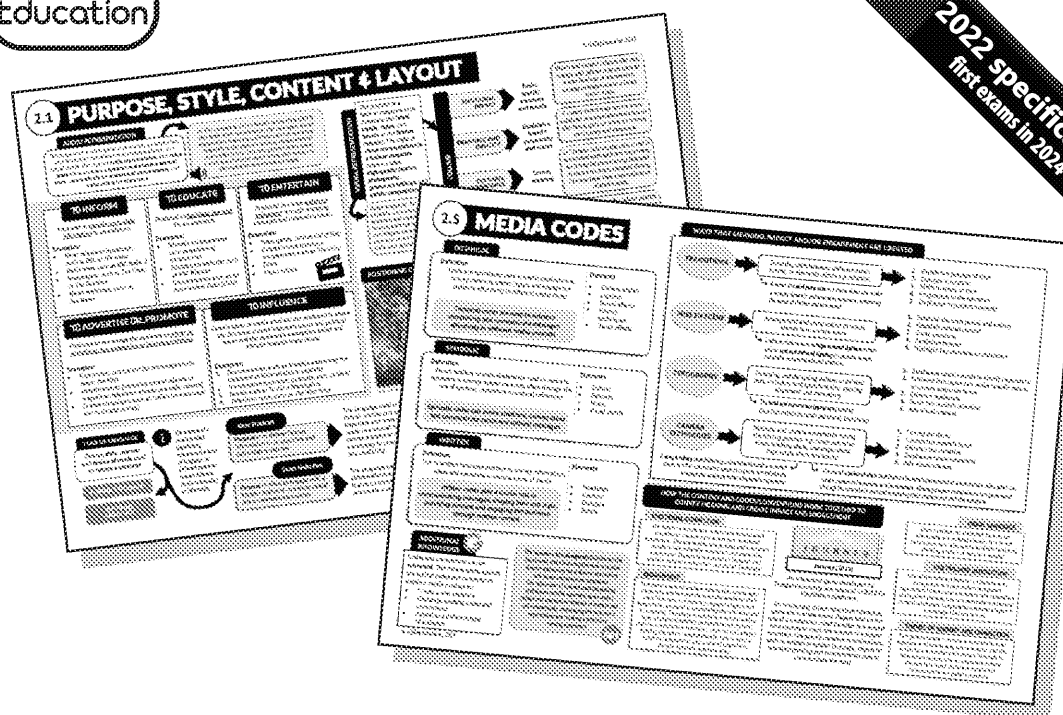




2022 specification
first exams in 2024

Topic on a Page

for Cambridge Nationals Unit R093:
Creative iMedia in the Media Industry

Folder A: Completed Mind Maps (A3)
Also included: All Mind Maps in A4

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Mind Maps

- 1.1 Sectors and Products
- 1.2 Job Roles
- 2.1 Purpose, Style, Content and Layout
- 2.2 Client Requirements
- 2.3 Client Audience Demographics and Segmentation
- 2.4 Research Methods
- 2.5 Media Codes
- 3.1 Work Planning
- 3.2 Documents Used to Support Idea Generation
- 3.3 Documents Used to Design and Plan Media Products
- 3.4 Legal Issues (Part 1: Intellectual Property)
- 3.4 Legal Issues (Part 2: Other Legal Issues)
- 4.1 Distribution Platforms and Media to Reach Audiences
- 4.2 Properties and Formats of Media Files

All mind maps are provided in both A3 and A4 formats plus higher- and lower-level activity versions.

Teacher's Introduction

This resource is intended for use by students studying the Cambridge National in Creative iMedia, **Unit R093: Creative iMedia in the media industry**. This is a mandatory unit for the Level 1 / Level 2 Award (J834) and Certificate (J817), assessed by a 1 hour 30 minute examination which is set and marked by OCR.

Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

As a revision tool, this resource does not aim to cover the material in too much depth, but instead provide visual 'mind maps' summarising all key areas of Unit R093. Students can use these mind maps as the basis of their revision as they cover all the key terminology and knowledge needed to complete the written exam successfully. The resource is especially suited to visual learners and those who find it difficult to revise from dense written notes.

The unit has been broken down into **14 topics**. The breakdown of these topics is as follows:

- 1.1 Sectors and Products
- 1.2 Job Roles
- 2.1 Purpose, Style, Content and Layout
- 2.2 Client Requirements
- 2.3 Client Audience Demographics and Segmentation
- 2.4 Research Methods
- 2.5 Media Codes
- 3.1 Work Planning
- 3.2 Documents Used to Support Idea Generation
- 3.3 Documents Used to Design and Plan Media Products
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- 4.1 Distribution Platforms and Media to Reach Audiences
- 4.2 Properties and Formats of Media Files

The resource consists of:

- 14 completed mind maps, which provide solutions to the activity mind maps, labelled:  - 
- 14 activity mind maps (partially complete) for higher-level students to complete, labelled:  - 
- 14 activity mind maps (partially complete) for lower-level students to complete, labelled:  - 

All mind maps are provided in both A3 and A4 formats.

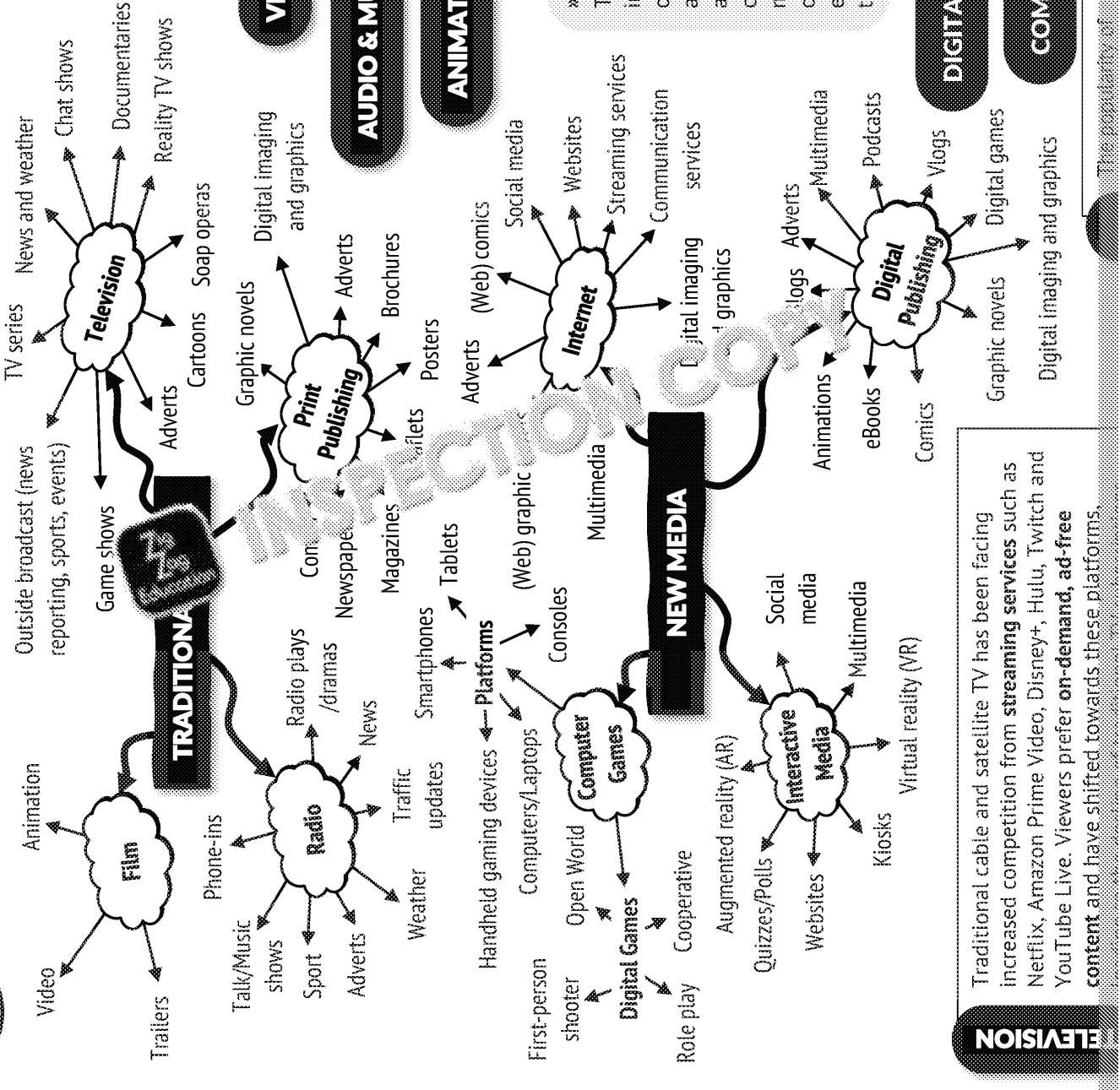
How to use this resource:

- The sheets can be handed out at the end of the course, or at the end of each topic, for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught so that students have a visual reminder of what they have been covering in their lessons.
- As the resource features partially completed mind maps, students can be encouraged to complete the exercises on the activity sheets as a way of recapping knowledge from the topic at the end of teaching.

Note: The activity sheets designed for lower-level students tend to keep more of the spec information intact – students are generally challenged to fill in missing words and provide short answers to straightforward questions. Questions that require a more detailed response provide example answers to help students get started.

The activity sheets designed for higher-level students provide less structure – students are generally challenged to provide definitions for key terms, list relevant points and answer questions without the aid of example answers.

1.1 SECTORS & PRODUCTS



Sound Effects (SFX): play a crucial role in enhancing the audience's immersion and engagement. They help create a sense of realism by providing auditory cues that correspond to the visual elements on screen, making the audience feel more connected to the depicted environment or action. Can evoke emotions, build tension, create suspense, or generate excitement, enriching the overall audiovisual experience. Can be manipulated in terms of volume, timing, spatial placement and other parameters to achieve the desired impact and effectively convey mood and narrative or mood.

Virtual Reality (VR): an immersive technology that simulates a realistic and interactive virtual environment, often experienced through a head-mounted display (HMD) or other devices. Combines computer-generated graphics, audio and other sensory stimuli to create a simulated reality that users can explore and interact with.

VIDEO

Primary sectors: TV and film
Secondary sectors: Internet and interactive media

AUDIO & MUSIC

Primary sector: Radio
Secondary sectors: Digital publishing and Internet

ANIMATION

Primary sector: Digital publishing
Secondary sector: Film

Visual and Cinematic Quality

The production value of Squid Game is visually striking, with well-executed cinematography, stylised visuals, and creative set designs. The use of vibrant colours and contrasting elements adds to the visual appeal of the series, enhancing the overall viewing experience.

Multimedia content

The BBC website delivers news and information through a diverse range of multimedia content. Users can access articles, videos, audio clips and interactive features, offering a comprehensive and immersive multimedia experience. This variety of formats enhances the user's engagement and understanding of the news stories.

MULTIMEDIA

Primary sectors: Interactive media and Internet
Secondary sectors: Digital games and digital publishing

WEBSITES

Primary sectors: Interactive media and Internet
Secondary sector: Digital publishing

SOCIAL MEDIA

Primary sector: Internet
Secondary sector: Interactive media

DIGITAL IMAGING & GRAPHICS

Primary sectors: Digital publishing and print publishing
Secondary sector: Internet

COMICS & GRAPHIC NOVELS

Primary sectors: Digital publishing and print publishing
Secondary sector: Internet

ATTACK ON TITAN

Image: © Kodansha Ltd

»Visually stunning and meticulously detailed artwork
The illustrations effectively convey the intensity of the action, the



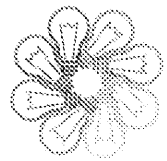
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CREATIVE

Typical job roles:

- Animator
- Content creator
- Copywriter
- Graphic designer
- Illustrator / graphic artist
- Photographer
- Scriptwriter
- Web designer



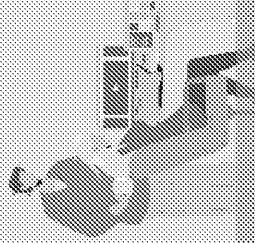
Production phase involvement:

Pre-production Production

TECHNICAL

Typical job roles:

- Camera operator
- Games programmer/developer
- Sound editor
- Audio technician
- Video editor
- Web developer



Production phase involvement:

Post-production Production

SIZE AND SCALE OF PROJECTS/PRODUCTIONS

» Limited resources

- » Time and budget constraints
- » Flexibility and adaptability
- » Collaborative environment

The size and scale of projects or productions in the media industry can often be significant, requiring many specialised roles and tasks to be fulfilled. However, individuals may find themselves taking on multiple roles within a project due to:

Concept development: The creative team plays a crucial role in shaping the initial concept and vision of the media product. This involves brainstorming ideas, creating storylines, and identifying the core themes and messages that will guide the project.

Scriptwriting and storytelling: Writers and scriptwriters are responsible for crafting the script, screenplay or dialogue that forms the foundation of the media product. They develop compelling narratives, build engaging characters, and structure the storyline to captivate the audience.

Visual design and artistic direction: Creatives contribute by creating the visual aesthetics of the media product. They determine the overall look, style and atmosphere of the project, ensuring that it aligns with the intended vision.

Camera operation: Camera operators are responsible for capturing high-quality visuals and ensuring the proper composition, lighting, and framing of shots. They operate cameras, select lenses, set up lighting equipment, and work closely with the creative team to achieve the desired visual style.

Editing and post-production: Video editors play a vital role in shaping the final product by assembling raw footage, selecting the best takes, and arranging them in a cohesive and compelling manner. They also work on colour correction, visual effects integration, sound editing, and overall post-production processes to achieve the desired aesthetic and technical standards.

Sound mixing: Sound editors handle the technical aspects of recording, editing, and mixing the audio elements of a media product. They ensure clear dialogue, balanced sound levels,

Visual and audio effects: Creative professionals in visual effects (VFX), animation, and sound design contribute to the creation of immersive and visually stunning media products. They use their technical expertise to enhance the visual and auditory aspects, bringing life to the project and creating a captivating and immersive experience.

Iterative process and collaboration: The creative role in media production involves collaboration and an iterative process. The team members work together, providing feedback, generating ideas, and making adjustments throughout the development and production stages to ensure that the final product meets the creative vision.

Copywriter:

Scriptwriter:

Persuasive and engaging content for advertising and marketing materials
Narrative-driven scripts for visual media such as films, TV shows, documentaries, and video games

Technical support and equipment management:

Technical support teams play a crucial role in maintaining and troubleshooting the equipment and systems used during media production. They ensure that cameras, audio devices, editing software, and other technical tools are functioning properly. They may also handle equipment rentals, set up workflows, and provide technical assistance to the production team.

Digital media distribution and online platforms: Web developers handle the technical aspects of delivering the final product to its intended audience. This can involve encoding, file formatting, streaming, content management systems, and web page structures, ultimately ensuring a positive user experience.

Game programming: Game programmers utilise game engines such as Unity to build the foundation of the game. This includes assets, scripts, code that controls the other user interface and other components into the engine to create the interactive environment. They are also responsible for identifying

In a low-budget web series production, an individual may serve as the writer, director and producer. They would be responsible for developing the script, overseeing the creative aspects of the production, and managing the logistics and budgeting. By taking on multiple roles, they can have more creative control over the project and make efficient use of limited resources.



The creative role in the creation of media products is multifaceted and dynamic, requiring a combination of artistic vision, technical skills, storytelling abilities, and effective collaboration.

By leveraging their creative expertise, these professionals contribute to the success of the media product, delivering a final result that engages, entertains, and resonates with the audience.

What's the difference?

The technical role in the creation of media products involves the application of specialised technical skills and knowledge in enabling the realisation of the creative vision.

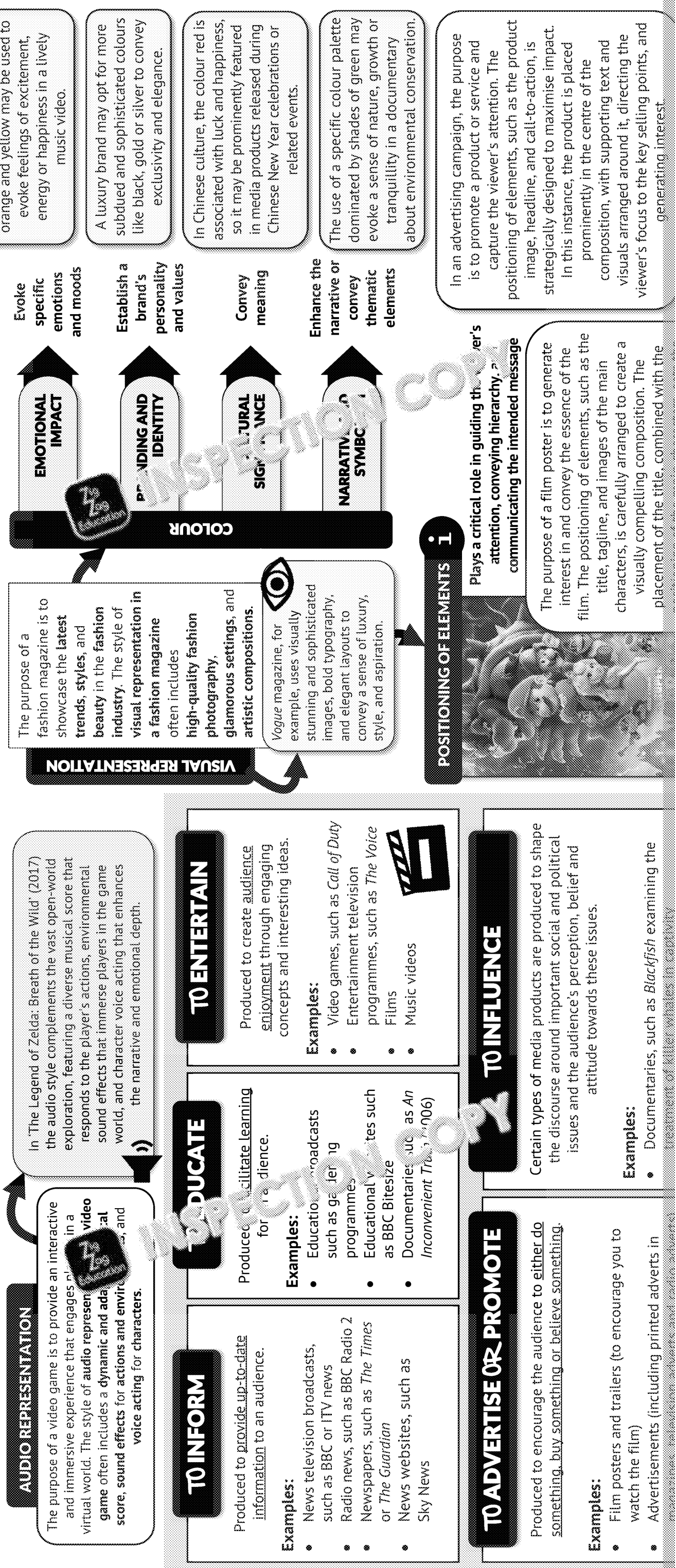
These roles often involve working with advanced technology, equipment, software, and systems.

By leveraging their technical expertise, these professionals contribute to production and post-production phases, ensuring that the final product

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2.1 PURPOSE, STYLE, CONTENT & LAYOUT



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THE PURPOSE OF A CLIENT BRIEF

- Gives the production team a detailed outline of what is required
- Informs the production team of any restrictions or conditions
- Outlines the timescale in which the project must be completed
- Establishes why the product is being made

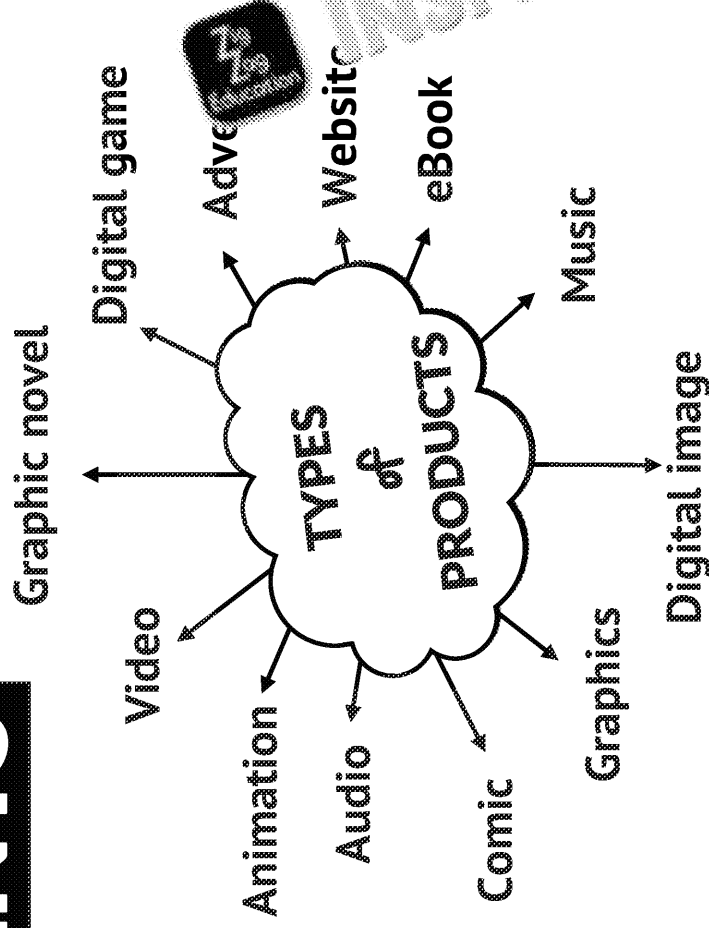
CLIENT BRIEFS MUST INCLUDE:

(depending on the product)

- Required release date
- Deadline to complete project
- Size of production team
- Specific design requirements
- Budget
- Genre or subgenre
- Location
- Colour scheme
- Image style requests
- Content of text/images/dialogue
- Target audience
- Purpose

COMMISSION

Formally hiring or engaging a creative professional or agency to undertake a specific project or provide a particular service. When a client commissions a project, it means they are requesting and authorising the creative work to be done by the chosen individual or organisation.



Your interaction with a client won't always take the form of a **written brief** or a **face-to-face meeting**. It could also take the form of →

1 A TECHNICAL SPECIFICATION**2 A COMPLETED SCRIPT**

Client ethos represents the underlying beliefs, attitudes, and behaviour that shape the client's approach to their work, interactions with stakeholders,

MISSION, VISION, CULTURE**ETHICAL****PREPARING FOR A CLIENT MEETING**

Read the brief thoroughly beforehand

Think of any questions you might need to ask the client

Arrange a time and location that is convenient for both you and the client

Research the client and their previous projects beforehand

Prepare to answer common questions, e.g. *What working restraints are you used to? What is your industry experience?***CLIENT MEETING CHECKLIST: WHAT DO YOU NEED?**

- ✓ The client's requirement brief
- ✓ A list of questions for the client
- ✓ A welcome pack concisely explaining your skills, experience and services to the client
- ✓ A planning and review form
- ✓ Something to record (or make notes of) the meeting, e.g. a notepad, a Dictaphone
- ✓ Any initial pre-production documents you have prepared, e.g. a mind map

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2.3 CLIENT AUDIENCE DEMOGRAPHICS & SEGMENTATION

TARGET AUDIENCE

The person or group that is envisaged as the ideal consumer of a product by the product's creators
The people who use pre-product development surveys might also be referred to as the target audience

There are two general ways of categorising target audience:

IMPORTANT TO KNOW

DEMOGRAPHICS – a group of people distinguished by their identity or socio-economic status, e.g. gender, ethnicity, age, class, accessibility, location

ADDITIONAL KNOWLEDGE

PSYCHOGRAPHICS – a group of people distinguished by their lifestyle, habits and interests, e.g. conservatives, football fans, homebuyers, feminists, musicians

WARNING: It is important to ensure that you refer to your target audience in a considered and respectful manner. Be aware of identifying your audience using overgeneralised terms or making assumptions by over-relying on **stereotypes**.

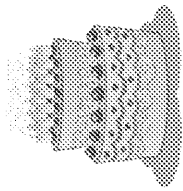
Example one: '16–24-year-olds' is better than 'young people' because to be 'young' is a relative concept. A 23-year-old might consider themselves old, and a 43-year-old might consider themselves young.

Example two: 'African American' is probably better than 'non-white' because 'non-white' is far too general a term. It could also be considered offensive as it lazily pushes hundreds of ethnic minorities into the same category.

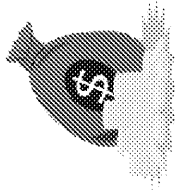
AUDIENCE SEGMENTATION

Process of dividing a large target audience into smaller, distinct groups based on shared characteristics, behaviour and preferences

CATEGORIES OF AUDIENCE SEGMENTATION INCLUDE



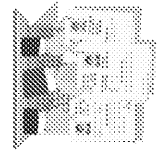
Age – media producers tailor products to appeal to different age groups, e.g. 12–16 or 65+.



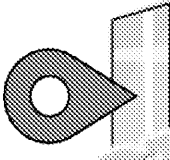
Income – adverts for expensive holidays or high-performance cars might be targeted at higher income people.



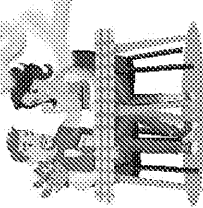
Gender – products such as 'chick flicks' (films aimed at young women) can be targeted at traditional gender identities. Increasingly, other identities, such as non-binary, might be part of a target audience.



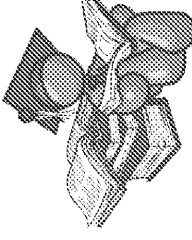
Occupation – a TV programme could be targeted at office workers, service industry workers, or pensioners.



Location – the audience's home or current location might be one of the characteristics that is important to the client. That could be a very specific town for a locally targeted social media advertisement, a specific region, country, or continent.



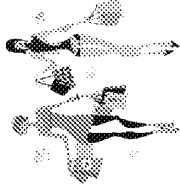
Lifestyle – perhaps the client wants to appeal to people who regularly go to restaurants or cinemas, or people who exercise daily.



Education – an adult's education level might be a way of targeting them:

- school leaver (completed GCSEs and either A Levels, T Levels or an apprenticeship)
- graduate (completed a university degree)
- postgraduate (completed a master's degree or a doctorate)

Interests – the client may want the product to appeal specifically to people who like designer clothes or enjoy watching a particular sport.



- 1 Tailored messaging
- 2 Improved targeting
- 3 Enhanced experience
- 4 Reduced costs



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2.4 RESEARCH METHODS

RESEARCHING MEDIA PRODUCTS AND PRACTICES

→ First-hand information gathered from an **original source** of information

Focus groups	Interviews	Online surveys
Questionnaires	Meetings	Discussions
Personal diaries	Autobiographies	Transcripts
Public speeches	Legislation/Law	Mailings
Patents		Relics

Primary sources tend to be more reliable sources of information. It is advisable to fact-check any secondary sources.

SECONDARY SOURCE

→ Second-hand information gathered from **existing** research of others

Books	Journals	Internet sites
Magazines	Newspapers	Television
Dictionaries	Encyclopaedias	Textual analysis
Dissertations	Second-hand	Educational

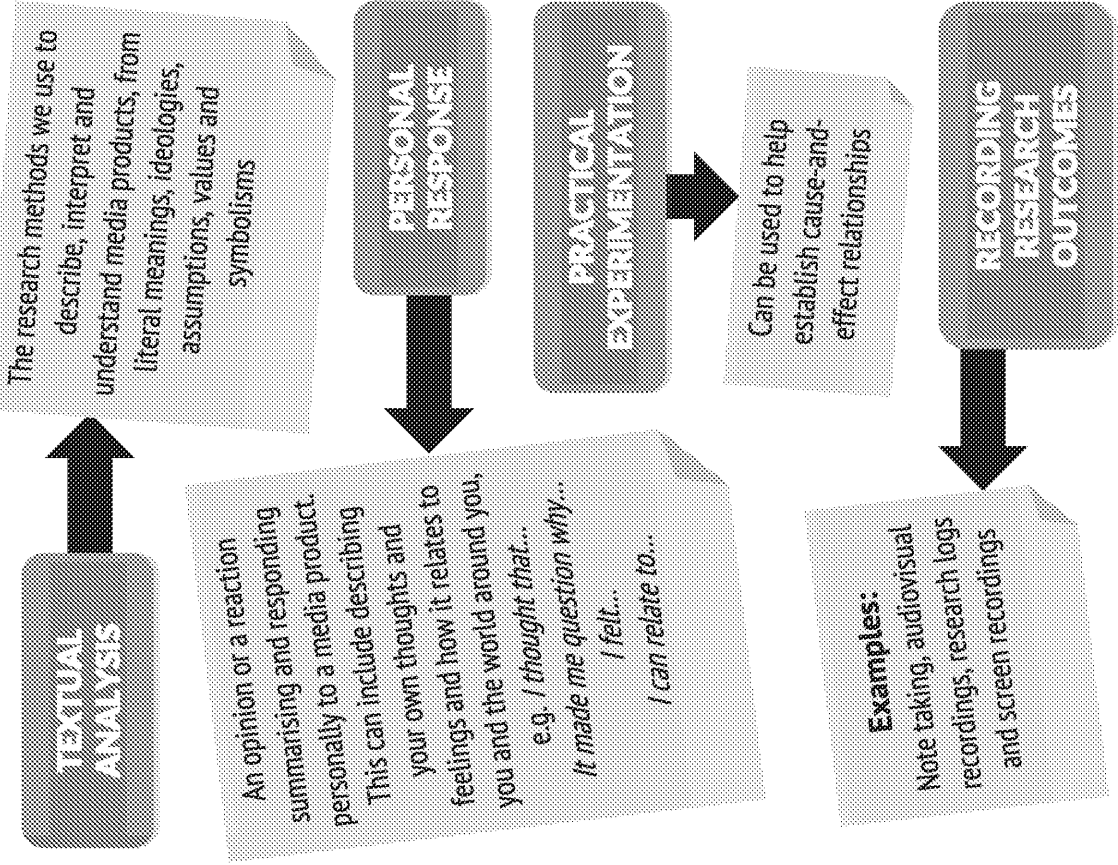
ADVANTAGES OF CONDUCTING RESEARCH

- ☒ Knowledge expansion
- ☒ Informed decision-making
- ☒ Problem-solving and innovation
- ☒ Validation and credibility

DISADVANTAGES OF CONDUCTING RESEARCH

- ☒ Time-consuming
- ☒ Costly
- ☒ Ethical concerns
- ☒ Inaccurate or biased results

MEDIA RESEARCH TECHNIQUES



Conducting audience, market, and production research can

TYPES OF SOURCES

Broadcast Audience Research Board (BARB) analyses television viewing data to determine the number of people who watch TV programmes and adverts

→ **Purpose:** Provides detailed insights into television viewing habits, including audience reach, viewership demographics, programme ratings and advertising impacts

→ **Use:** Advertisers and broadcasters and media agencies use the figures to make informed decisions regarding advertising placement and content creation

→ **How BARB works:** BARB is a panel of households equipped with specialised meters or People Meters to monitor their TV viewing behaviour

By tracking this panel's viewing habits, BARB can estimate the total audience size for specific TV programmes and adverts, offering valuable data to the media industry for audience targeting and analysis

Radio Joint Audience Research Limited (RAJAR) collects and reports radio listening data to provide insights into the reach and popularity of radio stations and programming

→ **Purpose:** Offer valuable information to radio stations, advertisers and media agencies, such as the size of radio audiences, audience demographics, listening patterns and popularity of programmes

→ **Use:** Advertisers, radio stations and media agencies use these figures to make informed decisions regarding advertising placement and programming

→ **How RAJAR works:** Conducts regular surveys that use electronic meters to track radio listening behaviour and estimate radio audience figures for different stations and time slots among a representative sample of the UK population

Participants record their radio listening habits over a specified period

Buying Patterns

Trends and behaviours exhibited by consumers when purchasing products or services, which can include factors such as frequency of purchases, preferred brands, channels and timing of purchases

Social Media Usage

Patterns and trends of individuals' engagement with various social media platforms, exploring factors such as time spent, content preferences, user demographics, and the impact on mental health and well-being

AUDIENCE RESEARCH

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TECHNICAL

Definition

Tools and techniques used in media to convey meaning, create impact and audience effectively in different media forms

Elements

- Camera angles
- Lighting
- Sound effects
- Editing techniques
- Visual effects

Technical codes are used to enhance storytelling and communicate messages effectively in different media products

SYMBOLIC

Definition

Visual, auditory or textual elements used in media to represent or convey deeper meaning, often through the use of symbols, metaphors or cultural references

Elements

- Colours
- Gestures
- Music
- Visual motifs

Symbolic codes can evoke emotions, convey ideas and communicate social and cultural messages

WRITTEN

Definition

Use of written language and text to convey information, ideas and narratives in various forms of media

Elements

- Headlines
- Captions
- Dialogue
- Scripts

Written codes play a crucial role in communicating messages, shaping tone and style,

WAYS THAT MEANING, IMPACT AND/OR ENGAGEMENT ARE CREATED

TRANSITIONS

Smoothly shift between different shots, scenes, or elements within a production

→ A series of **rapid jump cuts** in a music video can create a visually dynamic and energetic pace, enhancing the sense of rhythm and movement

1. Signify the passage of time
2. Changes in location
3. Shifts in mood or tone
4. Progression in the narrative
5. Emphasise important moments

MISE EN SCÈNE

Arrangement and composition of visual elements in a video scene

→ Lighting choices such as **high contrast lighting** in film noir or **soft and diffused lighting** in romantic scenes can evoke certain moods and emotions

1. Establish the time period and setting
2. Establish cultural context
3. Evoke emotions
4. Symbolise themes
5. Highlight key elements or characters

TYPOGRAPHY

Arranging and designing written or printed text, including font type, font size, spacing, alignment and formatting

→ The **bold and curvaceous typography** used by Coca-Cola reflects its classic and friendly brand image

1. Emphasise certain words to signify importance
2. Different font styles can evoke specific moods or convey particular tones
3. Enhance readability
4. Guide the reader's attention
5. Add visual interest

CAMERA TECHNIQUES

Methods and camera movements during the filming process, e.g. close-ups, wide shots, tracking shots, low-angle shots, high-angle shots and zooms

→ A **long tracking shot** following a character through a crowded street in a film can create a sense of urgency and effectively engages the audience in the character's experience

→ The use of a **point-of-view shot** from a character's perspective in a first-person video game can create a sense of immersion and involvement, allowing players to experience the game world through the character's eyes and enhancing their engagement with the gameplay

1. Convey emotions
2. Control the viewer's focus
3. Enhance the narrative
4. Emphasise certain elements
5. Add visual interest

HOW THE CONTENT AND CODES/CONVENTIONS WORK TOGETHER TO CONVEY MEANING AND CREATE IMPACT AND ENGAGEMENT

EMOTIONAL CONNECTION

VISUAL LANGUAGE

Uses a unique art style that focuses on minimalist yet striking visuals. The desert landscapes and ruins are beautifully rendered

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3.1

WORK PLANNING

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Why use milestones?

- Notable events can be identified
- Equipment and people (creatives, editors, etc.) can be identified ahead of time and booked
- By establishing deadlines for individual tasks, the entire project can be completed on time
- Crucial decisions can be made early on that might affect the course of the project

Work plan:

A list of everything that needs completing within the time frame. All tasks are carefully ordered and traditionally labelled with the intended duration (how long the task should take), a starting time and a deadline.

Content of a work plan

BUDGET	TIME
LIST OF TASKS	MILESTONES
TASK LENGTH	CONTINGENCIES
DATES	STAFF
RESOURCES	LOCATIONS

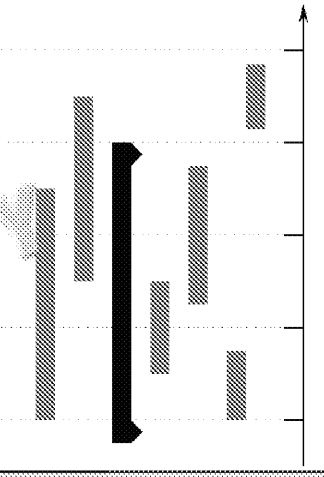
Advice for constructing a work plan around a deadline

- Work backwards from the deadline
- Look out for multiple deadlines within a single brief
- Be aware that certain tasks can only be completed once another task has been completed

Workflow: The sequence of steps or activities that need to be completed in a systematic and organised manner to achieve a specific goal or accomplish a task.

Purpose of a work plan

- Establishes the order in which tasks should be completed
- Ensures the final deadline is stuck to
- Time lines are distributed between tasks appropriately
- Eliminate unnecessary or redundant actions to ensure that tasks are completed in the most efficient and effective manner possible



Gantt chart: the most common format used to produce work plans as it allows outstanding tasks to be listed on a vertical axis, and the time frames to be displayed on the horizontal axis.

Milestone: A specific time a company sets by which an individual task must be completed. This helps monitor the time frame for the wider project.

Designed to **streamline processes, enhance efficiency, and ensure consistent and successful outcomes** in creative production

PEOPLE

Individuals who contribute their skills, knowledge, expertise, time, and effort to work tasks and projects. Consider: skills, availability, objectives

HARDWARE

Physical devices and pieces of equipment that are used to create something – usually a part of, or directly linked to, a computer. Consider: availability, cost

SOFTWARE

Any programs, applications or operating systems that can be used to create a project – usually form-specific and accessed through a computer. Consider: licensing, final format, skilled users

What is each type of software good for?

Animation: Presentation / Comic creation software / DTP / Image editing
Graphics package: DTP / Word processing
Web pages: Web authoring / DTP / Word processor / Notepad
Navigation buttons: Image editing / Graphics package / Web authoring
Downloadable documents: DTP / PDF maker / Word processor
Work plans: Spreadsheet applications / Project management software

Suitable software applications for different uses

Image editing	Desktop publishing	Word processing	Presentation	Web browser
- Adobe Photoshop - Adobe Illustrator - Pixelmator - DrawPlus - Adobe Lightroom	- Microsoft Publisher - Adobe InDesign - Adobe FrameMaker - iStudio Publisher - Canva	- Microsoft Word - Pages - Google Docs - WordPar - WordPerfect	- Microsoft PowerPoint - Keynote - OpenOffice Impress - MediaShout	- Internet Explorer - Google Chrome - Firefox - Safari - Opera

PRE-PRODUCTION

- Project concept and objectives
- Location scouting and set design
- Research and development
- Crew and equipment

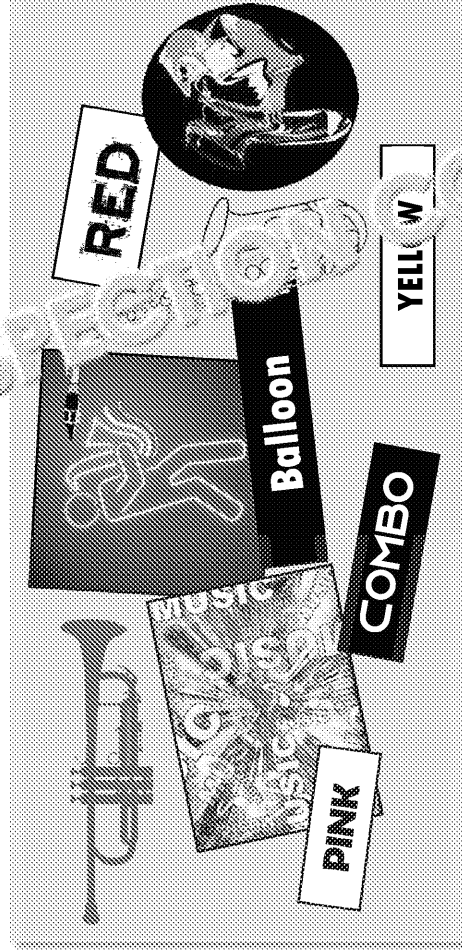
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MOOD BOARDS

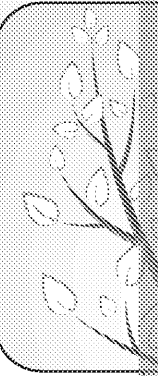
A collage of existing images, sketches or illustrations designed to offer inspiration in the early stages of a creative project



This mood board has been designed to inspire the poster for a live jazz concert. The music is highly upbeat and experimental, and the concert is aimed at a demographic of 18-30-year-olds.

Think of the structure like a tree:

Trunk = main idea
Branches = subthemes
Twigs = related areas



Main hub: the central point of a mind map in which the main theme is positioned

Purpose

Documents initial ideas clearly
Connections can be made between related ideas
Useful format for memory retention
Ideas are jotted down as they come to mind – enables creative thinking

... **NOT** designed to accurately show how the final project will look!

... **NOT** for public consumption/viewing. They are designed solely for direct members of the organisation to see.

... **NOT** limited in terms of structure.

... **NOT** affected by copyright laws.

Physical mood board

Produced on a card, A3 paper, etc. Materials are stuck to it.

These can include:

Plastics
Fabrics
Touchable materials
Layered textures

Digital mood board

Produced using a software application. Supports graphics, images and text.

These can include...

Video links
Sound clips
HTML links
GIFs

What can go on any mood board?

Images from existing products
Photographs
Existing logos
Print adverts
Colours
Relevant keywords
Fonts
Diagrams

MIND MAPS

Purpose

Captures 'feel' of the product

Informs creators of similar existing products

Inspires creative thinking

Focuses design process

Allows client to understand style and tone of the product

Digital mind maps

These can include...

Video links
Sound clips
HTML links

Physical mind maps

Hand-drawn with paper and pencil or on a whiteboard.

These can include...

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3.3 DOCUMENTS USED TO DESIGN & PLAN MEDIA PRODUCTS

SCRIPTS

Audiovisual media is highly collaborative. Actors, the director, camera operators, lighting operators, sound operators and editors will all contribute to make it, so make sure it is clear.

- Scene heading**
 - Establishes the setting and background info
 - States whether the scene is set indoors or outdoors, the location and time of day
 - Sometimes called the **slugline**
- Typography**
 - Most professional screenplays tend to be written in **Courier 12** font
- Parenthetical**
 - Clarifies tone, emotion and volume of **dialogue**
 - Always presented in brackets (parentheses)
- Dialogue**
 - Anything the characters/actors say
 - Positioned directly below **character name**
- Transition**
 - The **editing** technique which takes us to the next scene
- Narrator**
 - An offscreen voice describing or providing **context** for what is happening onscreen
 - Often used in adverts and **documentaries**
- Character cue**
 - Reveals additional character information, e.g. VO (**voice-over**) means the character speaking is not on screen

WIREFRAME LAYOUT

Outlines the skeletal structure and basic functionality

- Consists of simple shapes and placeholders
- Can be used to provide feedback
- Ensure clarity and efficiency in the early stages of the design process

Annotations: notes, comments and points of analysis written on a pre-production document

INT.

An abbreviation for interior (scene takes place indoors)

EXT.

An abbreviation for exterior (scene takes place outdoors)

STORYBOARD

Illustrates what individual images will look like in a piece of audiovisual media

Illustrates how individual shots should flow into one another

Illustrates what a sequence of actions/movements will look like using graphics

Instructs the production team as to how each image should be constructed

Demonstrates how the images should be edited together in post-production

Shot type	Shot 1 (6 seconds)	Shot 2 (11 seconds)	Images	Shot length	Location	Notes
Establishing shot	Wide shot, EXT. Market Street, dawn	Medium close-up, Lucy's father disapprovingly watching the children from his window. Slow zoom in culminating in a close-up. Cut to...		11 seconds	INT. Lord Bumble's bedroom	Medium close-up, Lucy's father disapprovingly watching the children from his window. Slow zoom in culminating in a close-up. Cut to...
Action shot	Lucy and her friends are dancing in the street	Lucy and her friends are dancing in the street		6 seconds	EXT. Market Street	Lucy and her friends are dancing in the street
Dialogue	Lucy: I can't raise your knees up like this! Don't worry, I'll show you how to do it!	Mr. Bumble: I can't raise your knees up like this! Don't worry, I'll show you how to do it!				Lucy: I can't raise your knees up like this! Don't worry, I'll show you how to do it!
Sound effects	SFX: Market place ambience; people shouting; their stalls; live street music	SFX: Market place ambience; people shouting; their stalls; live street music				SFX: Market place ambience; people shouting; their stalls; live street music

Benefits of including camera angles

- Shows operators where to position the camera
- Tells production team what each shot should look like
- Tells camera operator how each shot should be framed

Benefits of including scene numbers

- Allows client to follow the story easily
- Allows production team to understand the order in which shots should flow into one another
- Provides frame of reference for the editor when it comes to ordering the scenes

Benefits of including camera movements

- Gives lighting designers an idea of where and how lighting sources should be set up

Equipment can be positioned so it isn't seen by the camera

VISUALISATION DIAGRAM

Appropriate for planning a range of iMedia products...

Our favorite funny recipes

We Can Do It!

Our favorite funny recipes

We Can Do It!

FLOW CHART

Flow charts use different **symbols** and **shapes** to represent specific **actions**, **processes** or **decisions**. These symbols are connected by arrows to indicate the flow.

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3.4 LEGAL ISSUES

Part 1

INTELLECTUAL PROPERTY RIGHTS

Intellectual property (IP) refers to any **design concept**, invention, or piece of work that has come from a **creative** mind. It is protected by **law** in order to ensure that **creators** can receive public **recognition** and **payment** for their work. You have ownership of IP if:

- you have created a product yourself
- you have purchased the intellectual property **rights** from either the original creator or the previous **owner** of a product
- you have created a recognisable product **name** that could be considered a **trademark**

Intellectual property might: have **multiple** owners; belong to an individual; belong to an entire **business**; be sold or be **transferred**. It is unlikely that you would have intellectual ownership over a product you have created with a previous **employer**.

Ideas themselves cannot be protected by intellectual property rights, but the **expression of those ideas** through written works, inventions, or artistic creations, may be eligible for protection under copyright, patent, or other relevant intellectual property laws.

Permissions, fees and licences: may be required when using copyrighted

Legislation: laws that have been

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In order to use copyrighted material...

You must contact the copyright owner and ask permission

You may need to negotiate fees and the terms of use

You must mark your work with the copyright symbol

You must reference the year the material was created and the name of the author



The consequences of not contacting the copyright owners are...

You / your organisation could be prosecuted

The copyrighted material could be removed from your project

The campaign could be shut down altogether

You / your organisation could receive heavy fines for being in breach of copyright law



indicates copyright ownership of a creative work

Patents protect inventions

A **patent** gives the creator or owner of an invention the right to exclusively make or sell that invention for a certain period of time.

Copyright is a **legal protection** that grants exclusive rights to the **creators** of original works, such as literary, artistic, musical, or other creative content, giving them control over how their **work is reproduced, distributed, displayed, and performed**.

Copyright protection is **automatic** and granted to the creators of original works as soon as the work

LEGISLATION

Sometimes you can use copyrighted material without the need for permission from the copyright holder or payment of royalties

TM indicates that the name and/or logo have/have been **trademarked**

Trademarks are distinct signs, symbols or graphics designed to make a particular product identifiable among other similar products. They are signified by the (™) symbol. This indicates that...

- An organisation has intellectual ownership of the name.
- The organisation may sell or license the rights if they wish.
- The organisation has the right to take legal action against any individual or business that uses the name without their permission.

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3.4 LEGAL ISSUES Part 2

HEALTH AND SAFETY

A risk assessment requires you to...

- identify potential hazards
- identify who might be in danger
- identify how people might be harmed
- evaluate the likelihood of these hazards becoming a problem
- establish precautions to prevent these risks
- record all information on a risk assessment sheet
- regularly review and adapt the risk assessment sheet

A **reccé** (an abbreviation for **reconnaissance**) is the visit one makes to a filming location in order to assess its suitability prior to shooting.

On a reccé, you might keep an eye out for...

- noise pollution
- trip hazards
- electrical access
- transportation to and from location
- lighting conditions
- awareness of the public
- weather conditions

Consider health and safety measures if you and your employees sit at a computer for long periods of time. One should consider...

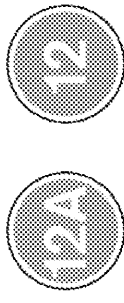
- Whether chair height and seating position affect the user's posture
- How close the user's eyes are to the screen
- Whether the keyboard and mouse are at a comfortable distance from the user

CERTIFICATION AND CLASSIFICATION

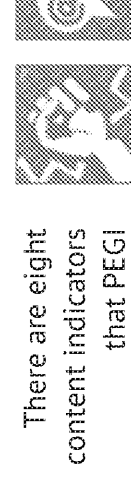
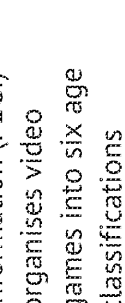
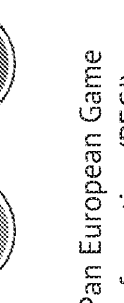
Classification: when age ratings are applied to films and other media products to ensure audiences can make an informed decision as to whether the product is suitable for them and their children

Age ratings applied to films in the UK are decided by the British Board of Film Classification (BBFC)

- Offensive language
- Discrimination
- Nudity
- Drugs
- Sex
- Imitable behaviour
- Threat
- Violence



Films are broken down into one of six core age certificates based on eight content categories. →



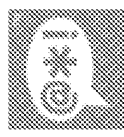
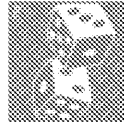
There are eight content indicators that PEGI considers before

Violence

Rad

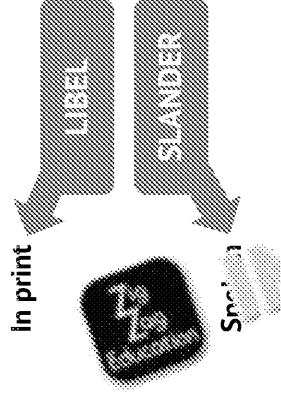
Fear/horror

Gambling



← Pan European Game Information (PEGI) organises video games into six age classifications

PROTECTING INDIVIDUALS



Defamation: publicly spreading false information or making false statements about someone that harms their reputation, such as falsely accusing them of a crime or spreading malicious rumours about their character

PRIVACY AND PERMISSIONS

Media producers need to obtain the necessary consent or releases for the use of:

- personal information
- images
- identifiable attributes

Data protection gives rights to data subjects in relation to personal data:

- be informed
- access and rectify data
- restrict processing
- right to object



WHAT YOU CAN DO

☒ **Photographing people in public**

You can generally take photographs of people in public places without their consent, as they have a lower expectation of privacy. However, be mindful of local laws and cultural sensitivities.

☒ **Photographing public buildings and structures**

In the UK you can take photos of public buildings, landmarks, and structures in public spaces. These are typically considered part of the public domain.

☒ **Photographing street scenes**

You can capture street scenes and activities involving the general public without needing explicit permission from individuals.

☒ **Photographing**

In many countries, you have the right to photograph

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ONLINE

- Apps
- Multimedia
- Web

APPS

- **Accessibility** ~ convenient and instant access to content
- **Interactive features** such as swiping, tapping and scrolling
- **Personalisation** ~ tailored content suggestions, customised options
- **Push notifications** ~ deliver timely updates and announcements

MULTIMEDIA

- **Visual appeal** ~ visual elements attract and capture attention
- **Integration** ~ present complex information in an accessible format
- **Adaptability and scalability** ~ ensures optimal viewing experiences across various devices and platforms
- **Non-linear navigation** ~ freedom to explore content provides a customisable experience

WEB

- **Wide reach** ~ content can be accessed by audiences around the world
- **Cost-effective** ~ content can be directly uploaded and shared online
- **Real-time** ~ content can be delivered to audiences instantly
- **Social sharing** ~ content can be easily shared through social media, email and other digital channels

Advantage
Provide a direct channel of communication and interaction with users without the need to navigate through a browser

Disadvantage
Require ongoing updates to ensure compatibility with evolving operating systems and devices

Advantage
The use of visuals, sound, and interactive elements stimulates multiple senses and encourages active participation, resulting in higher engagement levels

Disadvantage
May require specific technical requirements and compatibility as different devices, platforms, and internet connection speeds can affect the quality and delivery of multimedia content

Advantage
Features such as clickable links and comments sections allow users to actively engage with the content, providing a more immersive and participatory experience

Disadvantage
Not all individuals have equal access to the web or possess the necessary digital literacy skills to navigate online content effectively

PHYSICAL PLATFORMS

- Computer
- Interactive TV
- Kiosks
- Mobile devices

COMPUTER

- **Offline accessibility** ~ access certain content and applications offline
- **Compatibility** ~ content can be delivered and accessed on various computer platforms
- **Processing power** ~ deliver high-quality multimedia content and interactive experiences
- **Multitasking** ~ run multiple processes and applications simultaneously

INTERACTIVE TV

- **High-quality display** ~ allowing for immersive and visually appealing media experiences, e.g. 4K resolution
- **Interactivity** ~ through remote controls, voice commands or other inputs
- **Smart features** ~ access streaming platforms and on-demand content
- **Accessibility** ~ media products can be enjoyed by individuals with diverse accessibility needs

KIOSKS

- **Self-service** ~ users can independently access information or perform tasks
- **Interactivity** ~ touchscreens for users to navigate and interact with content
- **Multimedia capabilities** ~ high-resolution display to captivate and inform the audience
- **Data collection** ~ can gather information such as demographics and behaviour patterns for product improvements and marketing campaigns

MOBILE DEVICES

- **Location awareness** ~ deliver location-based content and personalised recommendations based on user's geographic location
- **Continuous innovation** ~ can leverage emerging technologies, e.g. AR and VR
- **Multifunctional** ~ used for communication, productivity, entertainment, social networking, gaming and more
- **Touchscreen** ~ users can tap, swipe, pinch and perform various gestures to navigate through media products

Advantage
Flexibility for users to customise media experiences, e.g. adjust display settings

Disadvantage
Computers are generally less portable compared to mobile devices such as smartphones and tablets, restricting their ability to be used on-the-go

Advantage
Integrates with other devices and platforms, such as smartphones

Disadvantage
Availability of niche and specialist content may be limited compared to other platforms such as streaming services

Advantage
Can be used in specific locations to target specific audience demographics

Disadvantage
Confined to specific physical locations, multiple kiosks can be costly to reach a wider audience

Advantage
Access and consume content 'on the go' anytime and anywhere, enabling convenience and flexibility

Disadvantage
Come in various models and operating systems which can lead to compatibility issues and the need for additional development and testing

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4.2 PROPERTIES and FORMATS of MEDIA FILES

Which three things affect the file format you use to export your product?

1 Client requirements

2 Proposed platform

3 Type of media product

File name: JPG File type: Images Uses: Static images – most commonly websites and images taken on digital cameras Compression: Lossy – compresses the file size while sacrificing a certain degree of quality Limitation: Does not support transparency	File name: PDF File type: Images Uses: Static images – text-heavy documents that can also feature images Compression: Lossless – allows for consistent presentation across multiple platforms Limitation: Does not enable editing	File name: EPS File type: Images Uses: Static images – high-quality logos, illustrations and graphics Compression: Lossless – results in large file sizes and high-quality images Limitation: Not fully compatible with all software applications and platforms	Vector: EPS, SVG and PDF files use mathematical equations to define geometric shapes and lines, allowing for infinite scalability and editing without loss of quality
File name: MP3 File type: Audio Uses: Audio files – radio sequences, songs, audio advertisements, etc. Compression: Lossy – small file size makes it adaptable to a range of devices and platforms Limitation: Audio quality is sacrificed	File name: WAV File type: Audio Uses: Audio files – specifically designed for Windows computer Compression: Uncompressed – retains the highest quality possible Limitation: Large file sizes, difficult to transfer	File name: BMP File type: Images Uses: Static images – storing system icons and cursors in Windows operating systems Compression: Lossless – retains all original image data without compression Limitation: Does not support transparency or animations	Raster/Bitmap: JPEG, PNG, GIF and BMP files use a grid of pixels to represent and display visual information, allowing for detailed and complex imagery but lacking scalability without loss of quality
File name: MP4 File type: Video Uses: Video/audio – typically high-quality videos Compression: Lossy – strikes a balance between high quality and low file sizes	File name: AVI File type: Video Uses: Video – typically used to edit videos with high quality before exporting them Compression: Uncompressed – retains	File name: GIF File type: Image/animation Uses: Static image / animation – short animation, logos, web graphics, online buttons Compression: Lossless – still retains	

Pixel dimension: number of pixels printed on an image, specifying the width and height of the image in terms of the number of individual pixels

Bit depth: amount of information used to represent the loudness and quality of sound, affecting the level of detail and accuracy in audio recordings

Dots per inch (DPI) / Pixels per inch (PPI) resolution: measurement of the number of dots or pixels that can be displayed or printed within a one-inch area, indicating the level of detail and sharpness in an image

Frame rate: number of individual images (frames) shown per second in a video, determining the smoothness and perceived motion of the footage

Resolution: the level of detail and sharpness in a video image determined by the number of pixels used to display the visual content

Sample rate: number of snapshots taken per second to capture the sound, affecting the level of detail and clarity in the recorded audio

Uncompressed
When a file is either expanded into its original size or is never compressed in the first place. This usually means the quality of the file is maintained.

Lossy
A form of compression that removes unnecessary information from a file in order to reduce the size of the file and make it easier to upload/download. This does, however, result in a loss of quality.

Audio compression is the process of reducing the file size of audio data.

Example: The MP3 format reduces file size by removing certain frequencies and



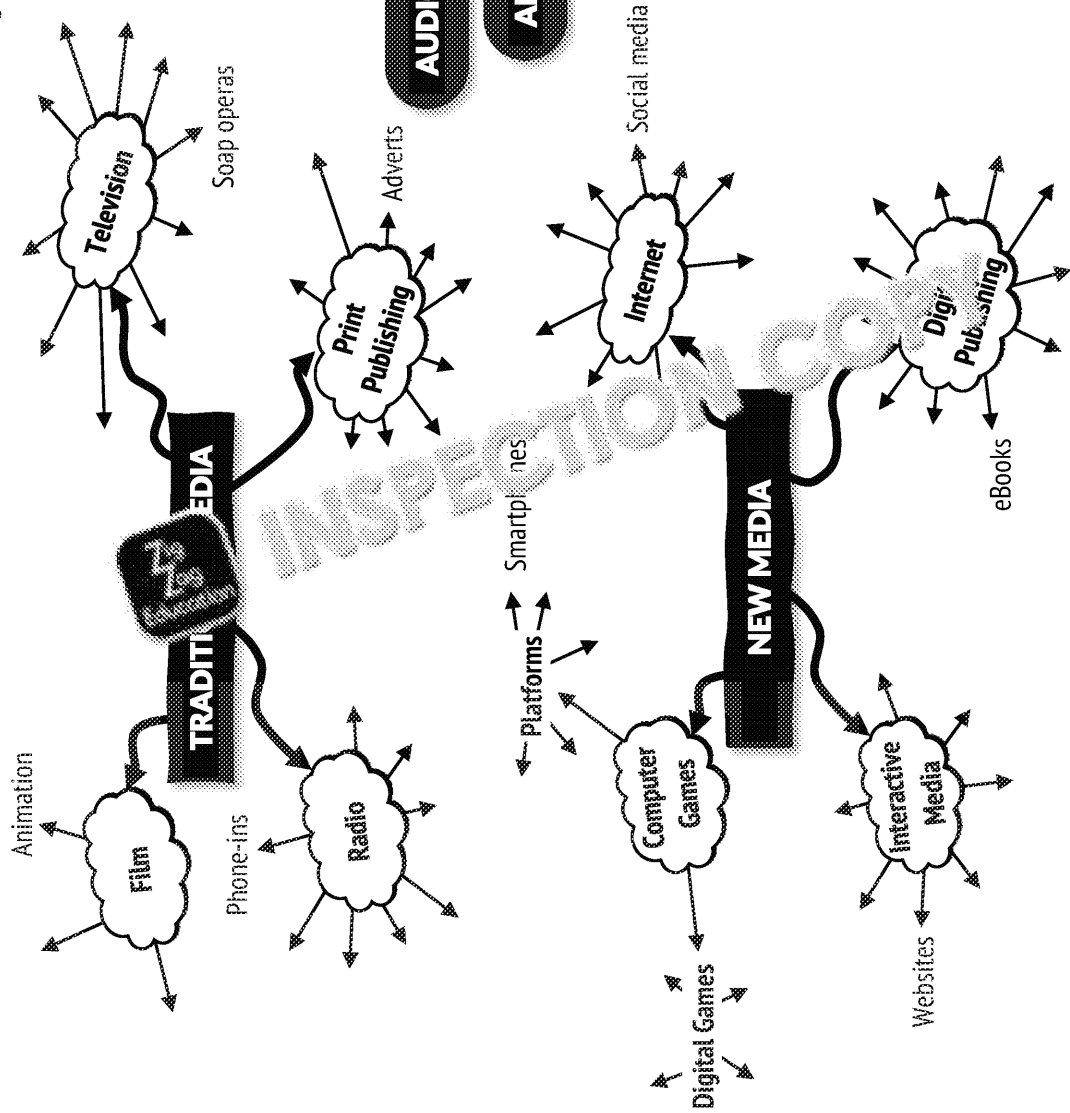
Topic on a Page

for Cambridge Nationals Unit R093:
Creative iMedia in the Media Industry

Folder B: Activity Mind Maps (A3)

1.1 SECTORS & PRODUCTS

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▶ Add in further examples of traditional media

▶ Add in further examples of new media

Explain how sound effects can help tell a story and make us feel different emotions

Sound Effects (SFX) can help tell a story through:

Sound Effects (SFX) can make us feel different emotions, these can include:

Describe the term 'virtual reality'

Definition of Virtual Reality (VR):

Examples of Devices:

What are the main places where video, audio and music are made and shown? For example, TV and film are primary places for video.

VIDEO

Primary sectors: TV and film

Secondary sectors:

AUDIO & MUSIC

Primary sector:

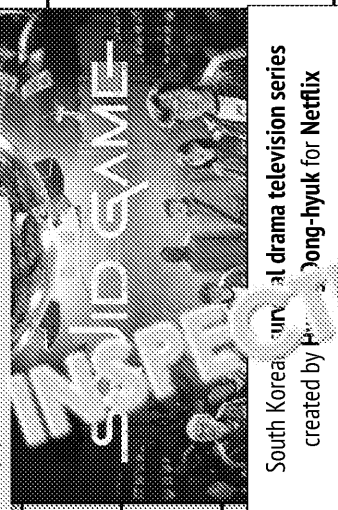
Secondary sectors:

ANIMATION

Primary sector:

Secondary sectors:

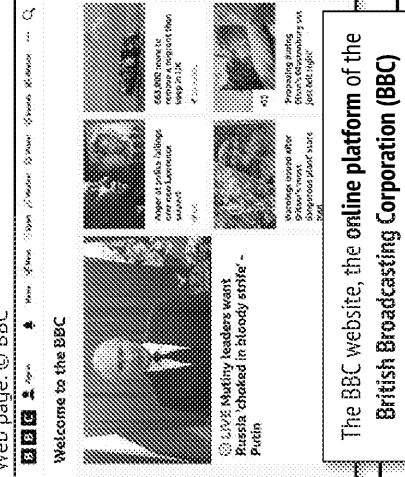
Image: © Netflix



▶ Give examples of devices that people use to experience virtual reality

▶ Give reasons why Squid Game appeals to the target audience

How does having different things to look at (videos/photos) and listen to (audio clips) help you understand the news better when you visit the BBC website?



Web page: © BBC

- 1.
- 2.
- 3.

Fill in the missing letters for the correct media product

Primary sectors: Interactive media and Internet

Secondary sectors: Digital games and digital publishing

Primary sectors: Interactive media and Internet

Secondary sectors: Digital publishing

Primary sector: Internet

Secondary sector: Interactive media

Image: © Kodansha Ltd



Primary sectors: _____ and _____

Secondary sector: _____

Primary sectors: _____ and _____

Secondary sector: _____

Primary sector: _____

DIGITAL IMAGING & GRAPHICS

COMICS & GRAPHIC NOVELS

▶ Fill in the gaps with the following: characters, emotion, immersive, action

▶ Visually stunning and meticulously detailed artwork

The illustrations effectively convey the intensity of the _____ the _____

List examples of streaming services

- 1.
- 2.
- 3.

TELEVISION

Give an advantage of distributing a film in _____

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1.2

JOB ROLES

SIZE AND SCALE OF PROJECTS/PRODUCTIONS

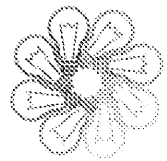
- The size and scale of projects or productions in the media industry can often be significant, requiring many specialised roles and tasks to be fulfilled. However, individuals may find themselves taking on multiple roles within a project due to:
-

In a low-budget web series production, an individual may serve as the writer, director and producer. They would be responsible for developing the script, overseeing the creative aspects of the production, and managing the logistics and budget. By taking on multiple roles, they can have more creative control over the project and make efficient use of limited resources.

CREATIVE

Provide further examples of creative roles in media production

Animator
Content creator



Identify the key responsibilities being described below

Concept development: This involves brainstorming ideas, creating storylines, and identifying the core themes and messages that will guide the project.

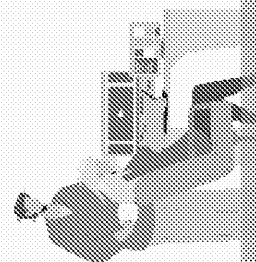
Scripting and storytelling: This involves crafting the script, screenplay or dialogue that forms the foundation of the media product. Also involves creating compelling narratives, build engaging characters, and structure the storyline to captivate the audience.

Visual design and artistic direction: This involves determining the overall look, style and atmosphere of the project, ensuring that it aligns with the intended vision.

Identify the key responsibilities being described below: audience, composition, dialogue, editing, interactive, levels, production, raw, shots

Provide further examples of technical roles in media production

Camera operator
Sound editor



KEY RESPONSIBILITIES

Production phase involvement:

Camera operation: Camera operators are responsible for capturing high-quality visuals and ensuring the proper lighting and framing of the shot. They operate cameras, select lenses, and adjust lighting equipment, and work closely with the creative team to achieve the desired visual style.

Editing and post-production: Video editors play a vital role in shaping the final product by assembling footage, selecting the best takes, and arranging them in a cohesive and compelling manner. They also work on colour correction, visual effects integration, sound editing, and overall post-production processes to achieve the desired aesthetic and technical standards.

Sound mixing: Sound editors handle the technical aspects of recording, editing, and mixing the audio elements of a media product. They ensure clear, balanced sound.

Fill in the missing letters

Give one example of visual and audio effects

Iterative process and collaboration: This involves working together, providing feedback, refining ideas, and making adjustments throughout the development and production stages to ensure that the final product meets the creative vision.

Match the description to the correct media production role

Scriptwriter
Copywriter

Personal and engaging content for advertising and marketing material
Narrative-driven scripts for visual media such as films, TV shows, documentaries, animations, and video games

Technical support and equipment management: Technical support teams play a crucial role in maintaining and troubleshooting the equipment and systems used during media production. They ensure that cameras, audio devices, editing software, and other technical tools are functioning properly. They may also handle equipment rentals, set up workflows, and provide technical assistance to the production team.

Digital media distribution and online platforms: Web developers handle the technical aspects of delivering the final product to its intended audience. This can involve encoding, file management, streaming, content management systems, and web page structures, ultimately ensuring a positive user experience.

Game programming: Game programmers utilise game engines such as Unity to build the foundation of the game. This includes assets, scripts, code that controls the other user interface and other components into the engine to create the game environment. They are also responsible for identifying

Create a word cloud to describe the creative role in the creation of media products

Create a word cloud to describe the technical role in the creation of media products

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2.1 PURPOSE, STYLE, CONTENT & LAYOUT

AUDIO REPRESENTATION

List the key elements of audio representation in video games

Give an example of audio representation in The Legend of Zelda: Breath of the Wild (2017)

TO INFORM

Give a definition

Give further examples

- News television broadcasts, such as BBC or ITV news
-
-
-

TO EDUCATE

Give a definition

Give further examples

- Educational broadcasts such as gardening programmes
-
-

TO ENTERTAIN

Give a definition

Give further examples

- Video games, such as Call of Duty
-
-
-

TO ADVERTISE OR PROMOTE

Give a definition

Give further examples

- Film posters and trailers (to encourage you to watch the film)

TO INFLUENCE

Give a definition

Give further examples

- Documentaries, such as *Blackfish* examining the treatment of killer whales in captivity

VISUAL REPRESENTATION

List the key elements of visual representation in fashion magazines

1. Artistic composition

2.

3.

Give an example of visual representation in Vogue magazine

POSITIONING OF ELEMENTS



Positioning is....

Give one reason why 'positioning' is considered important in visual representation

• Clear call-to-action

List two key elements in an advertising campaign

EMOTIONAL IMPACT

Warm and vibrant colours like red, orange and yellow may be used to evoke feelings of excitement, energy or happiness in a lively music video.

BRANDING AND IDENTITY

A luxury brand may opt for more subdued and sophisticated colours like black, gold or silver to convey exclusivity and elegance.

CULTURAL SIGNIFICANCE

In Chinese culture, the colour red is associated with luck and happiness, so it may be prominently featured in media products released during Chinese New Year celebrations or related events.

NARRATIVE AND SYMBOLS

The use of a specific colour palette dominated by shades of green may evoke a sense of nature, growth or tranquility in a documentary about environmental conservation.

Complete the boxes below by adding in the correct definitions: Convey meaning | Establish a brand's personality and values | Enhance the narrative or convey thematic elements | Evoke specific emotions and moods

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Identify the purposes of a client brief ▼

THE PURPOSES OF A CLIENT BRIEF

- Gives the production team a detailed outline of what is required
- Informs the production team of any restrictions or conditions
-
-

CLIENT BRIEFS MUST INCLUDE:

(depending on the project)

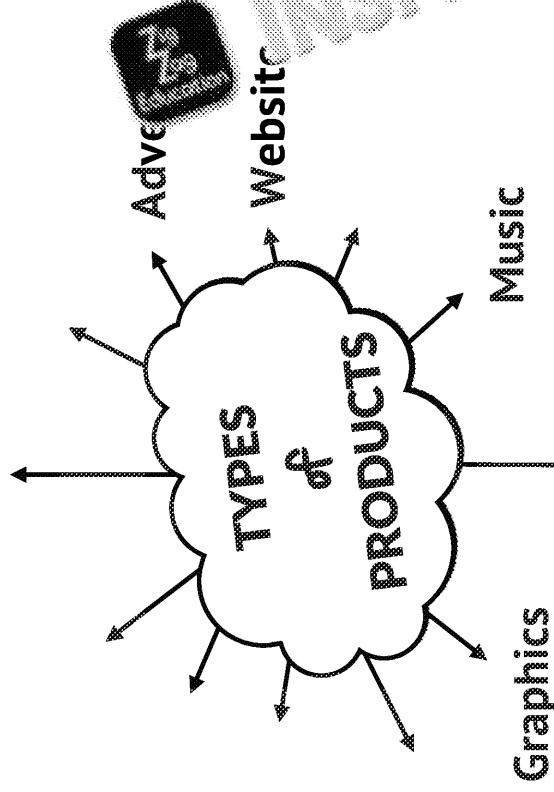
- Required release date
- Deadline to complete project
-
-
-
-

▲ What specific information should be included in the client brief to ensure a comprehensive understanding of the project requirements and expectations?

COMMISSION

Complete the mind map by adding the missing products ▼

Graphic novel



What are two alternative methods or channels for interacting with clients? ▼

Your interaction with a client won't always take the form of a **written brief** or a **face-to-face meeting**. It could also take the form of →

1

2

MISSION, VISION, CULTURE

ETHICAL

PREPARING FOR A CLIENT MEETING

Place the stages in the correct order 1-5 ▼

Research the client and their previous projects beforehand

Read the brief thoroughly beforehand

Prepare to answer common questions, e.g. *What working restraints are you used to? What is your industry experience?*

Think of any questions you might need to ask the client

Arrange a time and location that is convenient for both you and the client

CLIENT MEETING CHECKLIST: WHAT DO YOU NEED?

✓ The client's requirement brief

✓ Create a checklist of what is typically needed for a client meeting

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2.3 CLIENT AUDIENCE DEMOGRAPHICS & SEGMENTATION

TARGET AUDIENCE

Explain the key term 'target audience'



There are two general ways of categorising target audience:

IMPORTANT TO KNOW

– a group of people distinguished by their identity or socio-economic status, e.g. gender, ethnicity, age, class, accessibility, location

ADDITIONAL KNOWLEDGE

– a group of people distinguished by their lifestyle, habits and interests, e.g. conservatives, football fans, romantics, feminists, musicians

Fill in the boxes with the correct term: psychographics, demographics

Explain, with an example, the term 'stereotype'

?

TRUE OR FALSE?

AUDIENCE SEGMENTATION

What is 'audience segmentation'?

List two additional benefits of audience segmentation

1

Tailored messaging

2

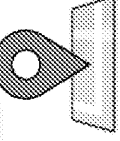
Improved targeting

3

4

CATEGORIES OF AUDIENCE SEGMENTATION INCLUDE

Identify the categories of audience segmentation based on the information provided: location, education, gender, age, occupation, income, interests, lifestyle



Example: Media producers tailor products to appeal to different age groups, e.g. 12–16 or 65+.	Example: Products such as 'chick flicks' (films aimed at young women) can be targeted at traditional gender identities. Increasingly, other identities, such as non-binary, might be part of a target audience.	Example: The audience's home or current location might be one of the characteristics that is important to the client. This could be a very specific town for a locally targeted social media advert, or a specific region, country or continent.	Example: An adult's education level might be a way of targeting them: - school leaver (completed GCSEs and either A Levels, T Levels or an apprenticeship) - graduate (completed a university degree) - postgraduate (completed a master's degree or a doctorate)
Example: adverts for expensive holidays or high-performance cars might be targeted at higher income people	Example: a TV programme could be targeted at office workers, service industry workers, or pensioners.	Example: perhaps the client wants to appeal to people who regularly go to restaurants or cinemas, or people who exercise daily	Example: the client may want the product to appeal specifically to people who like designer clothes or enjoy watching a particular sport

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2.4 RESEARCH METHODS

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RESEARCHING MEDIA PRODUCTS AND PRACTICES

PRIMARY SOURCE

Define 'primary source'

Give further examples of primary sources

Focus groups	Online surveys
Meetings	Discussions
Personal diaries	Patents

Provide a difference between primary sources and secondary sources

SECONDARY SOURCE

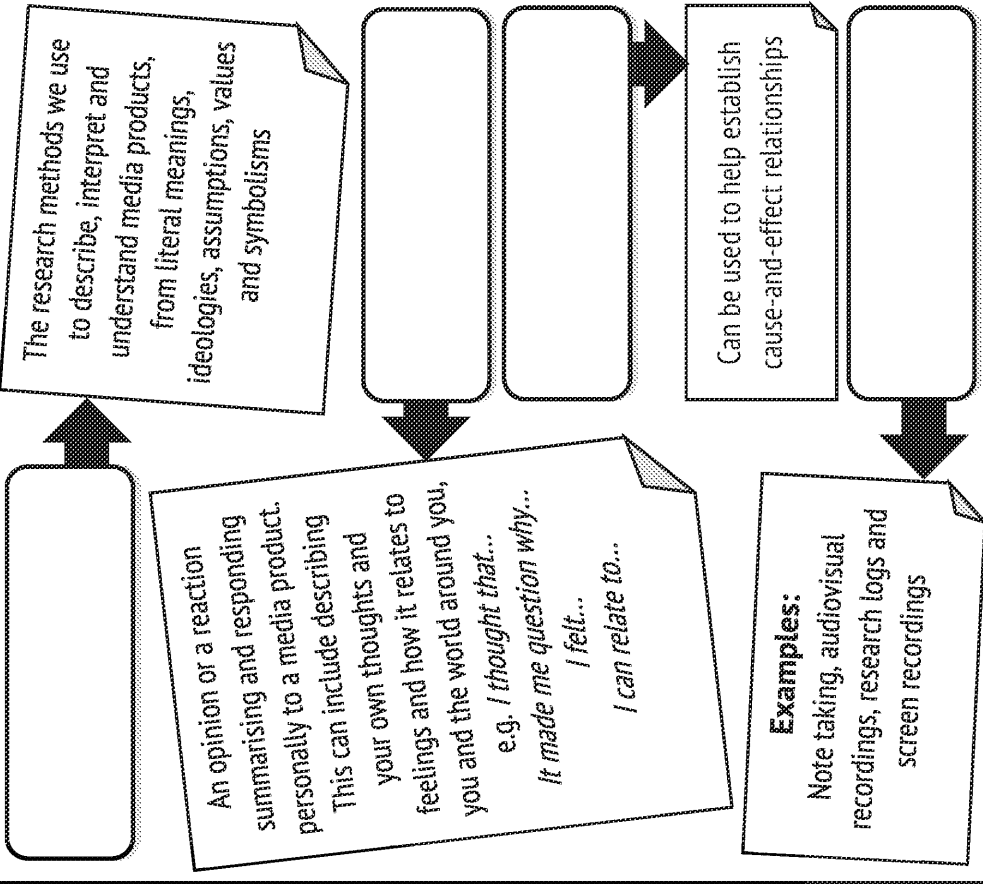
Define 'secondary source'

Give further examples of secondary sources

Books	Internet sites
Newspapers	

MEDIA RESEARCH TECHNIQUES

Fill in the missing media research techniques using the terms provided: personal response, recording research outcomes, textual analysis, practical experimentation



ADVANTAGES OF CONDUCTING RESEARCH

- ☒ Knowledge expansion
- ☒ Informed decision-making

Give two further advantages of conducting research

DISADVANTAGES OF CONDUCTING RESEARCH

- ☒ Time-consuming
- ☒ Costly

Give two further disadvantages of conducting research

TYPES OF SOURCES

Fill in the fact sheets with all missing information

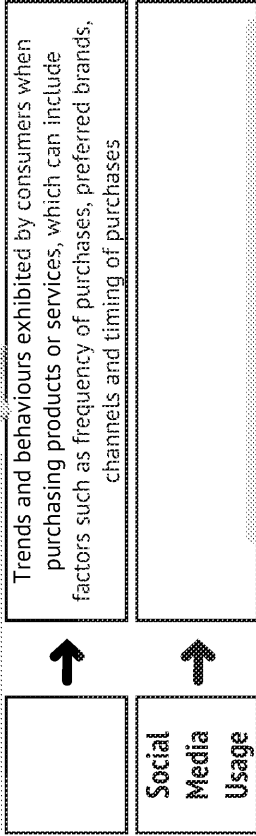
Broadcast Audience Research Board (BARB)

- Established:
- Location:
- Objective:
- Key Functions:

Radio Joint Audience Research Limited (RAJAR)

- Established:
- Location:
- Objective:
- Key Functions:

Fill in the missing key term



AUDIENCE RESEARCH

Suggest two ways media producers can benefit from research

Identify two sources you could look at when conducting audience research

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2.5 MEDIA CODES

TECHNICAL

Provide a definition for the key term 'technical codes' ▼

Give two uses of technical codes ▼

1

2

What other elements can be described as technical codes? ▼

Elements

- Camera angles
- Lighting
- .
- .
- .

SYMBOLIC

Provide a definition for the key term 'symbolic codes' ▼

Give two uses of symbolic codes ▼

1

2

What other elements can be described as symbolic codes? ▼

Elements

- Colours
- .
- .
- .

WRITTEN

Provide a definition for the key term 'written codes' ▼

Give two uses of written codes ▼

Elements

- Headlines

WAYS THAT MEANING, IMPACT AND/OR ENGAGEMENT ARE CREATED

TRANSITIONS

Explain the key term 'transitions' codes ▼

A series of _____ in a music video can create a visually dynamic and energetic sequence, enhancing the sense of rhythm and pace.

1. Signify the passage of time
2. Changes in location
3. Shifts in mood or tone
4. .
5. .

◀ List the reasons why transitions are used in media products

MISE EN SCÈNE

Describe the elements that make up the 'mise en scène'

Lighting choices such as _____ noir or _____ in romantic scenes evoke certain moods and emotions

1. Establish the time period and setting
2. Establish cultural context
3. Evoke emotions
4. .
5. .

◀ List the reasons why mise en scène is used in media products

TYPOGRAPHY

Explain the key term 'typography' codes ▼

The _____ used by Coca-Cola reflects its classic and friendly brand image

1. Emphasise certain words to signify importance
2. Different font styles can evoke specific moods or convey particular tones
3. Enhance readability
4. .
5. .

◀ List the reasons why typography is used in media products

CAMERA TECHNIQUES

Explain the key term 'camera techniques' ▼

A _____ following a character through a crowded street in a film can create a sense of urgency and effectively engages the audience in the character's experience

The use of a _____ in a first-person video game can create a sense of immersion and involvement, allowing players to experience the game world through the character's eyes and enhancing their engagement with the gameplay

1. Convey emotions
2. Control the viewer's focus
3. Enhance the narrative
4. .
5. .

◀ List the reasons why camera techniques are used in media products

HOW THE CONTENT AND CODES/CONVENTIONS WORK TOGETHER TO CONVEY MEANING AND CREATE IMPACT AND ENGAGEMENT

Fill in the missing headings: engagement, visual language, emotional connection, multiplayer

The game's content and codes/conventions work

Uses a unique art style that focuses on minimalist yet striking visuals. The desert landscapes and ruins are beautifully rendered, evoking a sense of awe and wonder.

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What is a work plan?

Why use milestones?

Notable events can be identified
Equipment and people (creatives, editors, etc.) can
be identified ahead of time and booked

What is a milestone?

What are two advantages
of workflows?

1.
2.

Explain further reasons why
milestones are used in work planning

Identify the missing key elements of a work plan

BUDGET

TIME

TASK LENGTH

CONTINGENCIES

DATES

LOCATIONS

Defines the progression of
tasks, the order in which
they are performed, and the
individuals or departments
responsible for each step

Workflow: The sequence of steps or
activities that need to be completed in a
systematic and organised manner to achieve
a specific goal or accomplish a task.

Purpose of a work plan

In no more than 20 words, describe the purpose of a work plan

Give three tips to someone constructing
a work plan around a deadline

1

2

3

Name this chart and explain its use

Use:

Individuals who contribute
their skills, knowledge,
expertise, time, and effort to
work tasks and
project objectives
Consider: skills, availability

Physical devices and pieces of
equipment that are used to
create something – usually a part
of, or directly linked to,
a computer
Consider: availability, cost

Fill in the missing
headings: software,
people, hardware

Any programs, applications or operating
systems that can be used to create a project –
usually form-specific and accessed through
a computer
Consider: licensing, final format, skilled users

Complete the table by filling in the missing information: work plans, downloadable
docs, web pages, functional buttons, animation, visualisation diagrams

What is each type of software good for?

Presentation / Comic creation software / DTP / Image editing
Graphics package / DTP / Word processing
Web authoring / DTP / Word processor / Notepad
Image editing / Graphics package / Web authoring
PDF maker / Word processor
Spreadsheet applications / Project management software

Suitable software applications for different uses

Image editing	Desktop publishing	Word processing	Presentation	Web browser
• Adobe Photoshop	• Microsoft Publisher	• Microsoft Word	• Microsoft PowerPoint	• Internet Explorer
•	•	•	•	•
•	•	•	•	•

Suggest two software applications for each specific use

Identify the typical activities undertaken
at each production stage

PRE-PRODUCTION

EXAMPLE PRODUCTION SCHEDULEFill in the table below with any missing
information: production task, scene, time.

Project concept and objectives
•
•
•
•

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3.2 DOCUMENTS USED TO SUPPORT IDEA GENERATION

MOOD BOARDS

Provide a definition ▼

Use the space below to create a mood board by adding the following information:
You are designing a poster for a live jazz concert aimed at a demographic of 18–30-year-olds. The music is highly upbeat and energetic.

What purpose do mood boards serve? ▼

1 Documents initial ideas clearly

2

3

... **NOT** designed to accurately show how the final project will look!

... **NOT** for public consumption/viewing. They are designed solely for direct members of the organisation to see.

... **NOT** limited in terms of structure.

... **NOT** affected by copyright laws.

List the differences between physical and digital mood boards ▼

Physical mood board

Digital mood board

1

2

3

4

List the similarities between physical and digital mood boards ▼

MIND MAPS

What purpose do mind maps serve? Give two further reasons. ▼

1

2

3

Inspire creative

Physical mind maps

Digital mind maps

List the differences between physical and digital mind maps ▼

the central point of a mind map in which the main theme is positioned

Think of the structure like a tree:

Trunk =

Branches =

Twigs =

Fill in the key terms: related areas, main idea, subthemes, node, branch, subnode, main hub

Use this space to create a mind map to capture the key stages in

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3.3 DOCUMENTS USED TO DESIGN & PLAN MEDIA PRODUCTS

SCRIPTS

Audiovisual media is highly collaborative. Actors, the director, camera operators, lighting operators, sound operators and editors will all need to use it, so make it clear.

Fill in the missing key terms: *narrator, dialogue, action, scene heading, character cue, parenthesis, slugline, hypography, scene heading, character cue, parenthesis*

- Establishes the setting and technical information
- States whether the scene is set indoors or outdoors, the location and time
- Sometimes called the **slugline**
- Most professional screenplays tend to be written in **Courier 12** font
- Clarifies tone, emotion and volume of **dialogue**
- Always presented in brackets (parentheses)
- Anything the characters/actors say
- Positioned directly below **character names**
- The **editing** technique which takes us to the next scene
- An offscreen voice describing or providing **context** for what is happening onscreen
- Often used in adverts and **documentaries**
- Reveals additional character information, e.g. VO (**voice-over**) means the character speaking is not on screen

Fill in the missing words: *balance, present, action, breaths, five, pauses*

_____ lines should always be written in the **tense**. *Joe leaps to catch the ball* is far more exciting for a client to read than *Joe leapt for the ball*.

Action paragraphs shouldn't exceed _____ lines. This general rule stops the reader from getting bored.

Any script should feature an **effective** of short sentences and longer sentences to keep the reader engaged.

In scripts, it can be _____ to clarify when _____ and _____ be taken.

FLOW CHART

Match the key symbols and shapes used in flow charts to the action, process or decision they represent

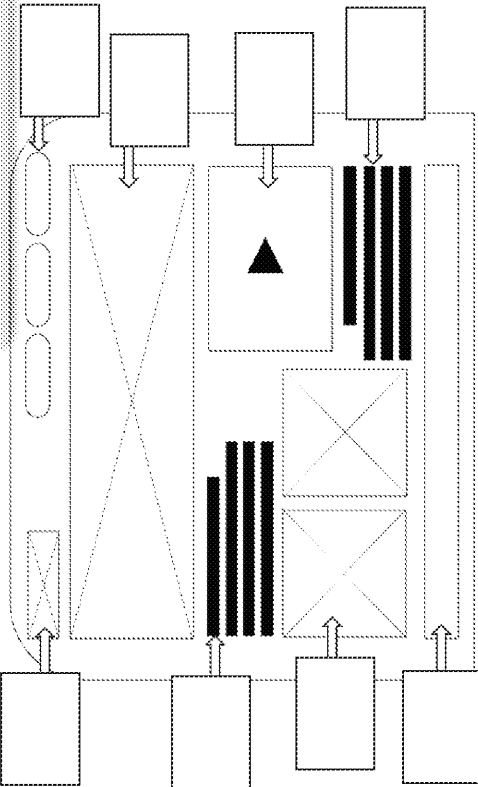
VISUALISATION DIAGRAM

Appropriate for planning a range of iMedia products...



WIREFRAME LAYOUT

Label the diagram below with these key features: *navigation, logo, heading, footer, images, video player, web banner, text*



What is a wireframe?

Give a definition of 'annotation'

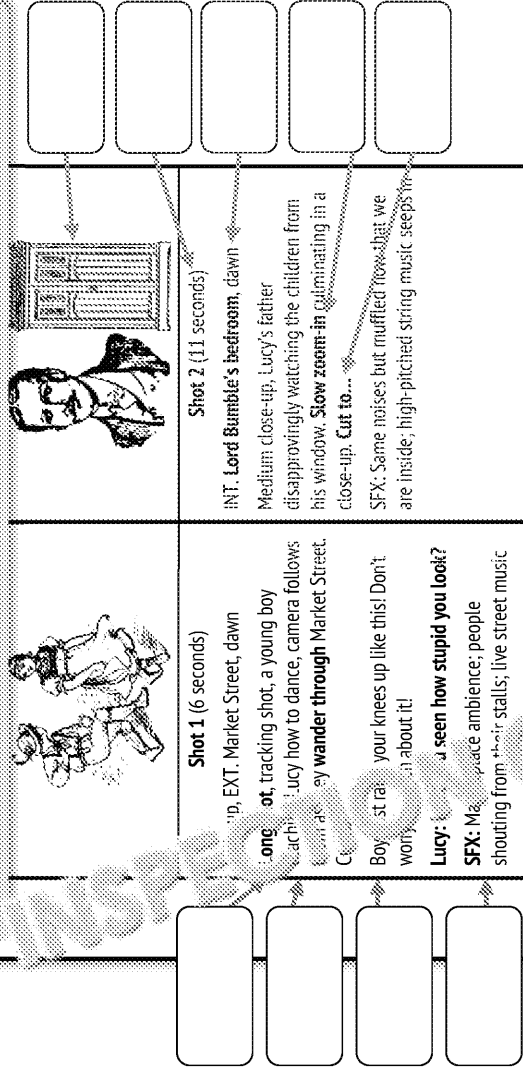
Fill in the missing key terms

An _____ abbreviation for interior (scene takes place indoors) An _____

STORYBOARD

Give a definition

Label the diagram below with these key features: *actions, shot type, sound effects, dialogue, shot length, images, movement, location, transition*



List two further benefits of including camera angles

Shows operators where to position the camera

List two further benefits of including scene numbers

Allows client to follow the story easily

List two further benefits of including camera movements

Gives briefing designers an idea of where and how lighting sources

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3.4 LEGAL ISSUES Part 1

INTELLECTUAL PROPERTY RIGHTS

Fill in the blanks with the missing words: law, rights, trademark, transferred, business, concept, payment, owner, multiple, employer, recognition

Intellectual property (IP) refers to any _____, invention, or piece of work that has come into a human mind. It is protected by _____ in order to ensure that creators can receive public _____ and _____ for their work. You have ownership of IP if:

- you have created a product yourself
- you have purchased the intellectual property _____ from either the original creator or the previous _____ of a product
- you have created a recognisable product name that could be considered a _____

Intellectual property might: have _____ owners; belong to an individual; belong to an entire _____; be sold or _____.

It is unlikely that you would have intellectual ownership over a product you have created with a previous _____.

Ideas themselves cannot be protected by intellectual property rights, but the **expression of those ideas** through written works, inventions, or artistic creations, may be eligible for protection under copyright, patent, or other relevant intellectual property laws.

True or false?

☒ TRUE
☐ FALSE

Give a scenario whereby permissions, fees and/or licences would be required

Explain the term 'legislation'

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Suggest two consequences of not contacting copyright owners

1

2

Suggest the considerations needed in order to use copyrighted material

1

2

TM

Explain the purpose of this logo

Provide a definition for 'trademarks'

Explain the purpose of this logo

©

Explain the term 'patents'

Give a definition for the term 'copyright'

LEGISLATION

Sometimes you can use copyrighted material without the need for permission from the copyright holder or payment of royalties

3.4 LEGAL ISSUES

Part 2

HEALTH AND SAFETY

Provide a short definition of a risk assessment

What is a 'reccé'?

List two potential health and safety hazards

1

2

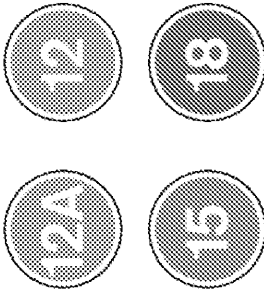
Give one example of a health and safety measure

CERTIFICATION AND CLASSIFICATION

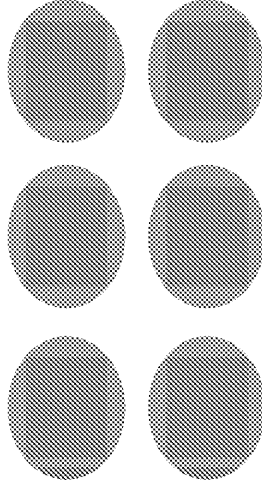
What is 'classification'?

Age ratings applied to films in the UK are decided by the British Board of Film Classification (BBFC)

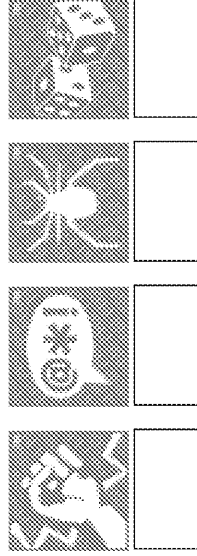
- Offensive language
- Nudity
- Sex
- Threat
- Violence
- Discrimination
- Drugs
- Imitable behaviour



Films are broken down into one of six core age certificates based on eight content categories.



Pan European Game Information (PEGI) organises video games into six age classifications. Correctly identify these.



There are eight content indicators that PEGI considers before assigning

PROTECTING INDIVIDUALS

Explain a key difference between libel and slander

LIBEL

SLANDER

What is 'defamation'?

PRIVACY AND PERMISSIONS

Media producers need to obtain the necessary consent or releases for the use of:

-
-
-

Fill in the blanks

Data protection gives rights to data subjects in relation to personal data:

- be informed
- access and rectify data
- restrict processing
- right to object

True or false?

☐ TRUE ☐ FALSE



Complete the grid below with the dos and don'ts of photography rights in the UK

WHAT YOU CAN DO

WHAT YOU CAN'T DO

Photographing people in public

Trespass

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4.1 DISTRIBUTION PLATFORMS & MEDIA to REACH AUDIENCES

ONLINE

- Apps
- Multimedia
- Web

APPS

Fill in the missing keywords

- ~ convenient and instant access to content
- **Interactive features** such as swiping, tapping and scrolling
- ~ tailored content suggestions, customised options
- **Notifications** ~ deliver timely updates and announcements

MULTIMEDIA

- **Visual appeal** ~ visual elements attract and captivate audiences
- **Integration** ~ present complex information in a more accessible format
- **Adaptability and scalability** ~ ensures optimal viewing experiences across various devices and platforms
- **Non-linear** ~ freedom to explore content providing a customisable experience

WEB

Explain the features of the web as a distribution platform

- **Wide reach** ~ content can be accessed by audiences around the world

Give an advantage and a disadvantage for each distribution platform

Advantage

Disadvantage

PHYSICAL PLATFORMS

- Computer
- Interactive TV
- Kiosks
- Mobile devices

COMPUTER

- **Offline accessibility** ~ access certain content and applications offline
- ~ content is delivered and accessed on various computer platforms
- **Processing power** ~ deliver high quality multimedia content and interactive experiences
- **Multitasking** ~ run multiple programs and applications simultaneously

INTERACTIVE TV

- **High-quality display** ~ allowing for immersive and visually appealing media experiences, e.g. 4K resolution
- ~ through remote controls, voice commands or other inputs
- **Smart features** ~ access streaming platforms and on-demand content
- ~ media products can be enjoyed by individuals with diverse needs

KIOSKS

Explain the features of kiosks as a distribution platform

- **Self-service** ~ users can independently access information

MOBILE DEVICES

- ~ deliver location-based content and personalised recommendations based on user's geographic location
- **Continuous innovation** ~ can leverage emerging technologies, e.g. AR and VR
- **Multifunctional** ~ used for communication, productivity, entertainment, social networking, gaming and more
- ~ users can tap, swipe, pinch and perform various gestures to navigate through media products

Give an advantage and a disadvantage for each distribution platform

Advantage

Disadvantage

Advantage

Disadvantage

Advantage

Disadvantage

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4.2 PROPERTIES and FORMATS of MEDIA FILES

Which two things affect the file format you use to export your product? ▾

Complete the fact files on the media file formats listed below. One has been done for you. ▾

1 Client requirements

2

3

Fill in the missing keywords:
raster/bitmap, vector

Fill in the missing keywords:
raster/bitmap, vector

Fill in the missing keywords:
raster/bitmap, vector

Fill in the missing keywords:
raster/bitmap, vector

Fill in the missing keywords:
raster/bitmap, vector

Fill in the missing keywords:
raster/bitmap, vector

File name: JPG

File name: PDF

File name: EPS

File type: Images

Uses: Static images – most commonly websites and images taken on digital cameras

Compression: Lossy – compresses the file size while sacrificing a certain degree of quality

Limitation: Does not support transparency

File name: MP3

File type:

Uses:

Compression:

Limitation:

File name: WAV

File type:

Uses:

Compression:

Limitation:

File name: MP4

File type:

Uses:

Compression:

Limitation:

File name: AVI

File type:

Uses:

Compression:

Limitation:

File name: GIF

File type:

Uses:

Compression:

Limitation:

File name: BMP

File type:

Uses:

Compression:

Limitation:

Give a definition for the following keywords ▾

Pixel dimension: number of pixels printed in an image, specifying the width and height of the image in terms of the number of individual pixels

Bit depth: amount of information used to represent the loudness and quality of sound, affecting the level of detail and accuracy in audio recordings

Frame rate:

Dots per inch (DPI) / Pixels per inch (PPI) resolution: measurement of the number of dots or pixels that can be displayed or printed within a one-inch area, indicating the level of detail and sharpness in an image

Sample rate:

Resolution:

Fill in the missing keywords: uncompressed, compressed, lossy, lossless

When a file is made smaller than its original size, this makes the file easier to download and allows for more data to be stored on a single file.

When a file is either expanded into its original size or is never compressed in the first place. This usually means the quality of the file is maintained.

A form of compression that removes unnecessary information from a file in order to reduce the size of the file and make it easier to upload/download. This does, however, result in a loss of quality.

A form of compression that keeps the information and quality of a file completely intact. However, the size of the file will remain larger.

Audio compression is the process of reducing the file size of audio data.

True or false? ▾

The MP3 format reduces file size by removing certain frequencies and ☐ TRUE

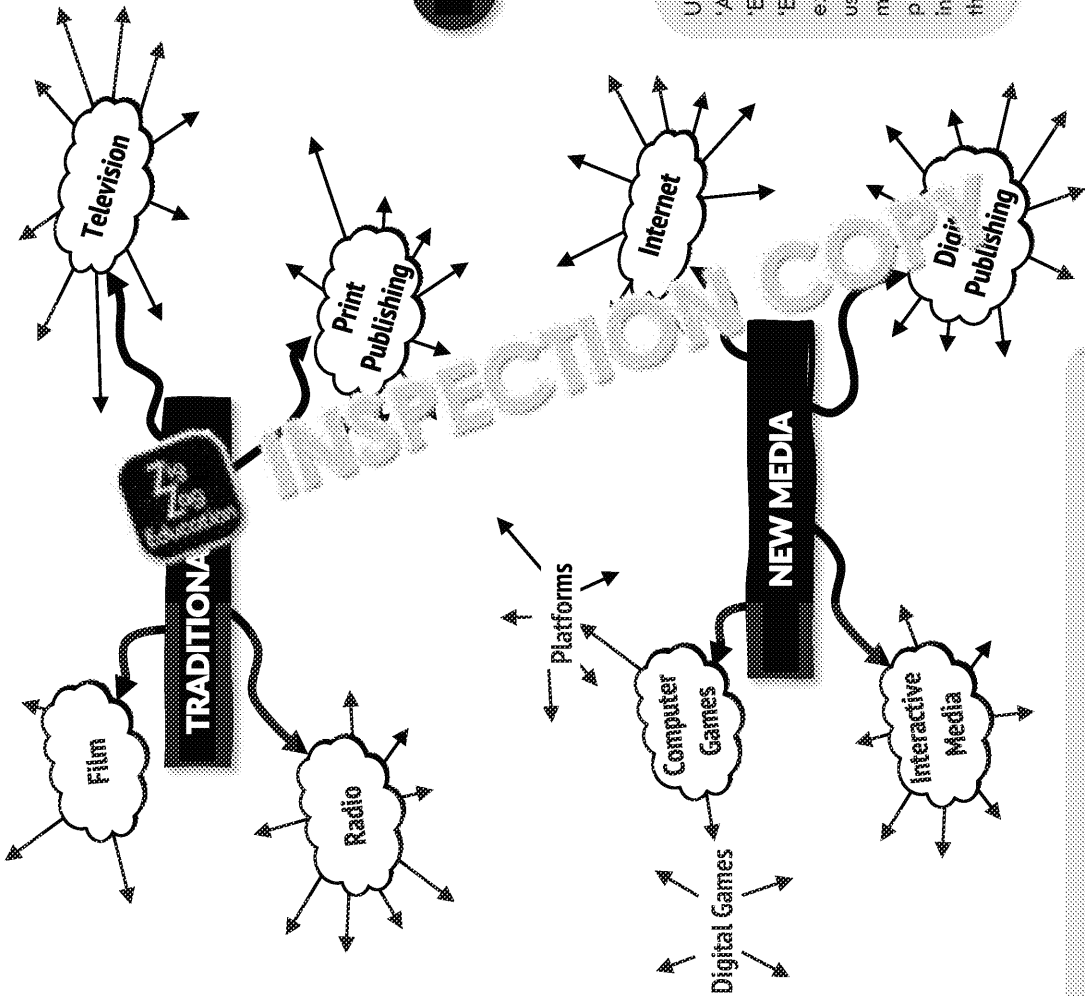
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1.1 SECTORS & PRODUCTS

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Give examples of traditional media

Give examples of new media

Describe how the landscape of television consumption has evolved with the rise of streaming services

List reasons why streaming platforms have influenced film distribution strategies

Explain how sound effects contribute to creating a more immersive and engaging audiovisual experience

Describe the technical aspects involved in creating a realistic virtual environment through VR and how these elements work together to enhance user interaction and engagement

How do the primary and secondary sectors differ for video, audio and music, and animation?

VIDEO

Primary sectors:
Secondary sectors:

AUDIO & MUSIC

Primary sector:
Secondary sectors:

ANIMATION

Primary sector:
Secondary sectors:

How do the cinematography, stylised visuals and set designs in Squid Game contribute to its high production value?

South Korean survival television series created by Hwang Dong-hyuk for Netflix

Web page: © BBC

Welcome to the BBC

Under the headings 'Accessibility', 'Engagement' and 'Enhanced storytelling', explain why the BBC's use of diverse multimedia content to present news and information appeals to the target audience

Accessibility:

Engagement:

Enhanced storytelling:

Under the headings 'Accessibility', 'Engagement' and 'Enhanced storytelling', explain why the BBC's use of diverse multimedia content to present news and information appeals to the target audience

Primary sectors:
Secondary sectors:

Primary sectors:
Secondary sectors:

Primary sectors:
Secondary sectors:

Primary sectors:
Secondary sectors:

Describe how the landscape of television consumption has evolved with the rise of streaming services

List reasons why streaming platforms have influenced film distribution strategies

Image: © Kodansha Ltd

»Visually stunning and meticulously detailed artwork

The illustrations effectively convey the intensity of the

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1. The size and scale of projects or productions in the media industry can often be significant, requiring many specialised roles and tasks to be fulfilled. However, individuals may find themselves taking on multiple roles within a project due to:
- 2.
- 3.
- 4.

Give reasons why individuals take on multiple roles in media production

Give an example

CREATIVE

Provide examples of creative roles in media production

Production phase involvement:

KEY RESPONSIBILITIES

Concept development: The creative team plays a crucial role in shaping the initial concept and vision of the media product. This involves brainstorming ideas, creating storylines, and identifying the core themes and messages that will guide the project.

Describe the key responsibilities of writers and scriptwriters

Visual design and artistic direction: Creatives contribute by creating the visual aesthetics of the media product. They determine the overall look, style and atmosphere of the project, ensuring that it aligns with the intended vision.

Briefly explain the role of visual and creative effects in media production

Briefly explain the importance of creative roles in media production

Iterative process and collaboration: The creative role in media production involves collaboration and an iterative process. The team members work together, providing feedback, generating ideas, and making adjustments throughout the development and production stages to ensure that the final product meets the creative vision.

Briefly explain the difference between a copywriter and a scriptwriter

TECHNICAL

Provide examples of technical roles in media production

Production phase involvement:

KEY RESPONSIBILITIES

Describe the key responsibilities of camera operators

Editing and post-production: Video editors play a vital role in shaping the final product by assembling raw footage, selecting the best takes, and arranging them in a cohesive and compelling manner. They also work on colour correction, visual effects integration, sound editing, and overall post-production processes to achieve the desired aesthetic and technical standards.

Describe the key responsibilities of sound editors

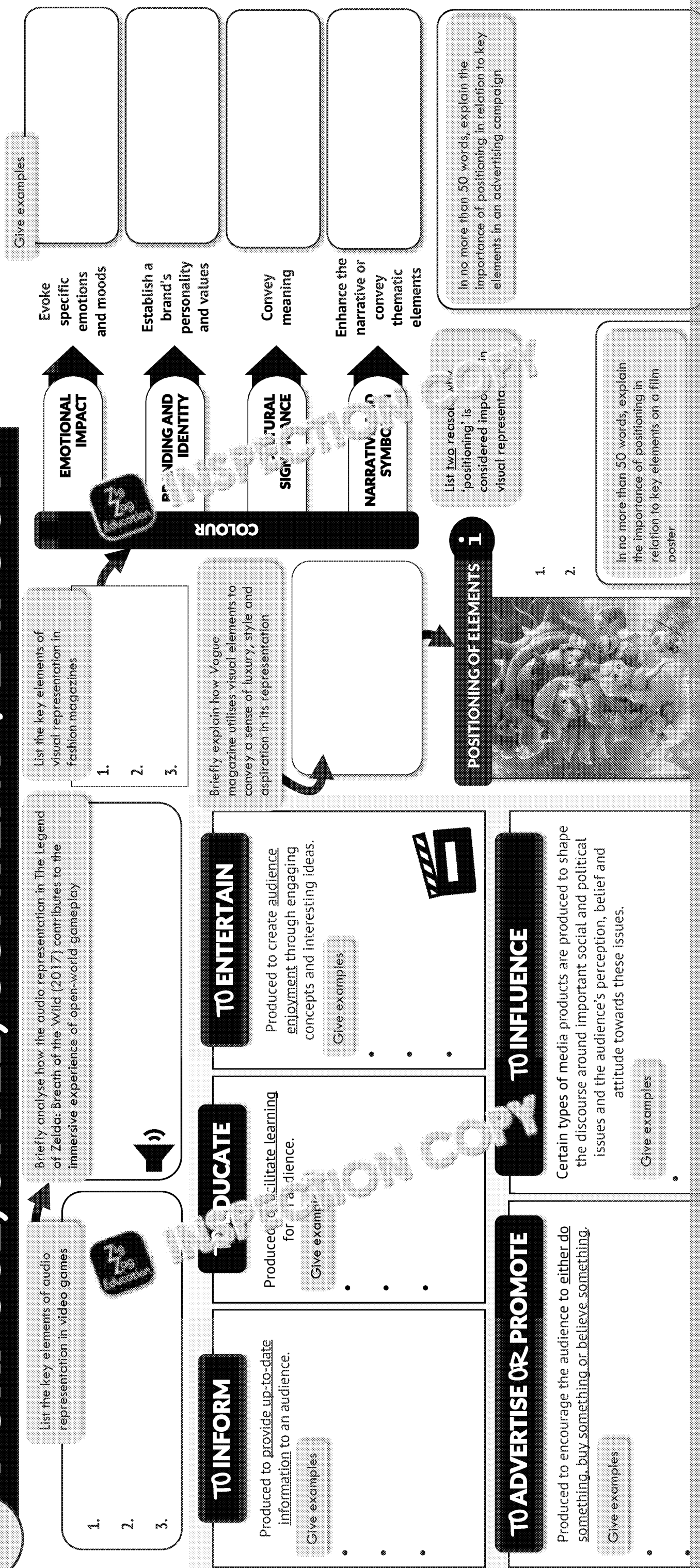
Technical support and equipment management: Technical support teams play a crucial role in maintaining and troubleshooting the equipment and systems used during media production. They ensure that cameras, audio devices, editing software, and other technical tools are functioning properly. They may also handle equipment rentals, set up workflows, and provide technical assistance to the production team.

List the typical tasks undertaken by web developers

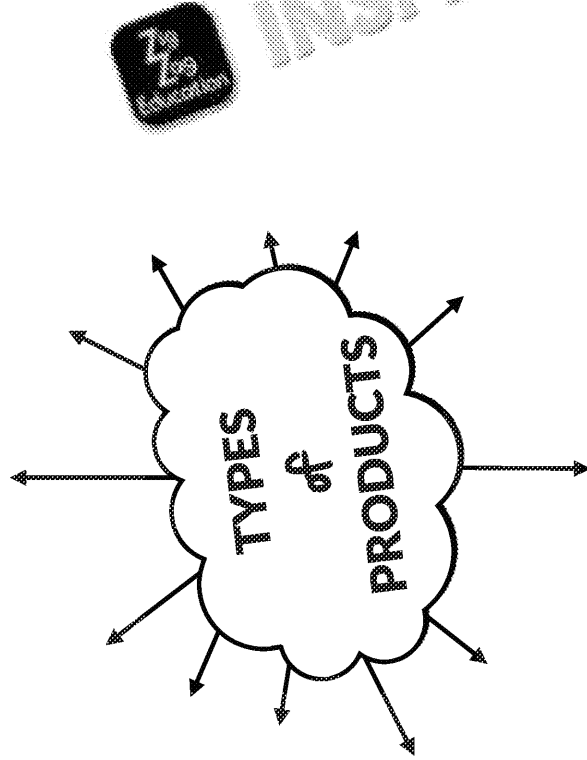
Describe the key responsibilities of

Briefly explain the importance of technical roles in media production

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Complete the mind map by adding the missing products ▼



THE PURPOSES OF A CLIENT BRIEF

Identify the purposes of a client brief

CLIENT BRIEFS MUST INCLUDE:

(depending on the product)

-
-
-
-
-

What specific information should be included in the client brief to ensure a comprehensive understanding of the product requirements and expectations?

COMMISSION

What are two alternative methods or channels for interacting with clients? ▼

Your interaction with a client won't always take the form of a **written brief** or a **face-to-face meeting**. It could also take the form of →

1

2

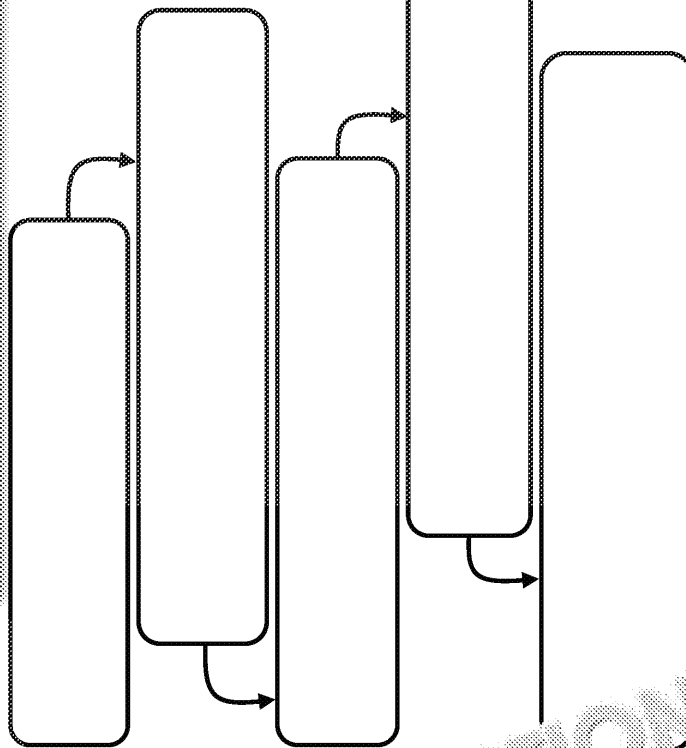
What is 'client ethos'? ▼

MISSION, VISION, CULTURE

ETHICAL

PREPARING FOR A CLIENT MEETING

Give a description of each stage of preparing for a client meeting in the blank boxes below ▼



CLIENT MEETING CHECKLIST: WHAT DO YOU NEED?

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

Create a checklist of what is typically needed for a client meeting

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2.3 CLIENT AUDIENCE DEMOGRAPHICS & SEGMENTATION

TARGET AUDIENCE

Explain the key term 'target audience'

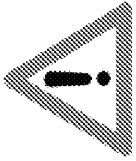
There are two general ways of categorising target audience:

1

2

Suggest two ways of categorising target audience

Give an example where over-relying on stereotypes could be harmful



Describe the audience demographic of the video game industry



AUDIENCE SEGMENTATION

What is 'audience segmentation'?

List four benefits of audience segmentation

- 1
-
- 2
-
- 3
-
- 4
-

CATEGORIES OF AUDIENCE SEGMENTATION INCLUDE

Identify the categories of audience segmentation used on the images provided. Give an example for each category. (An example has been done for you.)

Example:

Example: Products such as 'chick flicks' (films aimed at young women) can be targeted at traditional gender identities. Increasingly, other identities, such as non-binary, might be part of a target audience.

Example:

Example:



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RESEARCHING MEDIA PRODUCTS
AND PRACTICESPRIMARY
SOURCE

Define 'primary' ▼

Give examples of primary sources ▼

Provide a difference between primary sources and secondary sources: ▼

SECONDARY
SOURCE

Define 'secondary source' ▼

Give examples of secondary sources ▼

MEDIA RESEARCH
TECHNIQUESADVANTAGES OF
CONDUCTING RESEARCHWhat are the advantages
of conducting research? ▶DISADVANTAGES OF
CONDUCTING RESEARCHWhat are the disadvantages
of conducting research? ▶

TYPES OF SOURCES

Fill in the fact sheets with all missing information ▼

Broadcast Audience Research Board
(BARB)

- Established:
- Location:
- Objective:
- Key Functions:

Radio Joint Audience Research Limited
(RAJAR)

- Established:
- Location:
- Objective:
- Key Functions:

Buying
PatternsWhat are
buying patterns?Social
Media
UsageExplain the term
'social media usage'AUDIENCE
RESEARCH

Suggest three ways media producers can benefit from research ▼

Conducting audience research and marketing research can also include:

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TECHNICAL

Provide a definition for the key term 'technical codes' ▼

What elements can be described as technical codes? ▼

Give two uses of technical codes ▼

1

2

SYMBOLIC

Provide a definition for the key term 'symbolic codes' ▼

What elements can be described as symbolic codes? ▼

Give two uses of symbolic codes ▼

1

2

WRITTEN

Provide a definition for the key term 'written codes' ▼

What elements can be described as written codes? ▼

Give two uses of written codes ▼

WAYS THAT MEANING, IMPACT AND/OR ENGAGEMENT ARE CREATED

TRANSITIONS

Explain the key term 'transitions' ▼

Give an example of a transition and the impact this creates ▼

- 1.
- 2.
- 3.
- 4.
- 5.

List the reasons why transitions are used in media products

MISE EN SCÈNE

Describe the elements that make up the 'mise en scène' ▼

Give an example of mise en scène and the impact this creates ▼

- 1.
- 2.
- 3.
- 4.
- 5.

List the reasons why mise en scène is used in media products

TYPOGRAPHY

Explain the key term 'typography' ▼

Give an example of typography and the impact this creates ▼

- 1.
- 2.
- 3.
- 4.
- 5.

List the reasons why typography is used in media products

CAMERA TECHNIQUES

Explain the key term 'camera techniques' ▼

Give an example of camera techniques and the impact this creates in film ▼

- 1.
- 2.
- 3.
- 4.
- 5.

List the reasons why camera techniques are used in media products

Give an example of camera techniques and the impact this creates in video games ▼

HOW THE CONTENT AND CODES/CONVENTIONS WORK TOGETHER TO CONVEY MEANING AND CREATE IMPACT AND ENGAGEMENT

EMOTIONAL CONNECTION

Using your knowledge of codes and conventions, identify how meaning, impact and engagement are created ▼

VISUAL LANGUAGE

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What is a work plan? ▾

Identify the key elements of a work plan ▾

Give three tips to someone constructing a work plan around a deadline ▾

1 2 3

Why use milestones?

What is a milestone? ▾

What are two advantages of workflows? ▾

1.
2.

Explain why milestones are used in work planning

Explains the progression of tasks, the order in which they are performed, and the individuals or departments responsible for each step

Workflow: The sequence of steps or activities that need to be completed in a systematic and organised manner to achieve a specific goal or accomplish a task.

Purpose of a work plan

In no more than 20 words, describe the purpose of a work plan ▾

Name this chart and explain its use ▾

Use:

What is each type of software good for?

	Presentation / Comic creation software / DTP / Image editing
	Graphics package / DTP / Word processing
	Web authoring / DTP / Word processor / Notepad
	Image editing / Graphics package / Web authoring
	PDF maker / Word processor
	Spreadsheet applications / Project management software

Complete the table by filling in the missing information

Suitable software applications for different uses

	Image editing	Desktop publishing	Word processing	Presentation	Web browser
•	•	•	•	•	•
•	•	•	•	•	•

Suggest two software applications for each specific use

Identify the typical activities undertaken at each production stage ▾

PRE-PRODUCTION

•
•
•

EXAMPLE PRODUCTION SCHEDULE

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MOOD BOARDS

Provide a definition ▶

Use the space below to create a mood board based on the following information:
You are designing a poster for a live jazz concert at a demographic of 18–30-year-olds. The music is highly upbeat and experimental.

What purpose do mood boards serve? ▶

Purpose

1

2

... **NOT** designed to accurately show how the final project will look!

... **NOT** for public consumption/viewing.
They are designed solely for direct members of the organisation to see.

... **NOT** limited in terms of structure.

... **NOT** affected by copyright laws.

List the differences between physical and digital mood boards ▶

Physical mood board

Digital mood board

List the similarities between physical and digital mood boards ▶

1

2

3

4

MIND MAPS

What purpose do mind maps serve? ▶

1

2

3

Physical mind maps Digital mind maps

List the differences between physical and digital mind maps ▶

_____ : the central point of a mind map in which the main theme is positioned

Think of the structure like a tree:

Trunk = _____

Branches = _____

Twigs = _____

Fill in the key terms ▶

Use this space to create a mind map to capture the key stages in creating a new media product ▶

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3.3 DOCUMENTS USED TO DESIGN & PLAN MEDIA PRODUCTS

SCRIPTS

Audiovisual media is highly collaborative. Actors, the director, camera operators, lighting or sound operators and editors will all need to work together to make the final product clear.

Fill in the missing key terms

- Establishes the setting and background information
- States whether the scene is set indoors or outdoors, the location and time of day
- Sometimes called the **slugline**
- Most professional screenplays tend to be written in **Courier 12** font
- Clarifies tone, emotion and volume of **dialogue**
- Always presented in brackets (parentheses)
- Anything the characters/actors say
- Positioned directly below **character name**
- The **editing** technique which takes us to the next scene
- An offscreen voice describing or providing **context** for what is happening onscreen
- Often used in adverts and **documentaries**
- Reveals additional character information, e.g. VO (**voice-over**) means the character speaking is not on screen

WIREFRAME LAYOUT

Label the diagram below with key features

What is a wireframe?

Give a definition of 'annotation'

STORYBOARD

Give a definition

Label the diagram below with key features

Shot 1 (6 seconds)	Shot 2 (11 seconds)
INT. Market Street, dawn Long shot, tracking shot, a young boy is running towards the camera, followed by a group of children. They are all laughing and shouting. The camera follows them as they run.	INT. Lord Bumble's bedroom, dawn Medium close-up, Lucy's father is sitting at his desk, looking at a photograph of a young boy. He is looking sad. The camera zooms in on his face.

Boy: I'm so sorry, your knees up like this! Don't worry, I'll be about it!

Lucy: I've seen how stupid you look?

SFX: Magic music; people shouting from their stalls; live street music

List the benefits of including camera angles

List the benefits of including scene numbers

List the benefits of including camera movements

FLOW CHART

Identify the key symbols and shapes used in flow charts and what action, process or decision they represent

VISUALISATION DIAGRAM

Appropriate for planning a range of iMedia products...

Give definitions for the following key terms

INT.

EXT.

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INTELLECTUAL PROPERTY RIGHTS

Answer the question: What is intellectual property (IP)? ▼

Can ideas be protected by intellectual property rights? Give a reason for your answer. ▼

Give a scenario whereby permissions, fees and/or licences would be required ▼

Explain the term 'legislation'.

Suggest three consequences of not contacting copyright owners ▼

Suggest the considerations needed in order to use copyrighted material ▼

Explain the purpose of this logo ▼

Pro

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Explain the purpose of this logo ▼

Explain the term 'patents' ▼

Give a definition for the term 'copyright' ▼

Give an example whereby you can use copyrighted material without the need for permission or royalties ▼

LEGISLATION

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3.4 LEGAL ISSUES

Part 2

HEALTH AND SAFETY

Provide a short definition of a risk assessment

What is a 'reccce'?

List three potential health and safety hazards

- 1
- 2
- 3

Give two examples of health and safety measures

CERTIFICATION AND CLASSIFICATION

What is 'classification'?

Provide a description for each age rating used by the BBFC

U	PG	
12	12A	
15	18	

What are these?
3 7 PG 12 16 18

There are eight content indicators that PEGI considers before assigning

PROTECTING INDIVIDUALS

Explain the difference between libel and slander

LIBEL
SLANDER

What is 'defamation'?

PRIVACY AND PERMISSIONS

Media producers need to obtain the necessary consent or releases for the use of

Fill in the blanks

Describe the role of data protection in relation to personal data



Complete the grid below with dos and don'ts of photography rights in the UK

WHAT YOU CAN DO

WHAT YOU CAN'T DO

ONLINE

- Apps
- Multimedia
- Web

APPS

Fill in the missing keywords ▶

- ~ convenient and instant access to content
- **Interactive features** such as swiping, tapping and scrolling
- ~ tailored content suggestions, customised options
- **Notifications** ~ deliver timely updates and announcements

MULTIMEDIA

- **Visual appeal** ~ visual elements attract and captivate audiences
- **Integration** ~ present complex information in a more accessible format
- **Adaptability and scalability** ~ ensures optimal viewing experiences across various devices and platforms
- **Non-linear** ~ freedom to explore content providing a customisable experience

WEB

Explain the features of the web as a distribution platform ▶

-
-
-
-

Give an advantage and a disadvantage for each distribution platform ▶

+ Advantage

- Disadvantage

PHYSICAL PLATFORMS

- Computer
- Interactive TV
- Kiosks
- Mobile devices

COMPUTER

- **Offline accessibility** ~ access certain content and applications offline
- ~ content can be delivered and accessed on various computer platforms
- **Processing power** ~ deliver high quality multimedia content and interactive experiences
- **Multitasking** ~ run multiple programs and applications simultaneously

INTERACTIVE TV

- **High-quality display** ~ allowing for immersive and visually appealing media experiences, e.g. 4K resolution ~ through remote controls, voice commands or other inputs
- **Smart features** ~ access streaming platforms and on-demand content
- ~ media products can be enjoyed by individuals with diverse needs

KIOSKS

Explain the features of kiosks as a distribution platform ▶

-
-
-
-

MOBILE DEVICES

- ~ deliver location-based content and personalised recommendations based on user's geographic location
- **Continuous innovation** ~ can leverage emerging technologies, e.g. AR and VR
- **Multifunctional** ~ used for communication, productivity, entertainment, social networking, gaming and more
- ~ users can tap, swipe, pinch and perform various gestures to navigate through media products

Give an advantage and a disadvantage for each distribution platform ▶

+ Advantage

- Disadvantage

+ Advantage

- Disadvantage

+ Advantage

- Disadvantage

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4.2

PROPERTIES and FORMATS of MEDIA FILES

Which three things affect the file format you use to export your product? ▼

Complete the fact files on the media file formats listed below ▼

File name: JPG

File type:
Uses:
Compression:
Limitation:

File name: PDF

File type:
Uses:
Compression:
Limitation:

File name: EPS

File type:
Uses:
Compression:
Limitation:

File name: MP3

File type:
Uses:
Compression:
Limitation:

File name: WAV

File type:
Uses:
Compression:
Limitation:

File name: BMP

File type:
Uses:
Compression:
Limitation:

File name: MP4

File type:
Uses:
Compression:
Limitation:

File name: AVI

File type:
Uses:
Compression:
Limitation:

File name: GIF

File type:
Uses:
Compression:
Limitation:

Explain the term 'vector'

_____:
JPEG, PNG, GIF and BMP files use a grid of pixels to represent and display visual information, allowing for detailed and complex imagery but lacking scalability without loss of quality

Fill in the missing keyword ▼

Give a definition for the following keywords ▼

Pixel dimension:

Bit depth:

Dots per inch (DPI)

/ Pixels per inch (PPI) resolution

Sample rate:

Resolution:

Frame rate:

What is a compressed file? ▼

Explain the term 'lossy' ▼

What is an uncompressed file? ▼

Explain the term 'lossless' ▼

Fill in the _____ process of reducing the file size of audio. _____ compression is the

Give an example of a lossless file format ▼

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