**Media production specifications**

The specifications listed here are to be used as a guide to support breadth and depth in the development of student media products. Terminology identified below may vary from that used in specific industry practices.

Students should devote considerable attention to the appropriate specifications for the medium they have worked in . Written and visual information should be included when documenting the specification . Some specifications will require more attention than other s typically in Video – Storyboards and Script would require much more detail than locations and or settings. In photography Image composition illustrating each photograph per page will require significantly more detail than location.

**Video, film, animation**

* intention, for example purpose, impact, outcome
* style and/or genre
* storyline and/or outline of content such as a treatment
* techniques of engagement
* appropriately formatted script
* storyboards
* locations and/or setting
* dialogue, narration and/or interview questions
* details of camera: framing, position and movement such as a shot list
* edit details and transitions
* lighting
* music and/or sound effects
* titles and credits sequences.
* **Radio or audio production**
* intention, for example purpose, impact, outcome
* style and/or genre
* storyline and/or outline of content such as a treatment
* techniques of engagement
* sound design
* sound capture: microphones, position and movement
* appropriately formatted script
* location and/or setting
* dialogue, narration and/or interview questions
* edit, layering and/or sequencing details
* music and/or sound effects
* titles and credits sequences.
* **Photography and print**
* intention,or example purpose, impact, outcome
* method of presentation and exhibition
* style and/or genre
* techniques of engagement
* subject/s and/or topic
* location
* lighting
* image composition and/or page layout designs
* typography
* paper stock, method of printing
* content such as text, images, illustrations, graphics
* specialist techniques, for example selective focus, filtration, manipulating contrast or colour, toning,  hand colouring.
* **A digital and/or online production**
* intention, for example, purpose, impact, outcome
* format
* style and/or genre
* techniques of engagement
* method of presentation or exhibition
* content
* sequencing
* screen design and/or page design
* technical considerations
* functionality and/or interactivity
* typography
* images and graphical elements, for example photographs, tables, buttons, hotspots, links.