UNIT 5 TASK 2

graphic design is my passion

RESPONDING TO BRIEFS

Preparation

· What are the client's needs?

The client is looking for a series of **digital graphics** to be produced that will be showcased at an upcoming festival called **Akonifest**, including 3 A3 sized posters, 3 promotional postcards, a production company logo, and a short written piece about the style and ideas behind these graphics. The central focus should be a creative, surreal vision of Hong Kong communicated through photo manipulation and editing techniques.

A normal film festival postcard   *The same postcard, jazzed up with Photoshop!*

· What are they asking you to do?

I will need to produce and present these digital graphics to a **professional standard** with creativity, along with any pre-production and post-production evidence created during the production process. The content should not have any legal or ethical issues with its presentation to the general public, which I need to research before production.

· How can you meet their needs?

- **Generate ideas**; look at pre-existing works that are similar to what the client is asking for. A good example would be the Instagram page 'surrealhk', where a graphic designer posts edited photographs of Hong Kong in order to showcase his creative vision of the spirit of Hong Kong. I can take some ideas for photo manipulation techniques from this page (but not entire concepts) to put into my own work.

Photos by @surrealhk

I can also look at images by photographers based in Hong Kong, to gather ideas about common locations or objects that are partial to the everyday lives of people who live here. For instance: public transport, street food, apartment blocks, and basketball courts.

Photos by @lielaine

- **Sketch mockups** of the ideas; turn ideas into concept art that set a baseline for the style and content of the final products. This will help streamline the production process as it provides a visual reference for the photographer and the editor to work upon.

- **Take photographs**; scout out locations for the photographs to be taken from, then produce high-quality photos that can be edited and printed onto A3 paper. I will use a DSLR that is capable of taking photos with a high resolution so that their quality will be preserved when printing them out on A3 paper.

- **Edit photographs**; use Adobe Photoshop to manipulate the images and combine them into surreal photographs, using the mockups as a reference for how the final products will look.

- **Present** to a **professional standard**; make sure the images are scaled to the correct size for printing, and print them out at 300ppi to ensure the highest quality possible for presentation at the festival.

Health and Safety

• At what stage will you have to consider health and safety issues?
I will have to be aware of how health and safety issues might affect or limit the photographer during the generation of ideas. For instance, I cannot generate ideas that would require the photographer to put themself in a dangerous situation to capture the photos needed. I also have to consider the health and safety of the general public and

avoid generating ideas that would endanger others during production, such as having an actor pose in the middle of a road causing cars to swerve around them.

If photographing in a rural area in Hong Kong, the photographer and model would also need to be aware of wild animals such as boars and wild dogs, otherwise this kind of predicament could happen.

• Who will you need to consider?
I'd need to consider the safety of the photographer (myself), any actors that might be required for shoots, and the general public.

• How will you ensure health and safety standards are adhered to?
I will perform a **risk assessment** of the chosen locations beforehand, as well as assess how dangerous it will be to capture the angles I need. For example, it is dangerous to take photos in the middle of a busy crosswalk as there is limited time and I would need to be highly aware of the traffic lights, so it would be beneficial to my safety to choose ideas for photographs that are less dangerous.

Relevant Legislation

• What legislation is relevant to the product you plan to make for your client?
The final products are likely to include the photography of public places and actors in Hong Kong and be shown to the general public, so relevant legislation would include copyright, censorship, personal data (public photography), and labour laws. I could also research advertising regulations in Hong Kong, to avoid legal issues that might arise from possibly showing restricted content to the general public.

• How can you source and investigate the relevant legislation?
All information about the relevant legislation can be found on the Hong Kong Film Services Office website[1], the Intellectual Property Department website[2], and within the Communications Authority's 'Generic Code of Practice on Television Advertising Regulations' document.[3]

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[1] "Welcome to Film Services Office – Guide to Filming in Hong Kong." https://www.fso-createhk.gov.hk/en/guidetofilming.php. Accessed 11 Apr. 2019.
[2] "Intellectual Property Department - Copyright in Hong Kong." 14 Aug. 2017, https://www.ipd.gov.hk/eng/pub_press/publications/hk.htm. Accessed 11 Apr. 2019.
[3] "generic code of practice on television advertising standards." 27 Jul. 2018, https://www.coms-auth.hk/filemanager/common/policies_regulations/cop/code_tvad_e.pdf. Accessed 11 Apr. 2019.

* How do you propose to work within this legislation in order to meet the clients needs?

In order to meet the client's needs without legal trouble, I will research the legislation before pre-production and constantly reference it throughout the generation of ideas, making sure that they do not break any laws:

Copyright; copyright in Hong Kong is defined as "an automatic right which arises on the creation of a work, provided that it falls within one of the protectable categories. It is not necessary to register a copyright in Hong Kong for legal protection."[4] Artistic works, including photographs and digital graphics, are counted as a 'protectable category' under this law. According to the Intellectual Property Department, the work is also not required to have any specific aesthetic value or creativity behind it; once it is created, all copyright and usage rights belong to the creator unless stated otherwise in an agreement between two parties.

To avoid breaking copyright law, a photographer must be commissioned to take all photographs used in the final products, with an agreement that states that they can be used non-commercially by the client. The editor will also need to work strictly within the editing program and the photos taken by the photographer - they cannot use graphics or photos found from the internet, as this would be infringing on other people's copyright which may lead to the client being sued.

Advertising regulations & censorship; There are three categories of film censorship in Hong Kong, with Category I being classified as suitable for all ages and Category IIA being unsuitable for children[5]. As the final products are being shown at a film festival where adolescents and teenagers are present, it would be advisable for the work I produce to be suitable for a Category I or IIA audience, to avoid being sued for showing inappropriate content to minors. It is also against the law to show advertisements to a general audience that involves inappropriate content[6]. This means ideas promoting violence, nudity, alcohol, or gambling should not be generated in pre-production.
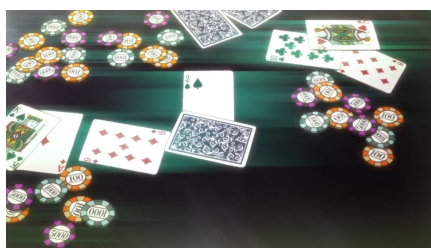
We can't let teenagers know that bad things exist, because the law says so.

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4 "Chap 04 - Film Services Office." https://www.fso-createhk.gov.hk/pdf/Chap04-Eng04.pdf. Accessed 11 Apr. 2019.

5 "FILM CLASSIFICATION IN HONG KONG." https://www.legco.gov.hk/yr00-01/english/panels/itb/papers/313-02e.pdf. Accessed 29 Apr. 2019.

6 "generic code of practice on television advertising standards." 27 Jul. 2018, https://www.coms-auth.hk/filemanager/common/policies_regulations/cop/code_tvad_e.pdf. Accessed 29 Apr. 2019.

Personal data; Photography of people public places is allowed, however those images cannot be focused on a person's image without their express consent as this is a breach of privacy under HK law[7]. Therefore, I should only utilize models for images that require a person to be looking at or doing something specific, and gather their written consent for the release of their image in a promotional context.

And if there do happen to be any identifiable public faces in the final product, they must be blurred out.

Team Members and Their Roles

· Who are the team members?
I will be undertaking all of the main roles by myself, however depending on the ideas that are generated I may need more people to act as models or crew.

· What roles need to be undertaken throughout the production?
There needs to be a mockup artist, a photographer, and a photo editor throughout pre-production, production, and post-production respectively. There may also be models to pose for images, and crew to help support the making of an image (for example, setting up specific lighting or props when the photographer cannot do so by themself..)

* How will you decide who is best suited to which role?
I would evaluate their performance in such roles from previous work, and allocate roles based on experience. In this case, I feel that I am suited to be the mockup artist, photographer, and photo editor as I am very comfortable with Adobe Photoshop and have built up a portfolio of edited photos that are similar to what the brief is asking to be produced.

* What roles have been allocated to whom?
I am undertaking the roles of mockup artist, photographer, and photo editor by myself.

Working Practices

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[7] "The meaning of "personal data" and the six data protection principles." http://www.clic.org.hk/en/topics/personalDataPrivacy/6_data_protection_principles/. Accessed 29 Apr. 2019.

• What professional working practices will you need to consider?

Copyright, Codes of conduct (avoiding showing censored content and breaches of personal data), Location releases (if photographing private property), and Actor releases, which have been covered above.

• What legal issues will you need to look into?
- **Littering and damage to propert**y; according to the HK Film Services Office, crews should not leave litter behind or damage property during production, as this could incur a fine.
- **Location and model releases**; If actors or models are required for any of the ideas, they will need to sign a model release form stating that they give permission for their image to be published in marketing materials and on my website. Photographing private locations also requires that the owner sign a location release form stating that their location may be shown in marketing materials.

• Are there any possible ethical issues that may arise from your proposed production?

There could be ideas generated that unintentionally offend people or promote immoral ideas, for example a poster that involves the defacing of a historical site. Whether or not the graffiti is edited in, it still shows a lack of respect for that site's history and people may raise backlash over it.

* Where will you find information on these issues?

I would look at news articles and online comments to see the general public's response to such issues, as well as interview members of the general public to gather their opinion on them.

* How will you resolve any issues you may come into contact with?

Find out what is causing the issue, who it is affecting, and make alterations to the products to resolve the issue with the people they affect.