**A2. Identifying assets and materials needed**

**What are assets?**

Assets are the thigs you will need to produce your moving image product – you should think of them as your building blocks. They will most likely include;

* Video footage
* Audio recordings (original or found)
* Still images (original or found)
* Archive / stock footage (fees and clearance required)
* Actors / presenters
* Locations
* Crew

*You may wish to use a mix of all the above in the creation of your product.*

**TASK**

Once you have decided on your creative idea for the final product, you must then identify the assets and materials needed to make it. Create a spider-gram to help identify what is required for the shoot and edit, as well as the **necessary permissions** needed;

For example -

**Locations** – a mixture of studio (college) and VR trade show (Islington)

*Permissions* required from Boiler Room – weekdays / nights only.

*Health and Safety* consideration for both studio and live venue.

*Release forms –* perhaps required for crowd scene

**Crew –**

Director / Producer – Mark Piper

Camera – Steve Grantham

Sound – Jono Holmes

Lighting – Matt Toogood

All crew members have offered their time free of charge. However, consideration is required for amount of hours required by each member.

**Other considerations regarding your assets;**

*Sourcing the assets –* copyright, clearances, open source, royalties. What do these terms mean and how do they relate to your brief?

*Consider the costs –*involved in obtaining material, availability of the assets, contracts that maybe needed.

Turn this information to a table;

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Asset Required | Sourced or Produced? | How will I create / acquire this asset? | When do I need the asset?  | Permissions or clearances needed |
| Interview with manager of VR Show | Produced | Send email to manager – book interview during daytime | Week 4 - before editing stage | Permission of venue and manager |
| Statistics on VR and popularity | Sourced | <http://www.tezu.ernet.in/dmass/> | Week 1 – research and scripting | No clearances needed – information is public domain |