



Media Content Design

This deliverable contains a detailed description of the media content. Depending on the type of content to be created, one or more of its children deliverables will be created. If the media content is of an audio/visual nature, then its design is documented in the Audio/Video Content Design deliverable. If, on the other hand, the media content is of a graphical nature, then its design is documented in the Graphical Media Content Design deliverable. The Media Content Conversion Procedures, as well as the Media Content Standards and Guidelines, are also documented within the Media Content Design deliverable. Use this deliverable to represent the design of the media content. The Media Content Design will serve as the basis for the work to be done by the media content developers.

I. IPT Name:		
II. Deliverable Name: Media Content Design		Date Completed:
III. Contact Information		
	Name	Channel Unit
IPT Sponsor		
Channel Task Manager		
CIO Task Manager		
Contractor Task Manager		
IV. Task Order Number:		



Audio/Video Content Design

The Audio/Video (A/V) Content Design is used to precisely specify all time-based content (video, audio, animation). Time-based content is different from other types of content and therefore requires specialized deliverables, such as scripts, shotlists, and video storyboards. Use this deliverable to document the design of audio and video content. This deliverable provides the details required to shoot, record, and capture audio and video clips for an application.

V. IPT Name:		
VI. Deliverable Name: Audio/Video Content Design		Date Completed:
VII. Contact Information		
	Name	Channel Unit
IPT Sponsor		
Channel Task Manager		
CIO Task Manager		
Contractor Task Manager		
VIII. Task Order Number:		

Description

The Audio/Video Content Design is made up of the following deliverables:

- Audio/Video Script
- Audio/Video Shotlist
- Audio/Video Storyboard.



Audio/Video Script

An audio/video (A/V) script is a step-by-step (shot-by-shot) description of the action that takes place in an A/V production. It is structured in the form of a table which describes each shot in terms of the action that takes place, the camera instructions, the music, the dialogue, and the location. Use this deliverable to document all the details that will be captured by the camera and eventually post produced. To determine the relevant content for the scripts, analyze the Content Model and User Interaction Model.

[1] Overview

This production is a 15 minute video which discusses training issues associated with high technology. Host Amy Smith interviews technology expert Peter Jones outdoors in a park.

Shots Description

[2] Shot	[3] Actions/Music/Shots	[4] Copy	[5] Location
1	<ul style="list-style-type: none"> ▪ Fade up ▪ Close up to talent 1 ▪ Location 1 in background ▪ Talent standing under tree 	Amy: Hello, and welcome to the program. My name is Amy Smith and I will be your guide through this video. Joining me today will be technology expert Peter Jones.	Technology Training Video (shotlist 1)
2	<ul style="list-style-type: none"> ▪ Cut to talent 2 ▪ Talent 2 walks left to right to join ▪ Talent 1 under tree ▪ Talent 1 and Talent 2 in frame 	Peter: Hello Amy, thank you for inviting me to the program. Amy: My pleasure Peter	Technology Training Video (shotlist 1)
...
54	<ul style="list-style-type: none"> ▪ Location 2 in background ▪ Talent exits frame ▪ Fade out music ▪ Fade to black ▪ Roll credits 	Amy: Goodbye, thank you for watching.	Technology Training Video (shotlist 1)



Audio/Video Shotlist

An Audio/Video Shotlist describes each individual shot separately by listing aspects such as the location, the lighting, special effects, etc. Each item in the shotlist indicates an individual camera shot. Shotlists are typically organized by locations. Use this deliverable to identify each individual shot in a script. Production personnel use the shotlists to set up locations, prepare talent, and create a shooting schedule. Develop this deliverable after the scripts have been drafted and when the Audio/Video Storyboards are being sketched.

[1] Location Name	[2] Location Description	[3] Shot	[4] Shot Description
1	In park under the tree facing north, natural lighting, recycle bin in shot	1	Amy walks from left towards camera/recycle bin
		4	Amy walks to left away from camera/recycle bin
2	In park under the tree facing south, natural lighting, recycle bin in shot	2	Peter walks to right away from camera/recycle bin
		5	Peter walks from right towards camera/recycle bin
3	In park under the tree close up	3	Amy and Peter discuss technology



Audio/Video Storyboard

Audio/Video (A/V) Storyboards are developed in an iterative process to create visual representations of the A/V script that more clearly define the visual elements required in the video scene. Complex visual elements such as camera angle and camera action (such as zoom and pan) are defined in frames that resemble a comic strip. Usually each new scene or angle is represented by a frame. The level of detail for A/V storyboards can vary from stick-figure drawings to actual photographs. Audio/Video Storyboards are usually used only on complex video shoots that require multiple camera angles and actions. However, even when designing a simple "talking head" video, it might be useful to draw a single frame to define how closely the camera should zoom in towards the actor.

This is tape 3709 if you want to see this storyboard.

A
Typical Business Day.
maybe Andrew Doors

1. V: Fade in title, white lettering against black. Fade to black.
A: Clock ticking.

2. V: Fade up on black and white scene. ~~Black and white~~ shot of partner working. His movements are slow and methodical. He has total focus.
A: Clock, knocking bagged continues.

3. V: Cut to med. long shot of partner behind desk, still working, eventually head raises. He gives a quizzical, puzzled look. He gets up and walks out of frame.
A: Knocking, clock.

4. V: start w/a. partner at shot of door. Partner walks in to long shot and stops by door. He has tales.
U: You may not realize it, but business risk is always knocking at your door.
A: Knocking, clock.

5. V: CU hand on handle
A: Knocking. Stops when door begins to open.

6. V: Wide shot profile, partner being hit with light. Partner steps back slightly and shields light in minor fashion, still looking.
A: As door opens, you hear CNN news voice over. Possibly music as well - need impact.

Desk: Props - scales of balance - items that show balance of comfort. Joe Partner's beard & picture of dog, cat. 2 ambig. trees. Glasses-reflector's not.