Flow Chart: Your User's Roadmap

Visualising navigation, choices, and logic.

A flow chart is a diagram that shows the sequence of steps or choices in a process. In media projects, they are often used for interactive products such as websites, apps and games.

Decoding the Symbols
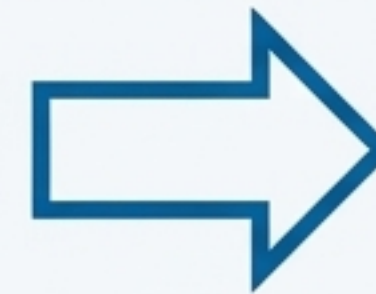
Terminator

Start or end point.

Process

An action or step.

Decision

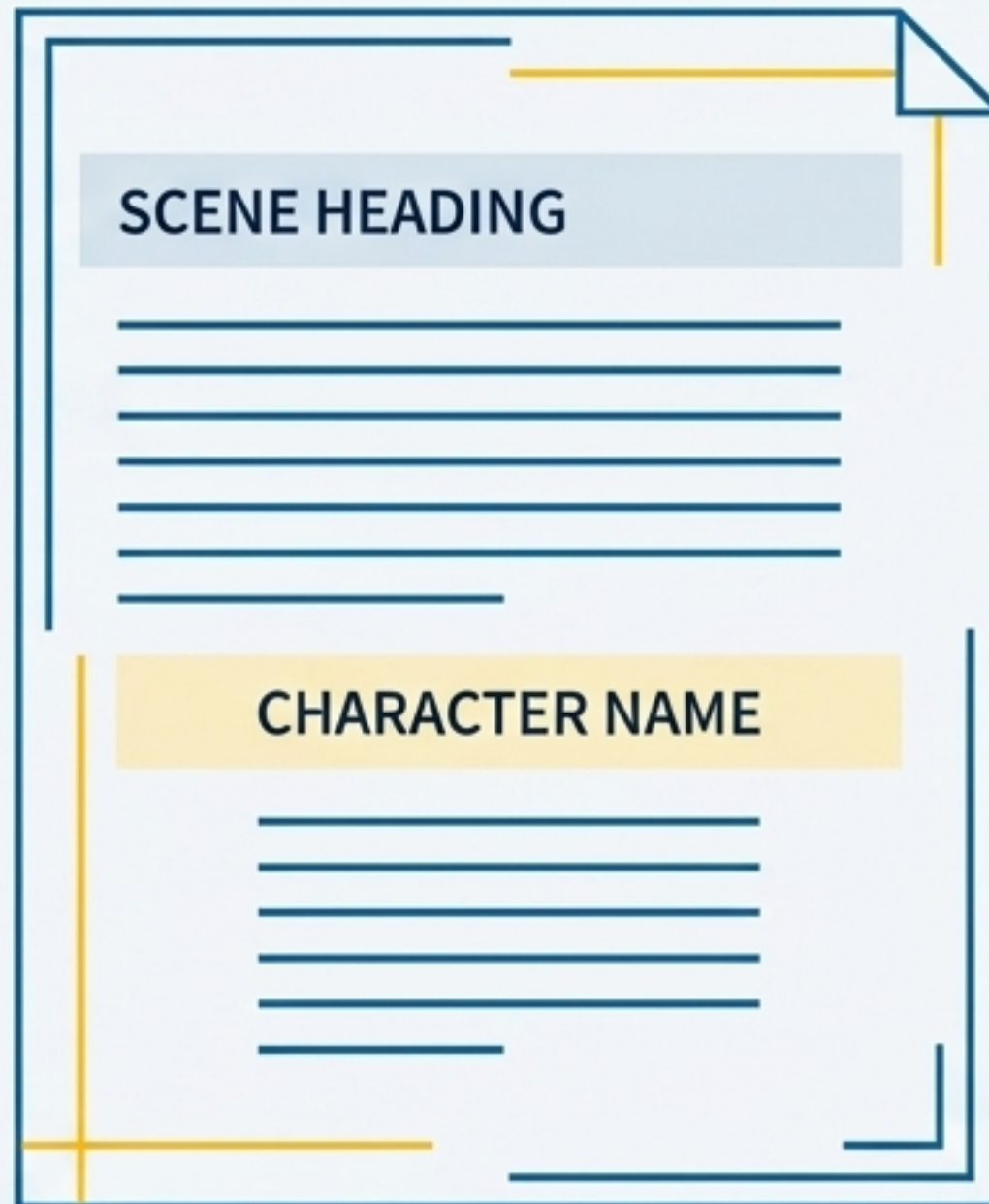A yes/no question or choice.

Arrows

Show the direction of flow from one step to the next.

Exam Focus: Explain how flow charts prevent problems like dead ends and confusing navigation to demonstrate their practical value in production.

Tool 3: The Script: Your Project's Voice and Vision

Planning dialogue, action, and direction.

SCENE HEADING

CHARACTER NAME

A written document detailing what will be said, seen, and heard in an audio-visual product. It is used for adverts, films, animations, radio shows and podcasts.

Anatomy of a Professional Script

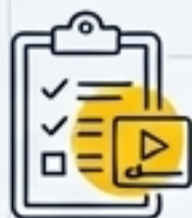|	
	Scene Headings Where and when the action takes place.
	Action / Description What is happening on screen.
	Character Names Who is speaking.
	Dialogue What each character says.
	Technical Directions Camera shots, sound effects or music cues.

Exam Focus:
A good script ensures efficiency for the cast and crew, keeps them aligned, and reduces wasted takes, which simplifies the editing process.

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Synergy in Action: A Case Study

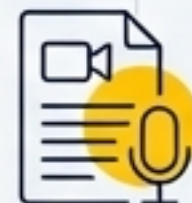Brief: A small team is producing an interactive training video for a charity.

Asset Log

Tracks all images, video clips, voiceover files, and music to ensure they are licensed, suitable formats, and easily found for editing.
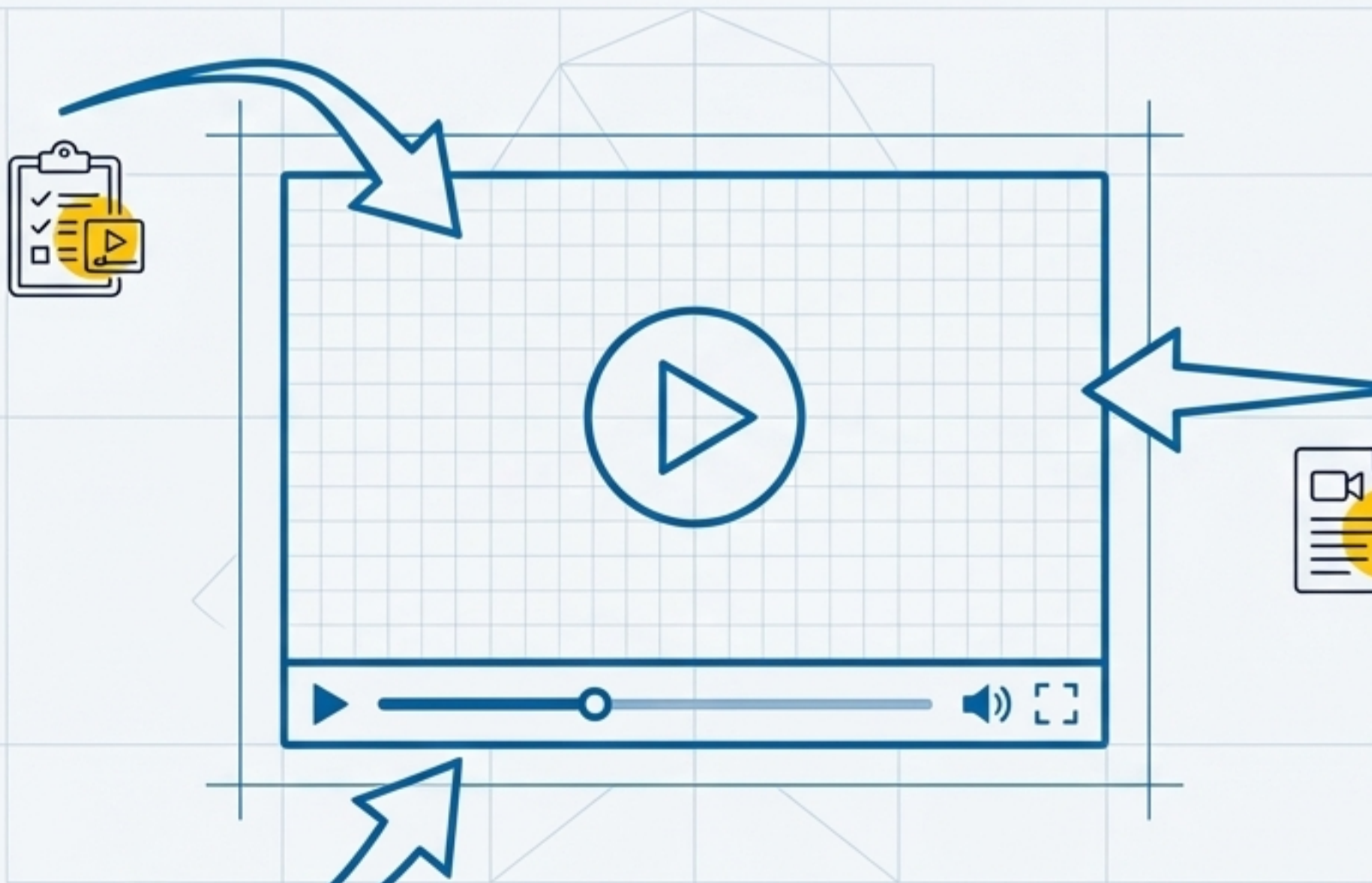
Script

Provides the exact voiceover for the narrator, dialogue for any actors, and key on-screen actions and technical cues.

Flow Chart

Maps the user's choices and navigation. (e.g., "Answered question correctly? Go to next module. Answered incorrectly? Go to recap video.")

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Avoiding Project Failure

⚠️

No Asset Log

- Missing files, copyright infringement issues, wasted time searching for resources.

⚠️

No Flow Chart

- Confusing user navigation, dead ends in interactive content, costly structural changes post-development.

⚠️

No Script

- Weak performances, inconsistent tone, inefficient filming and editing due to lack of direction.

From Knowledge to Marks

1 mark

For "Identify/State" questions

Be precise. Name the document or component (e.g., "to track where assets are stored and who owns them").

2-4 marks

For "Explain" questions

Give a point and explain its impact. Use the structure: "A flow chart is used to… This helps because…"

9 marks

For "Discuss/Justify" questions

Explain the role of each relevant document in separate paragraphs. Conclude by justifying why using them *together* is most effective for the client's needs.

Your Pre-Production Checklist

✓ **ORGANISE** your resources with an Asset Log.

✓ **STRUCTURE** your user journey with a Flow Chart.

✓ **DIRECT** the action and dialogue with a Script.

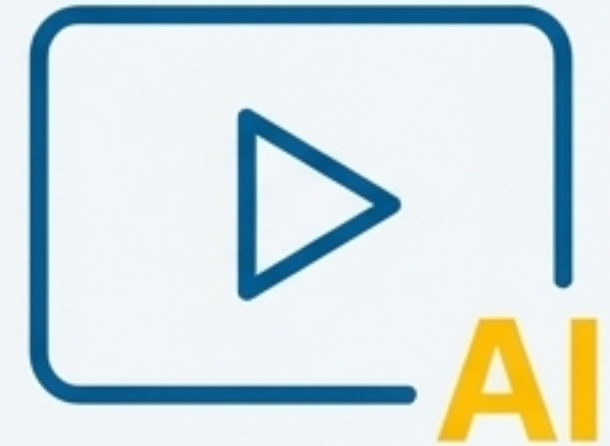**Master these tools to transform your creative vision into a professional reality.**

Sharpen Your Skills

Test your knowledge with online quizzes and flashcards.

Practise improving weak documents in 'Script Surgeon' style games.

Apply your understanding to 9-mark exam-style questions using an AI Trainer.

Good luck with your revision.

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