Name:………………………………..........

Class: NewYear12s_Mr Cairns

Date: Summer 2025

Digital Media Unit 1

LO1

Understand the ownership models of media institutions

DM1:

Three phases of production

Hard Work & Dedication =

Success

Lesson Objectives:

Curricular goal:

- The three main stages of production are: Pre-production: Planning, scripting & storyboarding, etc. Production: The actual shooting/recording. Post-production: Everything between production and creating the final master copy.

Lesson components:

- Identify sectors found within the media industry.

- Identify a list of jobs present in each phase of the production process:

    - Pre-Production

    - Production

    - Post-Production

- Investigate some of the roles in more detail by looking at what they do and how they contribute to the production phase of media product.

Starter

Identify these different media sectors, a brand of that sector and one of their products. The first one has been done for you.

Sector

TV & Radio		

Provider and Brand associated with this sector.

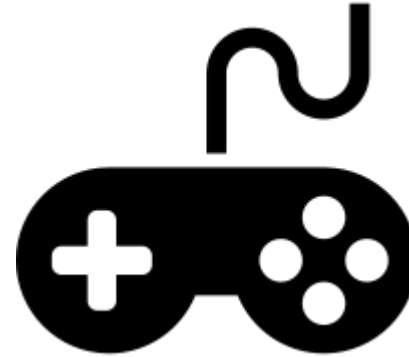| Provider: BBC Brand: EastEnders Pointless Radio 1,2,3,4,5		

Starter

Identify these different media sectors, a brand of that sector and one of their products. The first one has been done for you.
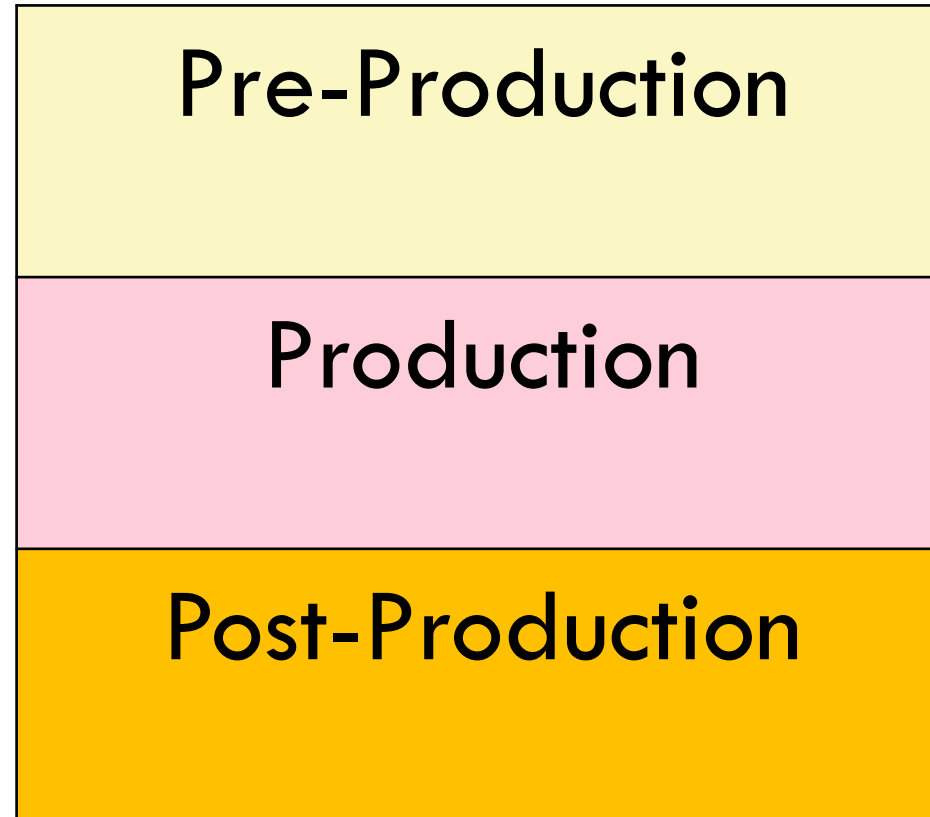
Sector

Provider and Brand associated with this sector.

Three phases of production

The media we consume every day will go through a series of stages before it gets to you. It's divided into three specific stages.

| Pre-Production |
| Production |
| Post-Production |

Roles and responsibilities

Have a look at the roles shown below and identify whether they're involved in the pre-production, production or post-production process.

Storyboard artist

Scriptwriter

Sound designer

Actor

Visual FX Supervisor

Executive producer

The clapper

CGI

Prop master

Casting director

Cameraman

Pre-Production: Casting Director

Key Questions:

What is the purpose of a casting director?

How do they contribute to the production process?

What skills are required to become a good casting director?

Production: Prop Master

Key Questions:

What is a prop?

How do they contribute to the production process?

What skills are required to become a good prop master?

Post-Production: Sound editor

Key Questions:

What is the purpose of sound editing?

How do they contribute to the production process?

What skills are required to become a good sound editor?

Case Study: The making of a video game.

Explain how **one** job role from each phase you have studied contribute to the overall production of a video game. (6 marks)

Guidance:
- 6 marks for this question
- Explain is the command word
- 2 marks per role
- Must be one from each phase of production.

What do you need to include for each mark?
- The appropriate role
- Identification of their role(s)/responsibilities(s)

Explain how **one** job role from each phase you have studied contribute to the overall production of a video game. (6 marks)

Pre-Production

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Production

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Post-Production

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Explain how **one** job role from each phase you have studied contribute to the overall production of a video game. (6 marks)

Pre-Production

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Production

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Post-Production

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Explain how **one** job role from each phase you have studied contribute to the overall production of a video game. (6 marks)

Pre-Production

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Production

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Post-Production

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