CM1: Media products

Description:

A media product is a platform used to communicate information to a specific audience. There are different formats that can be used for this purpose.

Digital imaging and graphics

Definition/Meaning:
A product that uses technology to create images in digital form. This may involve the use of graphic tablets, cameras or specific software such as Photoshop.

Digital games

Definition/Meaning:
A product that uses games consoles aswell as personal computers to entertain the audience. In particular, online gaming.

Video

Definition/Meaning
A product that includes moving images and in most cases an auditory element. It's also referred to as an audio-visual product.

Animation

Definition/Meaning:
A product that converts still images into moving elements to illustrate a sequence of events.

Visual effects (VFX)

Definition/Meaning:
Technology is used to incorporate effects that may be too dangerous or impossible to add any other way. For example, a spaceship flying across the screen.

Audio

Definition/Meaning
A product that is recorded or transmitted in the form of sound. For example, sound effects.

Music

Definition/Meaning:
A product that records audio as a way to express emotion.

Special effects (SFX)

Definition/Meaning:
Special effects that can be created on set. This includes physical character creation, puppetry, animatronics or humans wearing prosthetic make-up and costumes.

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Social media

Definition/Meaning:
Websites and applications that enable users to create and share content or to participate in social networking.

Apps

Definition/Meaning:
A mobile application or app is a computer program or software application designed to run on a mobile device such as a phone, tablet, or watch.

Comics and graphic novels

Definition/Meaning
A product that is designed to tell stories an in more visual way through illustrations and speech bubbles for dialogue.

Multimedia

Definition/Meaning:
A product that combines a range of assets such as text, images, video, animation and sound.

Virtual reality (VR)

Definition/Meaning:
Virtual reality is a computer-generated simulation in which a person can interact within an artificial three-dimensional environment.

Websites

Definition/Meaning
A product that combines a range of multimedia elements to create a webpage that can be accessed with an internet connection.

eBooks

Definition/Meaning:
A product that is available in electronic form and accessible via apps or e-readers (e.g. Kindle)

Augmented reality (AR)

Definition/Meaning:
Augmented reality allows the user experience the real world, which has been digitally augmented or enhanced in some way.

CM1: Media sectors

Description:

The main means of mass communication (broadcasting, publishing, and the internet) regarded collectively. The industry itself branches out in 'traditional' media and 'new' media.

How has the traditional media industry evolved?

Examples:
- Special effects (SFX, VFX)
- Digital imaging and graphics
- Social media platforms/apps
- Digital games
- Websites
- Multimedia
- eBooks
- Augmented Reality (AR)
- Virtual Reality (VR)
- 3D technology
- Digital Audio Broadcasting (DAB)

Traditional media

Definition/Meaning
Traditional media refers to non-digital methods of communication. These methods have been long used to create awareness of a product and existed before the internet.

Sectors
- TV (Television)
- Radio
- Film
- Print publishing

New media

Definition/Meaning
On-demand content accessed via the internet through digital devices, such as personal computers and smartphones. New media can involve interactive elements such as audience engagement and feedback.

Sectors
- Interactive Media
- Video games
- Internet
- Digital publishing

Interactive media examples:

Examples include:

Website, apps, e-learning products, information points and digital maps

Key terms:

Media
Distribution
Multimedia
Streaming
Downloading

CM2: Symbolic codes

Description:

Symbolic codes are those elements that contain deeper, connotative meanings.

The acronym **SCAM**, can be useful to help remember these:
Setting, Colour, Acting, Mise-en-scene (SCAM)

Setting

Description:
- Time – this is used to established when this was taking place.
- Location – the physical location of where the scene is taking place can help support the narrative. Social structures/Economy – Does the story reflect a certain social status. For example, does it suggest the characters are wealth or poor?
- Moral attitudes – The narrative can help to determine the actions taken by the characters.

Colour

Description:
- The colour palette used in a film can help tell a story. This helps the viewer feel certain emotions, such as the use of red blood in a horror movie, or a shade of green for jealousy.
- Colour in film also helps draw the attention of the user to a specific detail, like a red handle on a white door.
- Colour can help the film identify character traits, such as having a greedy businessman wear green or a sad character wearing yellow.

Mise en scene

Description:
- Set/location
- Props (Items that would be used in the scene)
- Costumes (What they wear)
- Make-up (How they look – think back to the previous example of the Joker where makeup is quite prominent)
- Motif - a repeated narrative element that supports the theme of a story. (e.g. James Bond theme)
- Composition - The placement or arrangement of visual elements.

Actors

Description:
- Body language
- Gestures
- Facial expressions
- Vocal intonation which means the way someone's voice rises and falls as they're speaking.
- Personality actor (Their personality fits the role)
- Star actor (An actor who can adapt. For example, equally adept at playing a hero or villain.

CM3: Technical codes

Description:

Technical codes are created using technology or skills.
The acronym **SCALE**, can be useful to help remember these:
Special effects, Camerawork, Audio, Lighting, Editing.

Camera shots

Description:
- This is can also be referred to as 'framing', it's what you can see in the frame.

Examples:
- Establishing shot
- Long shot
- Crowd shot
- One shot
- Medium shot
- Medium close-up
- Close-up
- Extreme close-up
- Over the shoulder shot
- Wide shot

Camera angles

Description:
- This is determined by the position of the camera and the direction it is pointing to.

Examples:
- Eye-level shot
- Low angle
- High angle
- Dutch angle
- Shoulder level
- Hip level
- Ground level

Camera movements

Description:
- This also determines the position of the camera but may also use additional equipment to allow them to position the cameras where humans can't.

Examples:
- Dolly and Track
- Pan
- Zoom
- Crane
- Handheld
- Pedestal

Camera operator

Description of the role:
- assembling and setting up equipment.
- planning, preparing & rehearsing scenes
- following camera scripts.
- creatively framing and capturing action
- responding quickly to directions.

Director

Description of the role:
- read scripts and work with writers and provide feedback.
- working with casting directors and producers during this selection process.
- agree the budget and schedule of the film with the producer.

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CM3: Technical codes

Description:

Technical codes are created using technology or skills.
The acronym **SCALE**, can be useful to help remember these:
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Editing

Description:
- An editor, under close guidance from the director, makes choices about when to cut a shot/sound, when to end a particular shot/sound and move on to another.

Examples:
- Continuity editing: Cutaway shot, Shot reverse shot, Eyeline match, Cross cutting,
- Non-continuity editing: Flashback, flash forward, montage.
- Transitions: Wipe, Dissolve, Fade and Cut

Audio

Description:
- Audio plays a significant role in conveying meaning to a media product.

Examples:
- Diegetic and non-diegetic sounds
- Foley (artificial audio recording)
- Soundtrack
- Silence
- Dialogue
- Sound effects

Sound editor

Description of the role:
- create, update, maintain and add to sample and sound libraries.
- develop the sound concept for a project and a sound map or storyboard from a script or project description.

Lighting

Description:
- Lighting helps to create an atmosphere and helps to convey meaning within the narrative and this could be to emphasise the characters emotions

Examples:
- High-key lighting
- Low-key lighting
- Back lighting
- Fill lighting

Audio technician

Description of the role:
- preparing and operating sound equipment.
- running audio equipment so everything is properly connected.
- testing audio equipment for volume, tone, and clarity.

CM4: Interactivity

Description:

Interactivity is a two-way flow of information between a computer and a computer-user; responding to a user's input.

Animation

Description:
- Taking still images and creating a sequence of moving images that follow a timeline.

Examples:
- 3D Animation – this can include the use of Computer Generated Imagery (CGI)
- 2D Animation – hand drawn characters frame by frame.
- Vector 2D Animation – a rigged character.
- Animated graphics/text
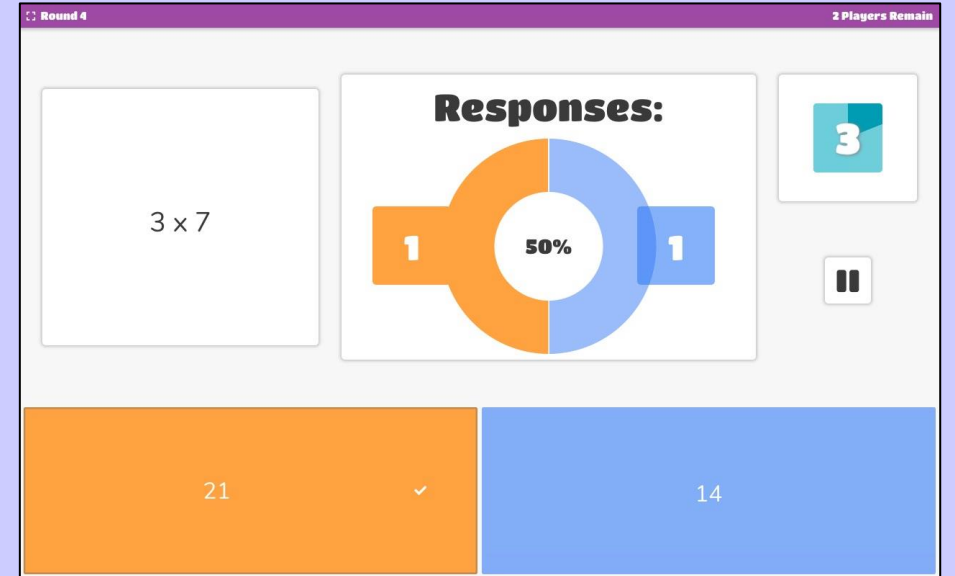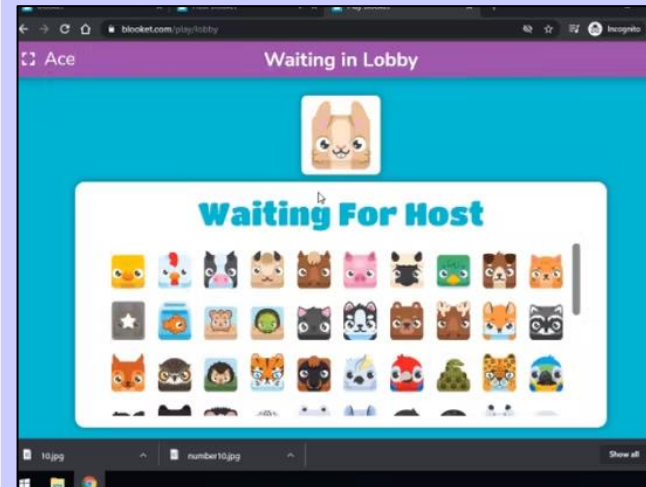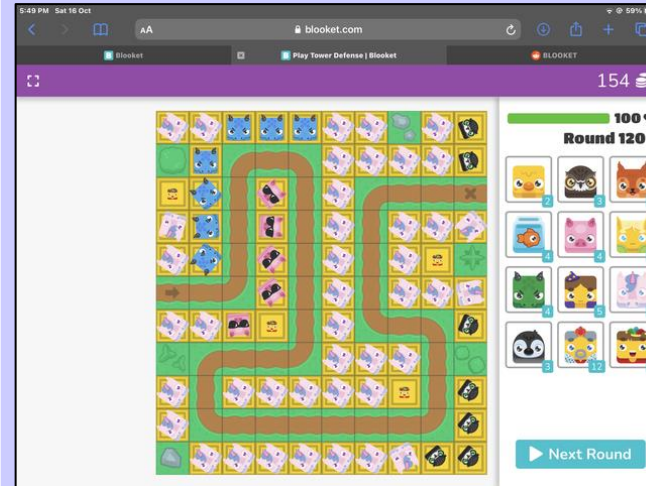- Motion capture – Claymation, puppet, silhouette.

Apps & Websites

Worked example: Blooket

Examples:
- Icons
- Graphics
- Animations
- Audio
- Video
- Music
- Navigation – buttons, icons, hyperlinks, rollovers, hotspots.

CM5: Purpose

Description:

Every media product is created for reason and this is known as purpose.

Inform

Description:
- To display information normally in a formal language because it's important.

Examples:
- Maps
- Books
- Leaflets

Influence

Description:
- To persuade consumers to change their behaviour.

Examples:
- Health advertisements
- Educational advertisements
- Political advertisements

Entertain

Description:
- This is to provide a narrative/plot/storyline that entices the user to consume the content.

Examples:
- Films
- TV shows
- Books
- Apps
- Video games

Educate

Description:
- This is to provide consumers with information that enables them to learn/gather new information

Examples
- Text books
- YouTube videos
- Online learning platforms

Advertise/Promote

Description:
- This is to persuade the consumer into committing to a product or service.

Examples:
- Posters
- Billboards
- TV advertisements
- Radio advertisements
- Banners on webpages
- Social media posts

Job roles:

Content creator
Copywriter
Campaign manager
Photographer
Web developer
Web designer
Animator
Games developer

CM5: Purpose

Description:

The style, content and layout has to be adapted meet a particular type of purpose such as: colour, conventions of genre, formal/informal language, tone of language, positioning of elements, audio representation and visual representation.

Colour

Definition/Meaning:
The colour can help to create a particular mood as they can represent certain feelings. For example red can represent danger, love and blood whereas blue can represent calm, peace or trust.

Conventions of genre

Definition/Meaning
Conventions are a commonly accepted way of doing things. Advertisements will share a common set of characteristics.

Tone of language

Definition/Meaning:
The tone can help to identify how serious the message may be. This depends on the type of media product.

Audio representation

Definition/Meaning:
A media product that can be represented in the form sound such as the use of music, dialogue and sound effects.

Visual representation

Definition/Meaning
The content used in the media product that helps the consumer to make a connection with that and the product that is being advertised.

Positioning of elements

Definition/Meaning:
Content will be placed at certain parts of product because that is where consumers may naturally be drawn to.

Formal/Informal language

Definition/Meaning:
The purpose of the product can affect the nature of the language used. For example, informal language is used for adverts where formal language may be used for educational purposes.

CM6: Audience segmentation

Description:

Target audience is made up of different characteristics known as demographics which are split into segments to help clearly define who the target audience is.

Benefits of audience segmentation

- Clearly defined target audience
- Increased chance of sales
- Personalised approach to marketing/advertising.
- Increased level of interest.

Lifestyles/Interests

Definition/Meaning:
This is linked to hobbies and what people actually enjoy. For example, a person who loves horror films will be more interested in products of this genre.

Location

Definition/Meaning
This is how accessible the product is. It might be available within a certain radius, in a city/town, a country or it may have a wider reach if it's an online service.

Age

Definition/Meaning:
This can be an age range such as 18-25 or broader categories such as teenagers, adults, retired people.

Occupation/Income

Definition/Meaning:
The type of job can determine the level of disposable income that person has and therefore shapes their consumer behaviour depending on what they can afford.

Ethnicity

Definition/Meaning
This focuses on cultures, country, religion or language. For example, some software used in the UK is designed using US English language instead.

Gender

Definition/Meaning:
Some products may be aimed at one gender more than the other.

Education

Definition/Meaning:
The population have different levels of education such as: degree level, A-level or GCSE and this can define the sort of language used in media products.

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Client requirements

Description

A client brief is a written document or verbal discussion that outlines the key requirements of a project.

Client brief

Types:
- **Formal** - A scheduled meeting that will take place between the client and the producer.
- **Informal** - Client will discuss requirements during a telephone call, no do documentation provided. More of a verbal agreement.
- **Negotiated** - The client and the producer work together to develop a brief for a media product.
- **Commissioned** - A client will hire a separate independent company to create the media product for them.

How are client briefs communicated?

A client brief can be **written** and discussed in a **meeting**.

Interpreting client brief

Description:
A client brief would typically consist of the following components.

Type of product

The product that is being created.

Timescales

Key dates and deadlines for the project.

Audience

The segment of people this product is aimed at.

Purpose

The objective of the product

Client ethos

Ensuring the product meets the brands values.

Content

What needs to be included in the media product?
For example, a digital product then further consideration would need to be made into the use of other assets such as: sound, animation, video etc..

Genre, style and theme

The brand and their values will influence the design.
The type of product will follow a particular theme.

Client brief constraints

- Conflict of interest when it comes to design choices.
- A client brief can restrict what the production company can do.

CM8: Primary research

Description:

Primary data is any original information that you collect for the purposes of answering your research question (e.g. through focus groups, interviews, online surveys and questionnaires.

Focus groups

Description:
- A group of people assembled to participate in a discussion about a product before it is launched.

Pros	Cons
Valid set of results Less time-consuming than a survey. Additional feedback can be gathered in the session.	Sample size too small. Small samples can lack validity. Moderator might not record all responses.

Interview

Description:
- A meeting of people face to face or online.

Pros	Cons
Allow for more in-depth data collection and comprehensive understanding. Can be used for quantitative research	Interviews are more time consuming to recruit and conduct. Expensive form of research. Limited scope: you might miss out on interesting data

Online surveys

Description:
- A structured form that is completed over the internet.

Pros	Cons
Cost-effective and can capture a large sample very quickly. Quick to gather large sample sizes.	Need an internet connection to participate in a survey. Some respondents might lack technical skills to complete survey.

Questionnaires

Description:
- A list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions

Pros	Cons
No technological constraints as it's paper-based so it's easy for everyone to access. Can include open and closed questions.	Paper can easily be misplaced/lost Time consuming Expensive to employ surveyors.

CM9: Secondary research

Description:

Secondary data are information that has already been collected by other researchers.

Primary v Secondary research

Primary research:

Pros	Cons
Can answer specific questions You control the sampling methods and size.	Time consuming to collect data. Staff might need training on collecting data.

Secondary research:

Pros	Cons
Easier and faster to access Collect data from a wider geographical location.	Time consuming, regularly need to check sources. No control over the data as it's already there.

Books

Pros	Cons
Indicate areas of professional interest Up to date coverage of news and opinion	Can become outdated quickly. Can include subjective content.

Television

Pros	Cons
Present information in different formats. Can include facts and opinions. Can be an up-to-date source of information.	Can be biased May not give further references to follow up. May not always give a fair representation of a subject. Often created for entertainment purposes.

Websites

Pros	Cons
Quick access to information Can be kept up to date easily	Not quality checked – anyone can create a website Not always reliable or of an academic standard

Questionnaires

Pros	Cons
Present information in different formats. Can include facts and opinions. Can be an up-to-date source of information.	Can be biased May not give further references to follow up. May not always give a fair representation of a subject. Often created for entertainment purposes.

Collecting data

Description:

Data can be collected in two formats: Quantitative and Qualitative data.

Quantitative v Qualitative

Quantitative:

Pros	Cons
Generates data that can be reproduced. Can describe large sets of data.	Requires statistical training to analyse data. Requires a larger sample.

Qualitative:

Pros	Cons
Flexible as you can easily adjust methods used. Can be conducted with small samples.	Difficult to moderate the research conducted. Cannot be analysed statistically.

Quantitative data

Definition/Meaning
Data that is measured numerically. Commonly made up closed questions that restrict the respondents to a fixed set of options.

Examples

Do you have a dog as a pet?	Yes	No
Mark your answer in the appropriate box:		
Do you have a driver's license?	Yes	No
Mark your answer in the appropriate box		
Do you collect social security benefits?	Yes	No
Mark your answer in the appropriate box		
What is your gender?	Male	Female
Mark your answer in the appropriate box		

Binary answer (Yes/No)

pro✖imus

0% ————————————————— 100%

English

How likely are you to recommend Proximus to other companies, colleagues, or commercial partners?

Certainly not   Certainly

0 1 2 3 4 5 6 7 8 9 10

Likert scale

Other examples include: Questions with <u>one</u> answer and ones with <u>multiple</u> answers.

Qualitative data

Definition/Meaning
This provides a more detailed description of data. Commonly made up of open questions that allows respondents to elaborate further.

Examples

Examples of Open-Ended Questions

- What were the challenges you faced with us?
- What did you like the most about us?
- Is there anything else we should know?
- How would you describe your experience with us?
- What can we do better to improve your experience with us?
- What is the primary reason for your score?
- Would you recommend us to others? Please share the reason.
- What was missing in the experience you had with us?
- What are the factors that usually influence your purchase?
- What are one or more things that may stop you from making a purchase with us?

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CM10: Work plan

Description:

A work plan is used to plan out all the tasks that need to be completed within a project.

Benefits of a work plan

- It can provide clear timescales for each task.
- To better understand the hardware, software and people required for each activity.
- To factor in unexpected events and putting contingencies in place.
- Increased the chance of the production meeting the deadline.

Work plan example

						Jan				Feb			
Pre-production						Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Task	Activity	Hardware	Software	People	Contingencies								
1	Read client brief	Monitor, Laptop	Word Processing Software	Production manager	Print out a hard copy	▓							
2	Generating ideas	Laptop	Desktop publishing software	Creative director, Production manager.	Draw mind map on flipchart paper		▓						
3	Visualisation diagram	Laptop	Desktop publishing software	Illustrator, Graphics artist	Draw visualisation diagram on paper			▓					
4	Source assets	Laptop	Web browser software	Content creator	Books, Magazines, Television				▓				
Milestone: Pre-production phase complete													
Production													
5	Repurpose assets	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software					▓			
6	Create the digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software						▓	▓	▓
Milestone: Production complete													
Post-production													
7	Export digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								▓
Milestone: Project complete													

Components of a work plan

Activity	Resources	Contingencies	Milestone
A task within a task – known as a sub-tasks.	The hardware, software and people required to complete the task.	A plan put in place to deal with any unexpected events.	A significant achievement within the project.

Tasks	Timescales	Workflow
The main parts of the project that need to be completed.	The time given to each activity/task to be completed.	The sequence/order in which the activities are carried out.

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Creative Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Three phases of production:

Pre-production

The pre-production stage of the production process is where you create a vision for your product. (i.e. design)

Production

The production stage is when all the development of the product happens.

Post-production

Post-production is where all of the pieces of your product come together. (i.e. editing)

Illustrator/graphics artist

Responsibilities:
- combining hand-drawing and painting with digital media to create complete illustrations.
- refining designs.
- using various colours, graphics and effects to better convey each concept.

Phase of production
- Pre-production

Scriptwriter

Responsibilities:
- developing believable plots and character.
- preparing short summaries of your ideas and selling (known as 'pitching') them to producers or development executives.

Phase of production
- Pre-production

Web designer

Responsibilities:
- creating website designs.
- producing sample sites.
- meeting with clients to discuss requirements and/or project progress.
- digital retouching and image editing.

Phase of production
- Pre-production, Production

Animator

Responsibilities:
- creating a series of images known as frames, to simulate movement.
- develop timing and pacing of motion.
- work with the story editors to merge various layers of animation.

Phase of production
- Production

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The production stage is when all the development of the product happens.

Post-production

Post-production is where all of the pieces of your product come together. (i.e. editing)

Graphics designer

Responsibilities:
- design graphics for use in media products such as magazines, labels, advertising etc..
- developing concepts, graphics and layouts for product illustrations, company logos and websites.

Phase of production
- Pre-production, Production

Content creator

Responsibilities:
- create content for websites including social media.
- using assets such as text, video and audio designed for a particular audience.
- aiming to generate interest/raise awareness for a brand.

Phase of production
- Production

Copywriter

Responsibilities:
- creates text for advertising/marketing purposes.
- writing content used in print media, radio advertising, product descriptions and social media posts.

Phase of production
- Production

Photographer

Responsibilities:
- captures high-quality images.
- collaborate with client to ensure right content is captured.
- sell their content in stock image libraries for others to purchase.

Phase of production
- Production, Post-production

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Technical Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Video editor

Responsibilities:
- assembling raw footage and transferring or uploading to a computer.
- following a script, screenplay or outline
- inputting sound to enhance footage.

Phase of production:
- Post-production

Web developer

Description:
- write code for how the website looks and how it works.

Phase of production
- Production

Camera operator

Responsibilities:
- assembling and setting up equipment.
- planning, preparing and rehearsing scenes
- following camera scripts.
- creatively framing and capturing action
- responding quickly to directions.

Phase of production
- Production

Audio technician

Responsibilities:
- preparing and operating sound equipment.
- running audio equipment so everything is properly connected.
- testing audio equipment for volume, tone, and clarity.

Phase of production
- Post-production

Sound editor

Responsibilities:
- create, update, maintain and add to sample and sound libraries.
- develop the sound concept for a project and a sound map or storyboard from a script or project description.

Phase of production
- Post-production

Games programmer

Responsibilities:
- writing/testing code for new programs.
- updating existing programs.
- identifying/correcting coding errors.
- secure programs against cybersecurity threats.

Phase of production
- Production

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Senior Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Campaign manager

Responsibilities:
- track campaign performance by compiling regular reports.
- organise trade shows, exhibitions and promotional events.
- recruit and train talent so they can be allocated roles.
- meet with all new clients to identify campaign strategies.

Phase of production:
- Post-production

Creative director

Responsibilities:
- developing concepts for advertising or promotional campaigns.
- pitching ideas to clients if working for an agency or present to directors.
- steering or writing scripts.
- overseeing photo or TV shoots.

Phase of production
- Pre-production, Production

Director

Responsibilities:
- read scripts and work with writers and provide feedback on the further development of scripts.
- select actors - working with casting directors and producers during this selection process.
- agree the budget and schedule of the film with the producer.

Phase of production
- Pre-production, Production and Post-production.

Sound editor

Responsibilities:
- planning and organising production schedules.
- assessing project and resource requirements.
- estimating, negotiating and agreeing budgets and timescales with clients and managers.

Phase of production
- Pre-production

Editor

Responsibilities:
- coordinate online or print publishing cycle and manage content areas.
- suggest stories and generate headline ideas.
- comply with media law and ethical guidelines.

Phase of production
- Production

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Hardware

Description:

Hardware is an item you can physically touch. There is computer hardware in the form of internal components such as the CPU, RAM and Hard Drive. In addition to this, is external computer hardware known as peripheral devices. These are accessories that support the functionality of a computer system.

Multi-functional devices

Description:
There are some devices that can receive and send data (both input and output)

Device	Purpose
Touch screen	A display device that allows the user to interact with a computer by using their finger or stylus.
Graphics tablet	A device that enables a user to hand-draw images, animations and graphics, with a special pen-like stylus.

Input and Output devices

Description:
Input devices allows the computer to receive data.

Description:
Output devices that allows the computer to send data.

Device	Purpose
Mouse	It moves a pointer on the screen, allowing the user to select icons, buttons and menus.
Keyboard	Used to enter characters and functions into the computer system by pressing buttons, or keys.
Scanner	Captures images from photographic prints to be stored electronically.

Device	Purpose
Monitor	Displays the computer's user interface and open programs.
Printer	A device that accepts text/graphic output from a computer and transfers the information to paper.
Speakers	To produce audio output that can be heard by the listener.

Additional hardware

Microphone, Headphones, Computer/Laptop, Headsets.

Software

Description:

Software is a program that can be ran on the computer. Application software is a program designed for users to perform specific tasks. Each type of application software will be able to perform more specialised tasks. However, some can be a little more versatile.

Software used in the three phases:

Pre-production
- Word processing software
- Spreadsheet software
- Desktop publishing software

Production
- Graphic software
- Web authoring software
- Animation software

Post-production
- Audio editing software
- Video editing software

*This list is not exhaustive.

Different types of Software:

Word processing software	Allows the user to create, edit, format, and print written documents.	Database software	Used for storing, manipulating, and managing data.
Spreadsheet software	Displays data in a grid format and allows the user to enter and manipulate data using formulas.	Diary management software	Used to manage emails, calendars and set up appointments.
Presentation software	Used to show information, normally in the form of a slide show.	Graphics editing software	Used to manipulate or enhance digital images.
Desktop publishing software	Designed for creating visual communications in print form. (e.g. posters)	Audio editing software	Allows editing and generating of audio data.
Video-editing software	Involves putting together raw footage of various shots to create a sequence or scene.	Web browser software	Allows users to open and display web pages.
Web-authoring software	A type of desktop publishing tool that allows users to create websites.	Animation software	Allows for the creation of motion on a frame-by-frame basis.

CM11: Mind maps

Description:

Mind Maps are used to organise thoughts into a more formalised structure by having a main idea which branches off into different ideas that link to the central theme. It's a common pre-production document used in the first meeting because it's a quick way to generate new ideas.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:
- Mind map software
- Desktop publishing software

Components of a mind map

Central idea
The central idea is what the project is about or what the theme is.

Nodes
Nodes are points connected to the central idea using branches which illustrated how the ideas are related to each other.

Sub-nodes
These are connected to nodes to organise ideas more clearly and provide more detail.
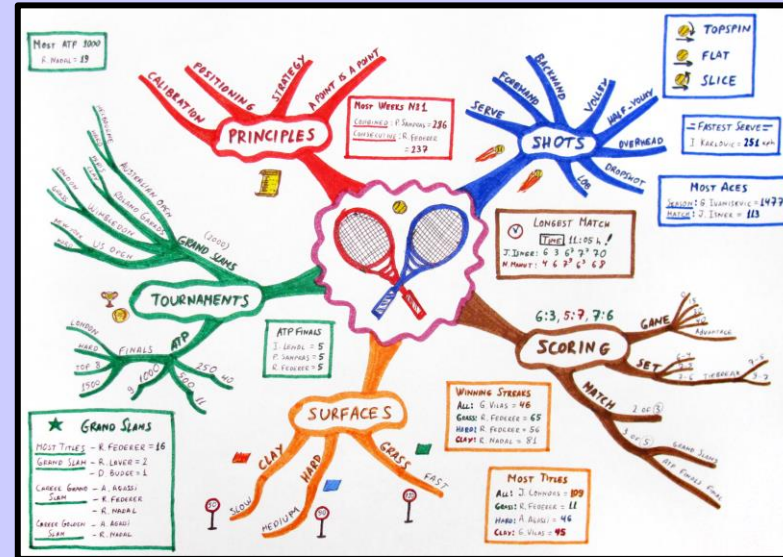
Keywords
Specific words may be used to help express the idea.

Colours
Colours can be used to differentiate between the ideas. Each node is in different colour in this example.

Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

CM11: Moodboard

Description:

A moodboard is a collection of sample materials which can be in paper or digital form. It's a way of generating ideas/setting a theme for the product.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones
- Speakers
- Headset

Software:
- Desktop publishing software
- Graphics software
- Video editing software
- Presentation software

3.2
OCR Cambridge National in Creative iMedia
R093: Creative iMedia in the media industry

Components of a mind map

Colours
This can be represented with the inclusion of a colour swatch or colour palette.

Fabrics
A physical moodboard may include actual cut-outs of material that are stuck to the paper.
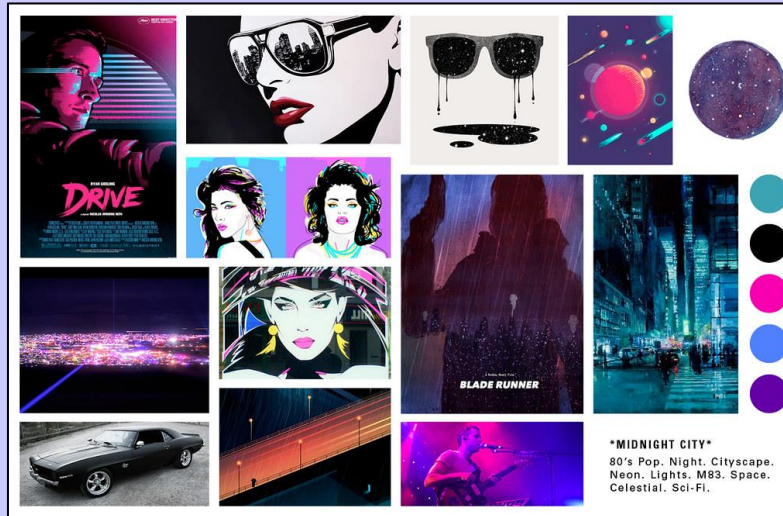
Multimedia assets
A digital moodboard may use videos, audio and animation to express an idea.

Images
Images are a key feature of a moodboard because of the visual representation it provides for the idea.

Text
Text may be used in the form of keywords that represent the theme or to provide information typography and colour schemes that could be used.

Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

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Description:

A draft version to plan out a product in a visual way. It can be used to show the client what the final product could look like. This can be a good opportunity for the client to provide useful feedback to the designer.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:
- Desktop publishing software
- Graphics software

People:
Illustrator, Graphics artist, Graphics designer, Content creator, Copywriter and Photographer

Components of a visualisation diagram

Title
This is because it tells you what the graphic is about. In this example, the title has been used to promote a festival, it's name and when it takes place.

Font
This is refers to typography choice such as font colour, size and style. This is helpful as it can help to determine to sizes of headings, sub-headings and the main body of text.

Text
This is refers to information that needs to be on the graphic.

Logo
The most recognisable part which should be easily visible to the viewer.

Images
This provides a more visual representation of what the product will look. Using clear images make it easier for the graphics designer to understand what assets need to be added.

Annotation
Another term used for labelling and this is important when doing a sketch design because it's not always easy to provide a complete visual representation of the final product. The more annotation, the more information the graphics has to work with.

Colour
This is important because if it's left out then the graphics designer may not known what the colour scheme will be.

CM13: Storyboard

Description:

A timeline that is designed to illustrate a sequence of events for content that requires movement. It allows changes to be seen over time, narrative to be included, storylines to be developed through dialogue and allows the ideas to be planned and linked together.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones/Headset
- Speakers

Software:
- Desktop publishing software
- Graphics software
- Video editing software

Components of a storyboard

Scene content
This can be inferred from the drawings found in each panel.

Timings
How long each scene will last.

Scene numbers
Each panel will have clearly defined scene number which makes it easier to film these in isolation and use editing techniques to put them together.

Location
The scene is filmed outside (EXT) or inside (INT)
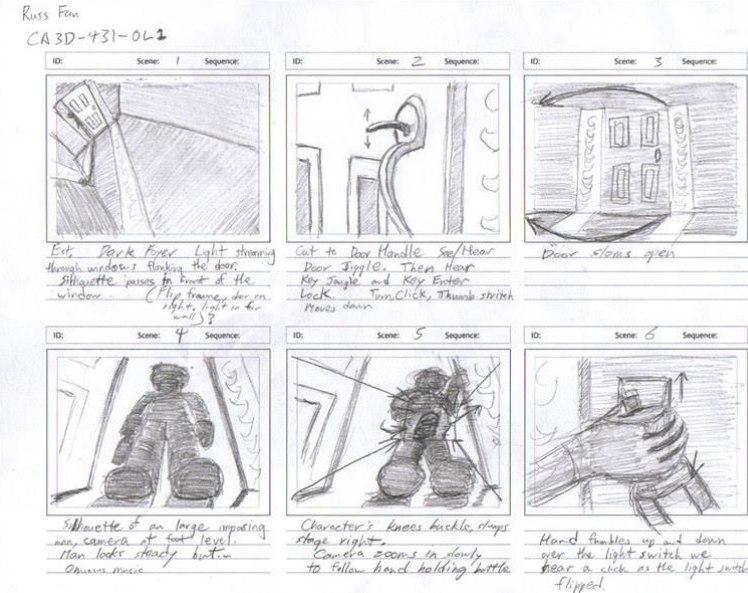
Order of panels
The storyboard should follow a logical structure to make it easier to put together.

Camera
This can be used to identify camera shots, movements and angles. It can also identify camera type such as a virtual camera.

Sound
Background music, dialogue or sound effects could be expressed

Lighting
Specify use of lighting techniques in scenes.

Who would use the storyboard?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

Description:

A script is a pre-production document that is used as part of a narrative for an audio-visual product. It provides lines for the characters so they know what to say and provides direction for the camera crew to know what will be used within each scene.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:
- Word processing software
- Script writing software

Components of a script

Location
The scene is filmed outside (EXT) or inside (INT)

Camera
This can be used to identify camera shots, movements and angles. It can also identify camera type such as a virtual camera.

Dialogue
he speaking parts of the product. But this can also include: Intonation, loudness, emotion.

Direction
This refers to what happens in the scene, this might be something as simple as a character movement.

Characters
It's important the character names are included as it helps to clearly define the dialogue for each character.

```
It's peaceful, the two fisherman have left and we see their
aluminium chairs left behind at the edge of the lake.
                    JOHN
        Not many left fishing the lake now.
        There was a time you'd see lamps
        all around, floating.
John rows out as Eamon sorts the bait.
                    JOHN
        Ah it's hard to get the licence now. We impoverish the
        fishing for the tourists.
        Impoverish!
Eamon pauses for a moment and looks up at him. John continues to
row.
                    JOHN
        A thousand. I told him you were
        well able to  count to a thousand.
        That's what I told Ben Moran.
        (Getting more irate)
        That he's the one helping them
        clear the lake!
                    EAMON
        (interrupting him quickly)
        That's his job.
                    JOHN
        His job! To clear us off the lake!
        His job.
Eamon pauses, hesitating and then decides to speak.
                    EAMON
        I saw Una Moran today.
John looks at him keenly and stops rowing.
                    JOHN
        What business did you have with
        her?
                    EAMON
        (embarrassed)
        None. None. I just saw her walking
        down the road.
                    JOHN
        It's a free country I suppose.
John starts rowing again and looks away.
```

Sound
Background music, dialogue or sound effects could be expressed.

Who would use the script?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

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CM14: Wireframe

Description:

A planning document that illustrates how a product will look. It will show how pages/screens are linked together and is used commonly for websites and apps. Wireframe focuses more on how the website will look and will be used by a front-end web developer.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:
- Word processing software
- Desktop publishing software

Components of a wireframe

Images
These are usually displayed as a box with a cross which represents an image.

Video
The word video is displayed inside the box.

Text
These are usually displayed as a box with straight lines, the actual copy or by a placeholder text such as Lorem ipsum.

Annotation
This allows the designer to explain how different elements are linked together.
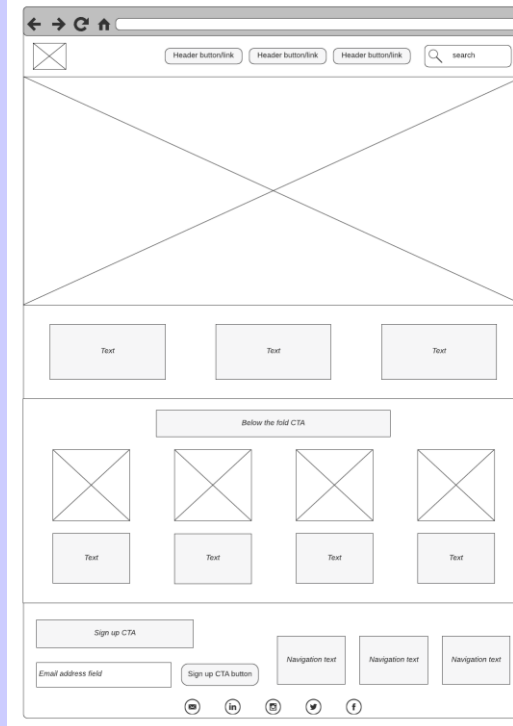
Hierarchy
The importance of a page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

Links
Links are represented most often as blue, underlined text. Links may also be a different colour, keeping in line with a particular visual design direction.

Who would use the wireframe?

Photographer, Web designer, Illustrator, Graphics artist, Web developer

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CM14: Flow chart

Description:

A diagram that represents the entire process from start to finish.
It's illustrated in a logical step by step sequence using shapes that each have their own function.
Flow charts focuses more on how the website will work and will be used by a back-end web developer.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
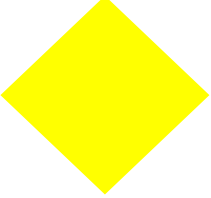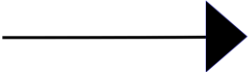- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:
- Word processing software
- Desktop publishing software
- Flow chart software

Flow chart symbols

Symbol	Description	Symbol	Description
	Start/Stop: This signals the beginning and the end of a flow chart.		**Decision:** This is used to represent selection and the outcomes when a certain condition is met.
	Input/Output: Used if data is being inputted into the system. If any data needs to be displayed then output could be used.		**Arrow:** This is used to connect the symbols together and to show the direction the flow chart is going.
	Process: This is used to process instructions. It could be used to process calculations or run events.		

Why use flow charts?
- Easy to show the layout each page.
- Show how all the pages/screens link together.
- It can show how functional the website is.

Who would use the flow chart?

Games programmer, Web designer, Web developer.

CM15: Legislation for individuals

Description:

Legislation is the process of enacting laws so if they're breached then it can become a criminal office. Some laws are in place to protect individuals when they make a contribution to the creation of a media product.

Permissions when filming

Key facts:

- It's not against the law to film in a place that may include general members of the public.
- You may need to request permission of anyone who has been filmed if it was for commercial purposes.
- If filming takes place on private property then you must ask the land owner for permission.
- Photographers can capture images and sell them on image libraries.

Key term:

Defamation the action of damaging the good reputation of someone; slander or libel. Slander is a verbal statement and Libel is a written statement.

Slander

Description:
The action or crime of making a false spoken statement damaging to a person's reputation.

Libel

Description:
A published false statement that is damaging to a person's reputation; a written defamation.

Data protection

Description:
A piece of legislation that aims to protect a person's personal data.

Principles:
- Used for a specific purpose (as shown above)
- Relevant and not more than needed (as shown above)
- Accurate and kept up to date.
- Not kept longer than necessary (e.g. user closes account)
- Stored securely

Description:

Intellectual property is legislation designed stop your work from being copied and distributed without your permission and there are three types of intellectual property: Copyright, Trademarks and Patents which aim to protect ideas.

Trademarks

Description:
A sign or logo that identifies a brand or company as a unique entity. This is represented by the TM symbol. The R symbol protects words and phrases.

Using copyrighted materials

Examples:
- Ask permission from the copyright holder.
- Creative commons licensing
- Royalty free – pay a fee to gain a licence to use the image and remove the watermark.
- Stock libraries – assets that are free to use.

Copyright

Description:
- Copyright is the legal right to protect the original work of the people whom it may belong to.
- Copyright can protect....

Books	Music	Art
Images	Sound	Software

Fair use
This is when copyrighted material may be used for news reporting, commentary or educational purposes.

Creative commons licence

Description:
This license allows copyrighted material to be more freely distributed.

	Attribution: Material can be copied, modified and used. However, the original creator must be given credit.
	Non-commercial: Material can be copied, modified and used as long as there is no intention to make money from it.
	Share-a-like: Material can be modified and used but must be covered by a similar license.
	No derivative works: Material can be copied and used, but it cannot be modified.

CM16: Asset log

Description:

A pre-production document that is used to record all the assets that are potentially used when creating a media product and understand any legislative constraints there may be.

Hardware & Software used:

Hardware:
- Mouse
- Keyboard
- Monitor
- Touch screen
- Laptop/Computer

Software:
- Word processing software
- Spreadsheet software

Key term:

Assets: in the context of digital media, refers to the different components that can be used in a product such as: text, images, videos, animation and audio.

Components of an asset log

No/Asset ID
A count of how many assets are recorded or to give an asset a unique ID which is useful if the log contains a large volume of assets.

Filename
So the user knows what the file is called if they need to use it.

No.	Filename	Description	Properties	Source	Legal issues	Use
1	Pizza.jpg	Image of a pizza.	800 x 1022 96 DPI	https://clipart.world/pizza-clipart/simple-pizza/	Should only be for personal use.	To be used in the YePizza logo.
2	Pizza paddle.jpg	Pizza paddle	450 x 450	https://www.123rf.com/photo_134983275_pizza-cooking-shovel-icon-isometric-style.html?vti=nbubvpvytl89e1e66y-1-2	Subscription required to download which will remove the watermark.	To be used in the YePizza logo.
3	Phone icon.png	Image of a phone	320 x 431	Client image	Not applicable	To be used to represent contact details on a poster.
4	Wood_fire_pizza.jpg	Image of a pizza that has been in a wood fire oven.	6016 x 4016 96 DPI	https://www.pexels.com/photo/baked-pizza-on-pizza-peel-in-oven-905847/	Free to use	To be included in the promotional poster.
5	Tomatoes.jpg	Image of fresh tomatoes	640 x 320	I took the image myself	Free to use as I'm the original owner.	To be included in the promotional poster to promote how fresh the ingredients are.

Description
To provide a description of what the asset is so the user knows what it is before they open it.

Properties
The resolution and dimensions if it's a digital graphic in case it needs repurposing.

Source
Where the asset has come from by recording the URL.

Legal issues
To record any legal considerations such as whether they need to ask permission to use the asset.

Use
What it will and what it could be used for.

Who would use the asset log?

Graphic artist, Web designer, Games programmer, Animator

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Description

The control or guidance of media content by governments and other bodies. This means media production and consumption are monitored.

Example:

Background:
- The ASA banned this Ryanair newspaper campaign featuring scantily-clad flight attendants, ruling that it linked female cabin crew with sexual behaviour.

BBFC

Description:
- The British Board of Film Classification who regulate media content and classify films that are distributed in the UK.

Ofcom

Description:
- The Office of Communications regulate all broadcasted content across UK television channels.

ASA

Description:
- The Advertising Standards Agency regulate all broadcast and non-broadcast content across the UK.

PEGI

Description
- Pan European Game Information have classified all video game content in the UK. It used to be the role of the BBFC.

Key terms:

Certification
This is the award given to a media product as a result of the classification process which is displayed on the product. For example, a film might have an 18 certificate placed on the front cover.

Key terms:

Classification
The process of giving age ratings and content advice to films and other audio-visual content to help children and families choose what's right for them and avoid what's not..

CM18: Health and safety

Description:

Health and safety is about stopping you getting hurt at work or ill through work. Your employer is responsible for health and safety and they have a legal obligation to follow this through.

Healthy and safety in production:

Camera risks
- In some cases, camera operator may need to walk backwards? Or if they're suspended from a harness?

Lifting hazards
- May need to move equipment or props so manual handling training might be required.

Trip hazards
- Lots of cameras and other equipment will lead to more cables.

Electrocution
- If devices fail or are not connected correctly so people may need training.

Healthy and safety in pre and post-production

Regular breaks

Suitable lighting

Tiltable screens

Desk needs to be about 70cm high

Foot rest

Eyes must be level with the top of the screen.

Anti-glare filters

Clear working space

Wrist support

Chair needs to be adjustable for tilt and height.

Key term:

Mitigate: make (something bad) less severe, serious, or painful. In the context of health and safety, mitigating risks is all about reducing the risk of an accident happening.

CM18: Location recces

Description:

A location recce involves members of a production company visiting a potential location for filming and use a set of measures to assess it's suitability.

Risk assessment

Components of a risk assessment.

- Activity
- Hazard – what might cause danger or injury?
- Risk – what are the consequences of the hazard? Normally an injury.
- Prevention – what measure can be put in place to reduce the risk.

Key term:

Risk assessment: This is a document that identifies the hazards, the risks they pose and what can be put in place to mitigate these risks.

Location recce checklist

Safety
They can check for an potential trip hazards, potential obstructions when carrying equipment around, risk of electrocution.

Sound
Checking for any background noise that might affect the recording such as road traffic, trains, planes etc..

Lighting
Does the location have lots of natural lighting? Will there be a problem when it gets dark? What sort of lighting can the camera crew use?

Facilities
Toilets, areas for employees to have breaks, place for catering facilities, can people park? Is there parking that allows heavy equipment to be transferred?
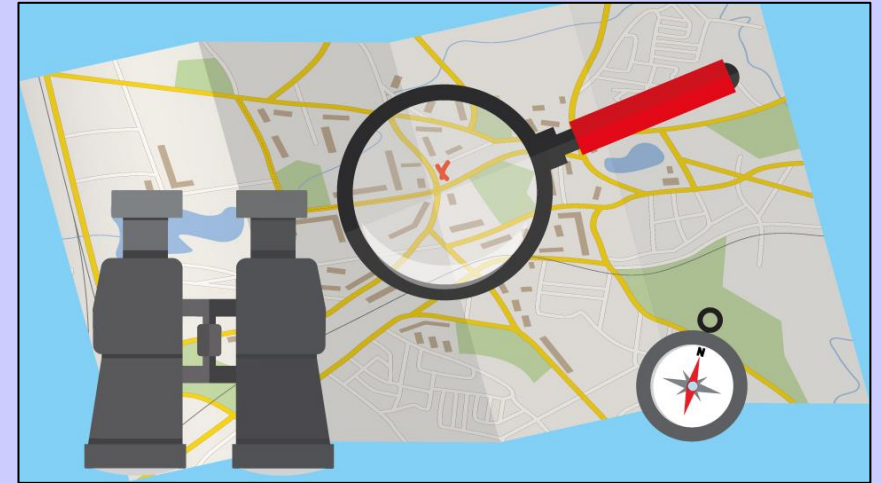
Power outlets
Are there enough sockets to plug them in? Is there enough distance between the outlet and where the equipment needs to go? Will the unit cope with the watts generated by the equipment?

Who would be involved in the location recce?

Director, Camera operator, Audio technician, Photographer

CM19: Distribution considerations

Description:

Distribution is the methods by which media products are delivered to audiences, including the marketing campaign.

Online platforms

Apps
- One of the most popular forms of distribution is they can be accessed via mobile devices
- They can be more responsive than website.
- However, some apps require an internet connection to use, even if they're downloaded onto the device.

Websites
- A popular method of distribution because of it's wider audience reach.
- It's ability to distribute content in different ways such as: videos, audio and images.
- Less favoured to apps as some websites aren't as responsive.
- Some website aren't user friendly especially when using mobile devices to access them.

Physical media

Examples:
- CD/DVD – Portable and cheap method of distribution but can be easily damaged.
- Memory stick – Portable method distribution but expensive and easy to misplace/lose.
- Paper-based media – A physical method of distribution, no device needed to access but can be expensive to print and transport.

Physical platforms

Computers
- Lots of people have access to a laptop or desktop computer which makes it a good choice to distribute content.
- Not very portable and may need to be constantly plugged in.

Mobile devices
- A small, lightweight and portable platform that allows users to access content on the go.
- Limited battery life and would need to be charged.

Interactive TV
- Providers users with more flexibility and not tied down to a schedule.
- Have to be physically plugged in to access.

Kiosks
- Automated system that provides users with real-time information.
- Fixed in one position and cannot be moved around.

Description:

Static images are images that have no moving elements.

File formats:

JPG:
- This is a bitmap image file format.
- Uses lossy compression.
- Commonly used to store photographs.

PNG:
- This is a bitmap image file format.
- Uses lossless compression.
- Supports transparency
- Commonly used for web graphics.

SVG
- This is a vector image file format.
- Uses lossless compression.
- Small in file size.
- Commonly used for web graphics.

TIFF
- This is a bitmap image file format.
- Uses lossless compression.
- Large in file size.
- Commonly used for print graphics.
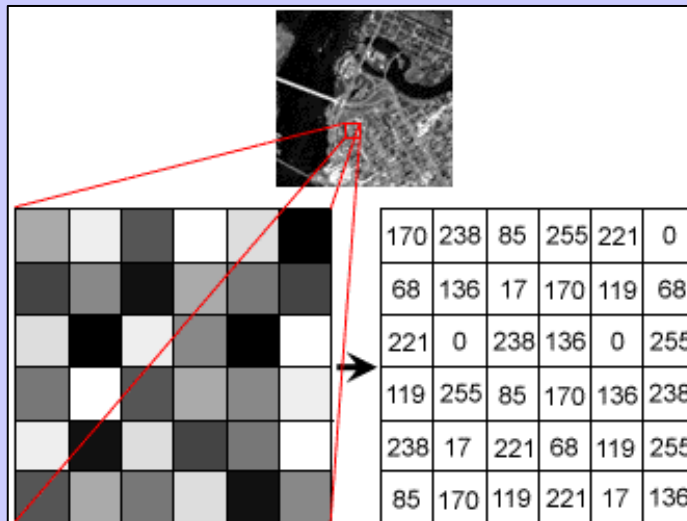
Vector graphics

Examples:
- Made up of lines of curves using mathematical equations to determine the scale of the graphic.
- It doesn't use pixels and is not dependent on resolution.
- Commonly used to create logos.

Bitmap images

Description:
Made up of pixels which help to determine the dimensions of an image which is measured by the number of pixels in height x number of pixels in length.

170	238	85	255	221	0
68	136	17	170	119	68
221	0	238	136	0	255
119	255	85	170	136	238
238	17	221	68	119	255
85	170	119	221	17	136

Resolution:
- The number of pixels stored in an image.
- Measured in PPI (Pixels per inch)/DPI (Dots per inch)
- Higher the resolution, the much sharper the quality of the image will be.
- Recommended resolution for a print graphic is 300 DPI.
- Recommended resolution for a web graphic is 72 DPI.

Description:

Compression is an algorithm designed to reduce the size of a file. There are two types of compression: Lossy and Lossless.

Lossy and Lossless Compression:

Lossy Compression	Lossless Compression
It reconstructs all the original data but this means data is lost during the compression process.	Data is reconstructed and doesn't remove any data.
Once data is removed, it's permanent and cannot be restored. It's irreversible.	Because data is retained, it's reversible so changes can continue to be made.
This can impact the overall quality of the graphic.	The overall quality of the graphic is retained.
It does significantly reduce the overall size of the file.	The size of these files tend to be large.
JPG is a common file format that uses lossy compression.	PNG are common file formats that use lossless compression.

Impact on size:

cafe_wonderland_teaparty	08/09/2020 12:38	JPG File	84 KB
cafe_wonderland_teaparty	10/05/2019 10:51	Adobe Photoshop...	2,449 KB

Example:
The top file has been compressed using lossy and this will:
- Save space on the device it's being stored.
- Use less bandwidth if file is transferred over a network (i.e. e-mail)

Impact on quality:

Example:
As you can see above, the image at the top has been saved in a lossless format whereas the image below, has been saved in a lossy format. You can see that the quality of the image below has reduced because data has been permanently removed.

Remember:
- Lossy and Lossless can impact audio and moving images.

Description:

Audio can be in the form of music, dialogue and sound effects.

File formats:

MP3:
- This is a lossy file format.
- Small file size
- Stored on portable devices.

WAV:
- This is a lossless file format.
- No quality is lost.
- Used for studio recordings.

AAC:
- This is a lossy file format.
- Maintains a high quality of sound.
- The format for standard music for iTunes, Android etc...

FLAC:
- This is a lossless file format.
- Maintains all the data so quality retained.
- Can reduce file size.

Bit depth

Uncompressed audio formats

| Bit Depth	Sample Rate	Application
16 bit	44.1 kHz	CD quality audio
24 bit	48 kHz	High quality music production
24 bit	96 kHz	Archival quality audio

BLOG.LANDR.COM

Description
Bit depth is the number of bits available for each sample . If the bit depth increases it can increase the dynamic range of volume (this affects how loud the sound will be). This will also contribute to the quality of the sound file improving.

How sound becomes digitised

Analogue Data   ADC   Digital Data
11010011

Analogue signal sent from microphone

ADC converts analogue data to digital
(Sound Card is the ADC in this example)

Converted digital data received by computer

Higher Sample Rate

Low Sample Rate
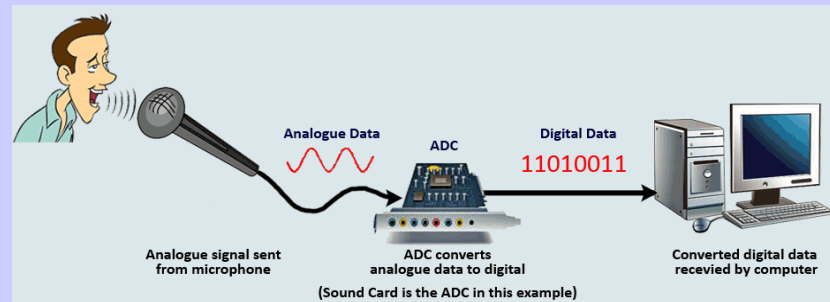
Analogue to Digital
During the conversion process, samples are taken that are then converted from analogue into a digital recording.
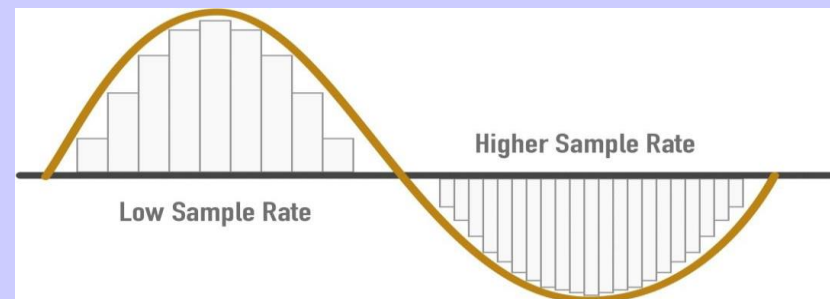
Sampling
When sound is recorded, samples are taken at regular intervals as you can see in the diagram on the right. The sample rate is measured in Hz (Hertz). The more samples taken improves the playback quality.

CM22: Moving image files

Description:

Moving images can be in the form of a video or animation.

File formats:

MP4:
- This is a lossy file format.
- Small file size
- Used for streaming videos and films.

AVI:
- This is a lossless file format.
- No quality is lost.
- Used for editing raw footage.

MPEG:
- This is a lossy file format.
- Maintains a high quality of sound.
- Used to be broadcasted on TV and released on DVD's

MOV:
- This is a lossy file format.
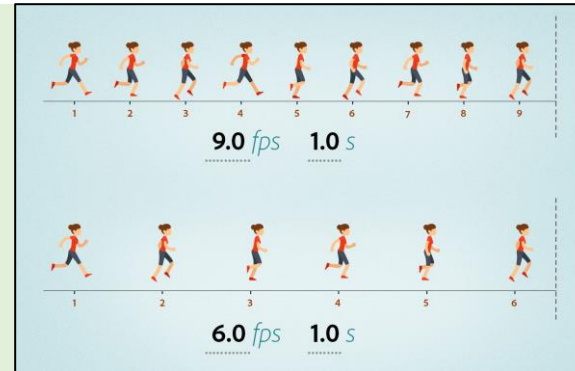- Only compatible on Apple devices such as iPhone, iPad etc..

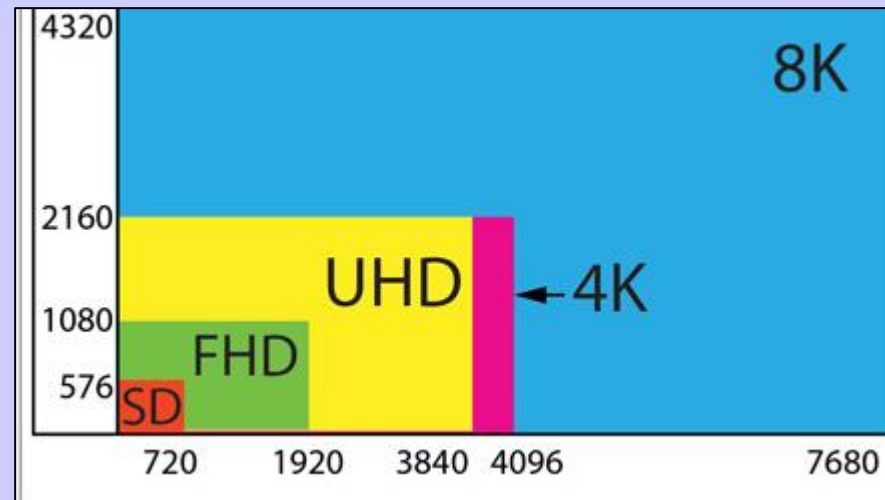**GIF and SVG**

Frame rate

Description
Frame rate (frames per second or fps) is the speed at which individual still photo (frames) are projected onto a screen.

Impact
- A higher frame rate leads to a smoother motion.
- If the frame rate is too fast it will blur the details of the animation.
- If the frame rate is too slow will have a start/stop and jittery non-fluid effect.

Resolution

Description
Video resolution determines the amount of detail in your video, or how realistic and clear the video appears and is measured by the number of pixels. Examples include:
- SD (Standard)
- HD (High Definition)
- 4K UHD (4K Ultra High Definition)
- 8K UHD (8K Ultra High Definition)