

The English Martyrs Catholic School and Sixth Form College

Year 11 Knowledge organiser

Creative iMedia



Name:

TOPIC AREA 1 - THE MEDIA INDUSTRY

1.1 MEDIA INDUSTRY AND SECTORS

Sectors of the media industry

- Traditional; film, print, radio, television.
- New; games, interactive, internet, digital publishing.

Products in the media industry

- Video, audio, music, animation, special effects, digital imaging, graphics, social media, digital games, comics and graphic novels, websites, multimedia, eBooks, augmented reality, virtual reality.

1.2 JOB ROLES IN THE MEDIA INDUSTRY

- **Creative;** Animator, content creator, copy writer, graphic designer, illustrator, photographer, script writer, web designer.
- **Technical;** Camera operator, games programmer, game developer, sound editor, audio technician, video editor, web developer.
- **Senior;** Campaign manager, creative director, director, editor, production manager.

RECOMMENDED VIEWING

REVISION VIDEOS

Head over to YouTube and check out the **Know It All Ninja** channel for videos to assist your revision. Follow the QR code to go straight to the channel.

- The Media Industry
- Factors Influencing Design
- Pre-Production & Planning
- Distribution Considerations



REVISION ADVICE

Make notes when watching the videos to summarise your thoughts. When each video is finished, look back at your notes and condense them down.

TOPIC AREA 2 - FACTORS INFLUENCING DESIGN

2.1 STYLE, CONTENT, LAYOUT AND PURPOSE

Purpose

- Advertise, educate, entertain, inform, influence.

Style

- Colour, conventions, language, positioning of elements, audio and visual representation, tone of language.

2.2 CLIENT REQUIREMENTS

Client Requirements

- Type of product, purpose, audience, client ethos, content, genre, style, theme, timescales.

Client Brief Formats

- Commission, formal, informal, meeting, discussion, negotiated, written.

2.3 AUDIENCE DEMOGRAPHICS & SEGMENTATION

Categories of Segmentation

- Age, gender, occupation, income, education, location, interests, lifestyle.

2.4 RESEARCH METHODS, SOURCES AND TYPES OF DATA

Primary Research Methods

- Focus group, interview, online survey, questionnaire.

Secondary Research Sources

- Books and journals, Internet sites, magazines, newspapers, television.

Research Data

- Qualitative information, quantitative information.

2.5 MEDIA CODES USED TO CONVEY MESSAGES

Methods

- Media Codes
- Meaning, impact and engagement.
- Camera techniques, lighting, sound, movement.
- Colour, graphics, typography.
- Interactivity and animation.
- Mise-en-scène elements used to create and enhance meaning.

KEYWORDS

SECTOR - Distinct area of the media industry, may be traditional or new media.

TRADITIONAL - The industries that existed before computers and the Internet.

NEW MEDIA - Uses digital technology for publication or distribution of media products.

HARMONIOUS - Colours that are close to each other and as such work in harmony together.

COMPLEMENTARY - Colours that are opposites but also complement each other in how they contrast.

DEMOGRAPHICS - Study of target audience characteristics.

SEGMENTATION - An audience split into different categories.

QUALITATIVE - Data that can be measured e.g. 95% of customers are happy with the product.

QUANTITATIVE - Information related to words e.g. visitors thought the new ride was exciting.

TOPIC AREA 3 - PRE-PRODUCTION PLANNING

3.1 WORK PLANNING

Components

- Phases; pre-production, production, post-production.
- Tasks, activities, workflow, timescales, milestone, contingencies.
- Resources; hardware, people, software.

3.2 DOCUMENTS USED TO SUPPORT IDEAS GENERATION

Documents

- Mind map.
- Mood board.

3.3 DOCUMENTS USED TO DESIGN AND PLAN

Documents

- Asset log, flow chart, script, storyboard, visualisation diagram, wireframe.

3.4 LEGAL ISSUES

Legal Considerations

- Privacy and permissions
- Defamation
- Data Protection

Intellectual Property Rights

- Protecting intellectual property
- Using copyrighted materials

Regulation

- Organisations responsible for regulation; ASA, OFCOM
- Classification Systems; BBFC, PEGI

Health & Safety

- Risk assessments
- Location recce

TOPIC AREA 4 - DISTRIBUTION CONSIDERATIONS

4.1 DISTRIBUTION PLATFORMS

Platforms used to reach audiences

- Online; apps, multimedia, web.
- Physical; computer, interactive TV, kiosks, mobile devices.
- Physical Media; CD/DVD, memory stick, paper based.

4.2 PROPERTIES AND FORMATS OF MEDIA FILES

Image files

- Properties of static images; DPI, PPI, pixel dimensions
- Static file formats; raster, bitmap, vector, compressed, uncompressed

Audio files

- Properties of digital audio files; bit depth, sample rate.
- Audio file formats; compressed, uncompressed.

Moving image files

- Properties of moving images; frame rate, resolution, SD, HD, UHD, 4K, 8K.
- File formats; animation, video, compressed, uncompressed.

File Compression

- Lossy Compression
- Lossless Compression

REVISION ADVICE

MICROSOFT TEAMS

All of the lesson resources from R093 have been uploaded onto Teams. If you need support on any topic then this is the first place you should look for advice as the presentations have all of the information you'll need.

EXAM QUESTIONS

Recap over the online homework assignments as well as the engage and secure tasks from lessons as all of these were modelled around real exam style questions so will help you feel familiar with the style of questioning.

KEYWORDS

SYMBOLIC CODE - Meaning created through the content of a product e.g. colour, props, costumes etc.

TECHNICAL CODE - Meaning created through the use of equipment e.g. camerawork, editing techniques.

WRITTEN CODE - Meaning created through the use of language e.g. typography, dialogue.

CAMERA SHOT - What is seen in the frame i.e. through the camera.

CAMERA ANGLE - Position of the camera in relation to the subject or object being recorded.

CAMERA MOVEMENT - Camera shots that involve changing position or moving a camera while recording.

MISE-EN-SCÈNE - Everything in the frame, the placement of scenery, props, actors etc.

TRANSITION - How one scene moves into another one, edited during post-production.

INTONATION - The rise and fall of a voice when speaking.