**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. To locate the appropriate and relevant specifications, students should be advised to research industry design practices for productions that are similar to the one they intend to produce.

Note: Convergent media production may draw on a combination of specifications from those listed.

**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.