Media PDP Tutorial 5

“Techniques of Engagement & Presentation”

This **half page/ 300 word** document highlights the techniques you are going to use in the creation of your product to ensure that it is professional. You should know your technology well and be able to talk about aspects you will use in development. The techniques need to be **specific** and demonstrate understanding of how you will use the equipment.

* Photography: Mention aspects such as the camera model, pixel ratio, image size, quality and camera settings such as aperture, shutter speed, use of tripod etc. You can include software techniques here too.
* Film: Similar to photography with camera model, frame rate, video quality and tripod/ handheld, camera movement, sound recording and the software effects or techniques you will be using.
* Print: Print is quite different as it is mostly software based. Talk about the software you will use, where you are sourcing your images, colour, tools, effects, layout techniques and any other things you plan to add to your production.

Presentation takes into account the context of your proposed product. **Where your project would be shown** is important as it impacts on the type of presentation you can make. Also note here that you want your product to stand out from others, so communicate how you might achieve this. The final document should be **half a page/ 300 words**. Mention things like size, paper quality, frame style, advertising, text accompaniment, features of the location, other work, conventions etc.

* Photography: A gallery might require you to use wooden frames, mountboard, black card or a wooden display board. The context of a magazine would cause you to print glossy images to put in a magazine layout for context and presented on a standing magazine display.
* Film: A short documentary film might be presented as part of a series, so your titles and introduction would reflect this. A comedy animation on the other hand, intended for youtube would need to consider strong annotations, good tags, and a lower resolution allowing for quicker download, plus be bright and exciting if people see the video in a preview.
* Print: A magazine production intended to be freely handed out at a concert would be produced with plenty of bright graphics, a smaller amount of writing and in a smaller size than a regular magazine production. As a standard magazine, you would adhere to conventions such as glossy A4 colour print with the use of white space and columns.