**A3. Creating Assets and Materials**

Once you have decided what type of product you wish to make and have planned the sourcing and creation of your assets, it is time to start making it!

1. It is essential to produce some creative planning materials – either a shooting script or a set of storyboards…whatever you feel will help you the most to realise the project. Extracts from these pre-production materials can be referenced in your Activity 1 folder.
2. Start to source the materials needed for the production – music, graphics, still images etc. Remember to store and record these accurately in your Index.
3. When filming material for the product it is important to consider the following aesthetic and technical considerations. Make sure you make notes on camera settings, lighting positions etc. and ensure that you have also recorded *why* you are using them (i.e. to what effect);

**filming on location**

**filming in a studio**

**lighting considerations**:

* natural light
* artificial light
* portable flash
* studio flash, filters, flags, reflectors

**composition**:

* rule of thirds
* crossing the line / 180degree rule
* lead room
* static
* dynamic
* talking room
* mise-en-scène
* camera ‘set-ups’ within a scene (repositioning the camera within a scene**)**

**shooting for continuity:**

* eye-line matches
* shot-reverse-shot
* match on action

**camera framing:**

* wide
* close-up
* medium close-up
* long
* point of view
* over the shoulder
* aerial
* two shot

**camera angles (low, high, neutral)**

**camera movements**

* tracking, panning, craning, whip pan, dolly, tilt, handheld
* pull-focus, zoom.

A good way to record evidence of preparation and creation is to keep images, screenshots and notes within your Activity 1 folder. The more work you do now on this, the easier the exam will be ☺.