Year 9 Computing Term 1 - PowerPoint Project

CLIENT BRIEF/SCENARIO

Brief is produced for a design team, client or for your own work

Client Requirements:

- Outline information and constraints

- Clear statement of what is to be produced

- To identify what is hoped to be achieved

TERMINOLOGY

Hardware - The equipment used.

Software - Programs or applications used (to create pre-production documents)

Resources - covers hardware, software and people

Digitise - convert a paper-based document into a digital document that can be processed by a computer

TARGET AUDIENCE

Categories of target audience (user)

- ♦ Age - Give an age range, 16-20 11-14

- ♦ Gender - male and female, but also consider transgender

- ♦ Location -local, national or international.

- ♦ Ethnicity - Groups of people that have a common background or culture

- ♦ income - How much money will they earn • Interests - Common interests - sports, film, gaming, fashion, music etc

- ♦ Accessibility - Issues to consider include age, gender, disability,

VISUALISATION CONTENTS

- ♦ Multiple images and graphics (their size and placement on the media product)

- ♦ Colours and colour scheme

- ♦ Position and style of text & fonts

- ♦ Annotations to provide more detail to the developer/ production team or client where needed

VISUALISATION

It is a rough drawing or sketch of what a final static / still image media product is intended to look like. (Not used for a moving product that has a timeline such as a movie or animation - they would use a storyboard)

PURPOSE

- ♦ To plan the layout of a static or still image in a visual manner - this could be used by the production team / developer when creating the final product.

- ♦ To show how a finished media product might look - the client might want to approve this before the product is created ..

- ♦ To show how a finished item might look to show to a focus group, who would be asked for feedback, any changes can be made to a version 2 before the time and resources are used to create the final product.