

TOTTINGTON

HIGH SCHOOL

KNOWLEDGE ORGANISER

i-Media



YEAR 11

1.1. Media industry sectors and products

Key terms:
Media industry refers to a broad and diverse sector that encompasses businesses and organisations involved in the creation, production, distribution, and consumption of various forms of media content.

Media sectors

New media

- Computer games
- Internet
- Interactive media
- Digital publishing

Traditional media

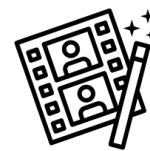
- Film
- TV
- Radio
- Print publishing

Key terms:
 A **media product** is a component that contributes to the creation and distribution of a media product.

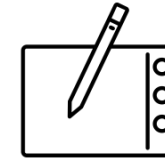
Media products



Audio



Special effects



Digital graphics



VR



AR



Animation



Comic books



Websites



Music



Graphic novels



Video



Multimedia



E-books



Social media



Apps

1.2 Job roles in the media industry

Key terms:

The production of a media product is divided into three phases: **pre-production, production and post-production.**

Pre-production – Before the media product is created, this can be referred to as the planning stage.

Production – The creation of the media product itself.

Post-production – Once the media product is complete, it may need to be checked or some editing needs to take place before release.

Key terms:

Some of the job roles listed above are exclusive to one phase of the production but it's not uncommon for some roles to be involved in multiple phases of production.

Job roles		
<p>Senior job roles</p> <ul style="list-style-type: none"> • Director • Editor • Production manager • Campaign manager • Creative director 	<p>Technical job roles</p> <ul style="list-style-type: none"> • Camera operator • Games programmer • Web developer • Audio technician • Sound editor • Video editor 	<p>Creative job roles</p> <ul style="list-style-type: none"> • Animator • Content creator • Copy writer • Graphic designer • Illustrator • Photographer • Script writer • Web designer

Example: Three phases of film production		
<p>Pre-production Financing, Casting, Scriptwriting, Storyboarding, Location scouting/Recce, permits.</p>	<p>Production Set design, Photography, Recording footage, Costume and make-up, Sound recording.</p>	<p>Post-production Editing raw footage, Sound design, Colour grading, Musical composition, Final cut.</p>

1.2 Job roles in the media industry

Key terms:

- An **animator** creates the illusion of movement by designing and producing sequences of images.
- This is a **creative** job role.



Who could they work closely with?

Director, Production manager, Illustrator, Graphics designer, Sound editor, Audio technician.

Responsibilities

- Create and animate characters, creatures, and objects using 2D or 3D animation techniques.
- Animate environments, backgrounds, and props to create immersive and dynamic scenes.
- Use keyframe animation techniques to define key poses and movements for characters and objects.

Involvement in the production process

Pre-production

Animators may be involved in concept development, storyboarding, and character design.

Production

Animators create the actual animations for the project, including character animations, scene animations, and special effects.

Post-production

Animators may be involved in editing and refining animations and integrating other elements (e.g. audio)

1.2 Job roles in the media industry

Key terms:

- A **content creator** produces and distributes various forms of media content across digital platforms.
- This is a **creative** job role.



Who could they work closely with?

Editor, Graphics designer, Illustrator, Photographer, Camera operator, Video editor, Sound editor, Campaign manager

Responsibilities

- Write scripts, articles, blog posts, social media posts, or other written content.
- Produce videos, podcasts, infographics, or other multimedia content.
- Create graphics, illustrations, or visual assets to accompany written or multimedia content.
- Review multimedia content for accuracy and visual appeal.

Involvement in the production process

Pre-production

They collaborate with the creative team to brainstorm ideas and establish the direction and tone of the content.

Production

Produce written, visual, or multimedia content

Post-production

May be involved in editing and proofreading content for distribution.

1.2 Job roles in the media industry

Key terms:

- A **copywriter** creates written material, such as advertising copy, slogans, scripts, and other textual materials
- This is a **creative** job role.



Who could they work closely with?

Editor, Graphics designer, Illustrator, Photographer, Camera operator, Campaign manager.

Responsibilities

- Brainstorm ideas for content themes, topics, and messaging strategies.
- Write persuasive copy for various mediums, including advertisements, websites, blogs, social media posts, email campaigns, and press releases.
- Edit and proofread copy to ensure accuracy, clarity, and consistency.
- Review grammar, spelling, punctuation, and style to maintain quality standards.

Involvement in the production process

Pre-production

Copywriters may be involved in content planning, and strategy development.

Production

Write and produce copy for various mediums and platforms.

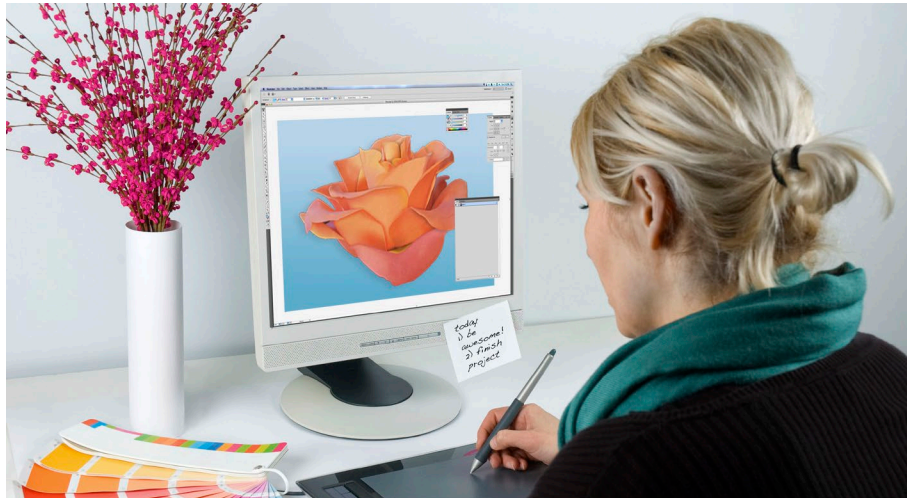
Post-production

May be involved in editing and proofreading content for distribution.

1.2 Job roles in the media industry

Key terms:

- A **graphics designer** uses visual elements such as typography, imagery, colour, and layout to communicate messages
- This is a **creative** job role.



Who could they work closely with?

Director, Production manager, Copywriter, Content creator, Animator, Campaign manager, Web developer.

Responsibilities

- Create sketches, mood boards, and concept art to communicate design ideas.
- Design visual elements such as logos, icons, typography, and illustrations for various mediums, including print, digital, and multimedia.
- Create graphics for advertisements, marketing materials, websites, social media, and other digital platforms.

Involvement in the production process

Pre-production

Graphics designers are involved in visual concept development and design planning.

Production

Create visual elements, graphics, and layouts for various mediums and platforms.

Post-production

Involved in editing, refining, and finalising visual elements for distribution.

1.2 Job roles in the media industry

Key terms:

- An **illustrator** creates visual representations of concepts, ideas, or stories using drawing, painting or digital artwork.
- This is a **creative** job role.



Who could they work closely with?

Director, Production manager, Animator, Web designer, Graphics designer, Games programmer, Campaign manager

Responsibilities

- Create initial sketches, thumbnails, and rough drafts to explore and communicate visual concepts.
- Design characters, creatures, and other visual elements for various mediums, including print, digital, and multimedia.
- Create storyboards and visual sequences to plan and visualize the flow of scenes, shots, and narrative beats.

Involvement in the production process

Pre-production

Heavily involved in concept planning, sketching, and visual development.

Production

Illustrators create final illustrations and visual elements for various mediums and platforms.

Post-production

Illustrators may be involved in editing, refining, and finalising illustrations for distribution.

1.2 Job roles in the media industry

Key terms:

- A **photographer** captures images using cameras to document events, tell stories, or create visual content for various purposes.
- This is a **creative** job role.



Who could they work closely with?

Director, Production manager, Creative director, Graphics designer, Editor, Campaign manager.

Responsibilities

- Discuss ideas, goals, and requirements for photo shoots.
- Scout locations, select props, and gather equipment needed for photo shoots.
- Capture high-quality images that align with the established visual concept and style.
- Set up lighting equipment and adjust settings to create the desired mood, atmosphere, and effects.

Involvement in the production process

Pre-production

Photographers are involved in concept development, planning, and preparation for photo shoots.

Production

Capture images during photo shoots, directing subjects and adjusting settings to achieve desired results.

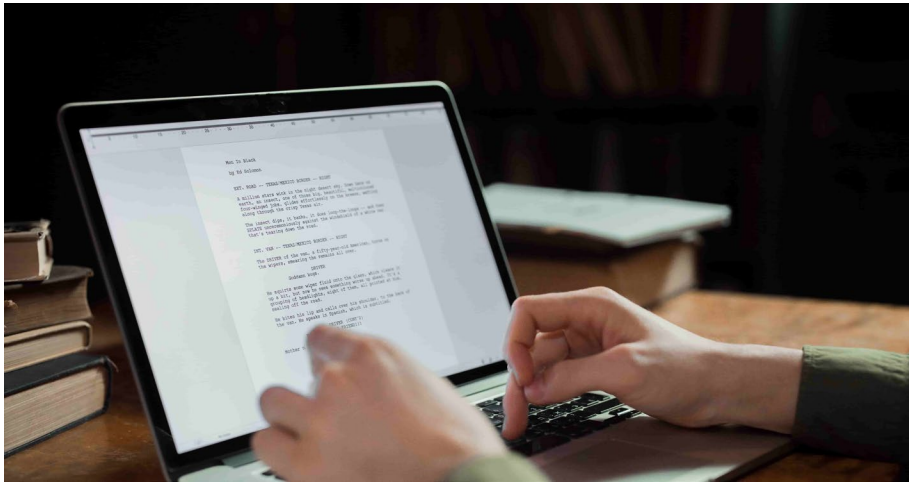
Post-production

Photographers edit and retouch photos to enhance their quality and appearance.

1.2 Job roles in the media industry

Key terms:

- A **scriptwriter** creates dialogue, narration, and scene descriptions to tell compelling stories and convey ideas.
- This is a **creative** job role.



Who could they work closely with?

Director, Production manager, Illustrator, Graphics designer, Camera operator, Editors, Creative director.

Responsibilities

- Brainstorm story ideas, plotlines, characters, and dialogue.
- Write scripts for various mediums, including film, television, radio, theatre, and digital media.
- Create storyboards or visual outlines to plan and visualize the flow of scenes, shots, and narrative beats.
- Outline key moments, actions, and emotions to guide the visual storytelling.

Involvement in the production process

Pre-production

Involved in concept development, scriptwriting, and storyboarding.

Production

They work closely with directors, actors, and other production staff to ensure that the script is followed on set.

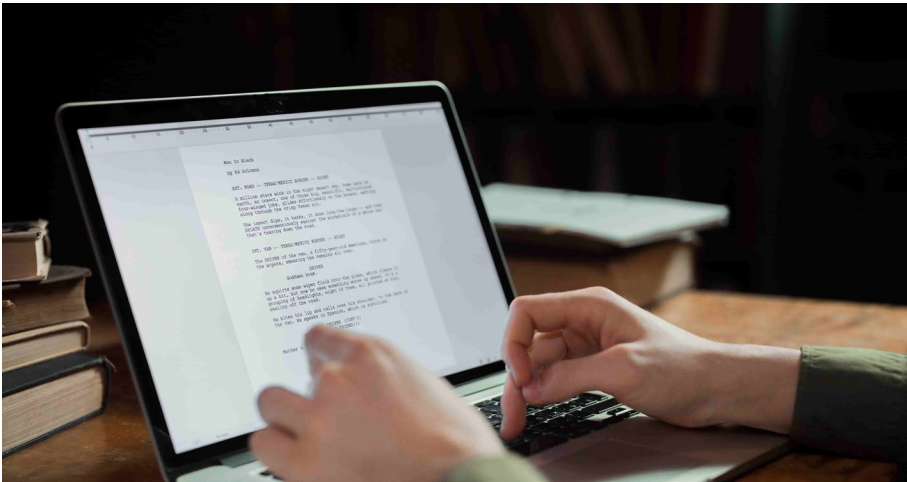
Post-production

Reviewing and providing feedback on edited footage.

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Post-production

Reviewing and providing feedback on edited footage.

1.2 Job roles in the media industry

Key terms:

- An **audio technician** captures, records, and manipulates audio elements to ensure they're appropriate.
- This is a **technical** job role.



Who could they work closely with?

Director, Production manager, Sound editor, Scriptwriter, Animator

Responsibilities

- Set up and test audio recording equipment, including microphones, mixers, amplifiers, and recording devices.
- Record high-quality audio for various mediums, including film, television, radio, music, and podcasts.
- Mix and balance multiple audio tracks to achieve the desired sound quality and clarity.

Involvement in the production process

Pre-production

Equipment setup, testing, and planning for recording sessions.

Production

Record sound on location or in the studio, ensuring that audio is captured cleanly and accurately.

Post-production

Edit, mix, and finalise recorded audio tracks to create effect sound.

1.2 Job roles in the media industry

Key terms:

- A **camera operator** captures footage according to the director's instructions and the requirements of the production.
- This is a **technical** job role.



Who could they work closely with?

Director, Production manager, Photographer, Illustrator, Scriptwriter, Video editor, Sound editor, Audio technician.

Responsibilities

- Set up and prepare camera equipment, including cameras, lenses, tripods, and accessories, for shooting.
- Adjust camera settings, such as focus, exposure, and white balance, to achieve the desired look and feel.
- Operate cameras during filming, including panning, tilting, zooming, and tracking movements, to follow action and capture dynamic shots.

Involvement in the production process

Pre-production

Camera operators may be involved in equipment setup, camera tests, and shot planning.

Production

Responsible for operating cameras and capturing footage according to the planned shot list and script.

Post-production

May provide input on footage selection and editing decisions.

1.2 Job roles in the media industry

Key terms:

- A **games developer** writes code to create and refine the core gameplay mechanics of the game.
- This is a **technical** job role.



Who could they work closely with?

Graphic designer, Illustrator, Animator, Sound editor, Audio technician, Production manager.

Responsibilities

- Develop game design documents outlining gameplay mechanics, rules, objectives, and progression systems.
- Write code to implement game mechanics, features, and systems using programming languages such as C++, Java, or Python.
- Use graphics rendering techniques and visual effects to enhance the visual quality and immersion of the game.

Involvement in the production process

Pre-production

Collaborate with the creative team to establish game mechanics, features, and design documents.

Production

Work closely with artists and other developers to integrate assets, code, and systems into the game.

Post-production

Testing, debugging, and optimising the game for release.

1.2 Job roles in the media industry

Key terms:

- A **Sound editor** manipulates and enhances audio elements in various media productions to ensure it fits in with the type of product.
- This is a **technical** job role.



Who could they work closely with?

Director, Production manager, Audio technician, Animator.

Responsibilities

- Edit and clean up recorded dialogue tracks to remove background noise, pops, clicks, and other imperfections.
- Source, create, or edit sound effects to enhance the auditory experience of media projects.
- Record, edit, and integrate Foley sound effects to add realism and depth to audio tracks.

Involvement in the production process

Pre-production

Planning and preparing for recording sessions, sourcing sound effects, and developing sound.

Production

Work on location to capture clean dialogue recordings or oversee Foley recording sessions.

Post-production

Testing, debugging, and optimising the game for release.

1.2 Job roles in the media industry

Key terms:

- A **video editor** assembles and manipulates video footage to create a coherent structure.
- This is a **technical** job role.



Who could they work closely with?

Director, Production manager, Camera operator, Photographer, Sound editor, Audio technician.

Responsibilities

- Review raw footage to select the best takes, shots, and angles for editing.
- Arrange selected footage in chronological order or thematic sequences to tell a cohesive story or convey a message.
- Edit video footage using editing software to trim, cut, and rearrange clips.
- Add transitions, effects, titles, and graphics to enhance the visual appeal and narrative flow of the video.

Involvement in the production process

Pre-production

Involved in storyboarding, script analysis, and planning for the editing process.

Production

Video editors may work on set to provide feedback on shot compositions, lighting, and camera angles.

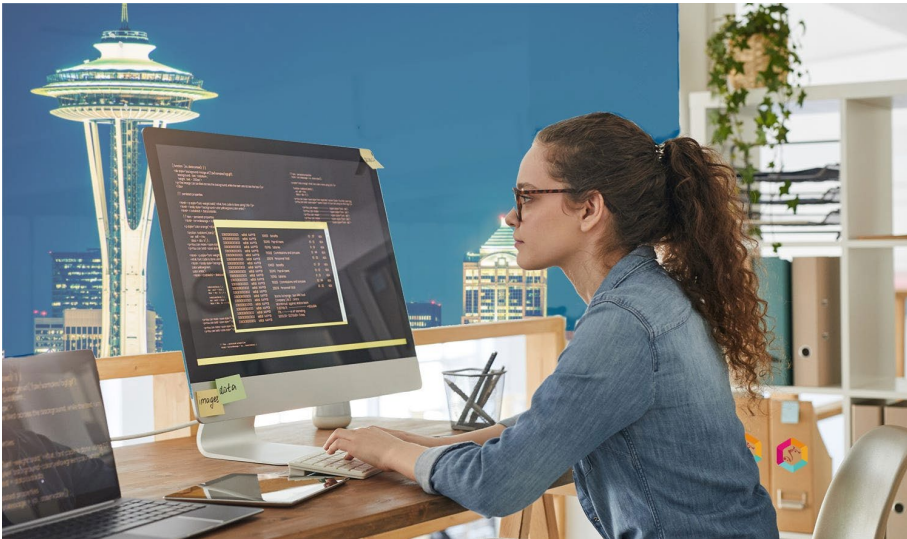
Post-production

Edit, polish, and finalise the video for distribution.

1.2 Job roles in the media industry

Key terms:

- A **web developer** designs, creates, and maintains websites and web applications.
- This is a **technical** job role.



Who could they work closely with?

Content creator, Copywriter, Campaign manager, Web developer, Animator, Graphics designer, Video editor, Sound editor

Responsibilities

- Develop websites, web applications, and digital platforms using programming languages such as HTML, CSS and JavaScript.
- Create responsive and user-friendly layouts and interfaces that adapt to different devices and screen sizes.
- Optimise website performance for speed, scalability, and efficiency.
- Minimise page load times, reduce server response times, and optimize code and assets for faster rendering.

Involvement in the production process

Pre-production

Planning website projects, defining technical requirements, and estimating timelines and resources.

Production

Develop front-end (visual appearance) and back-end features (databases)

Post-production

Provide ongoing maintenance, updates, and support for websites.

1.2 Job roles in the media industry

Key terms:

- A **campaign manager** is responsible for the marketing and advertising of a media product.
- This is a **senior** job role.



Who could they work closely with?

Content creators, Copywriters, Director, Camera operator, Production manager, and Editors.

Responsibilities

- Develop strategic plans for advertising, marketing, or public relations campaigns.
- Manage the budget for the campaign, allocate resources effectively, and track expenses.
- Develop marketing and promotional materials, including advertisements, social media posts, email campaigns, and press releases.

Involvement in the production process

Pre-production

They may work closely with creative teams to develop campaign concepts and materials.

Production

Work with content creators and copywriters to produce promotional content.

Post-production

Monitors campaign performance, analyses data, and prepares reports on campaign results.

1.2 Job roles in the media industry

Key terms:

- A **creative director** oversees and guiding the creative vision of a project or campaign.
- This is a **senior** job role.



Who could they work closely with?

Director, Production manager, Illustrator, Graphics designer, Camera operator, Sound editor, Video editor.

Responsibilities

- Lead brainstorming sessions to generate creative ideas, concepts, and themes for media projects.
- Collaborate with designers, illustrators, and storyboard artists to visualize and plan the visual storytelling elements of media projects.
- Create storyboards, mood boards, and style frames to communicate the desired look and feel.

Involvement in the production process

Pre-production

Provide concepts, develop scripts and plan the visual composition of a media product.

Production

Providing guidance and feedback to ensure that the creative vision is successfully applied.

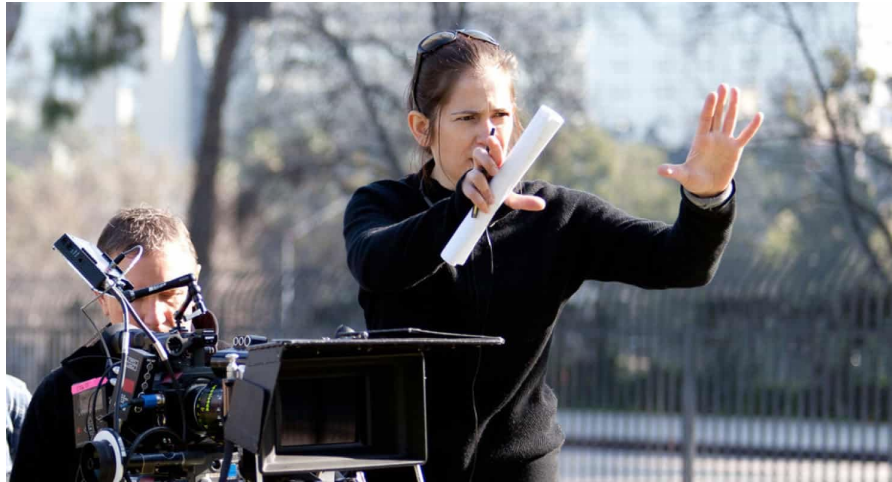
Post-production

Provide input on editing, visual effects, sound design, and other post-production elements.

1.2 Job roles in the media industry

Key terms:

- A **director** holds significant influence over the creative and technical aspects of the filmmaking process.
- This is a **senior** job role.



Who could they work closely with?

Production manager, Camera operator, Creative director.

Responsibilities

- Select and cast actors, performers, and voice talent who embody the characters and vision of the project.
- Direct and coach talent during rehearsals and performances.
- Plan and execute blocking, staging, and camera movements to compose shots and sequences that effectively convey the story and emotion.
- Direct and guide actors and performers in delivering performances

Involvement in the production process

Pre-production

Script development, casting, location scouting, and visual planning.

Production

Lead the filming process, guiding the cast and crew to execute the creative vision on set..

Post-production

Provide input and feedback during the editing, sound design, and visual effects process.

1.2 Job roles in the media industry

Key terms:

- An **editor** will add the finishing touches/make any final changes to the media product.
- This is a **senior** job role.



Who could they work closely with?

Director, Production manager, Camera operator, Photographer, Video editor, Sound editor.

Responsibilities

- Shape the narrative structure of the project by arranging sequences, scenes, and shots to create a cohesive and engaging story.
- Adjust colour balance, contrast, saturation, and brightness to achieve a consistent and visually appealing look.
- Edit and mix audio tracks, including dialogue, music, sound effects, and ambient noise.

Involvement in the production process

Pre-production

Script analysis, storyboard development, and planning for the editing process.

Production

Input on shot compositions, lighting, and camera angles to support the editing process.

Post-production

Edit, polish, and finalise the project for distribution.

1.2 Job roles in the media industry

Key terms:

- A **production manager** plans, organises, and oversees the various elements of a production.
- This is a **senior** job role.



Who could they work closely with?

Director, Production manager, Camera operator, Photographer, Video editor, Sound editor.

Responsibilities

- Develop and manage production budgets and schedules, ensuring that resources are allocated efficiently, and deadlines are met.
- Coordinate location scouting efforts to find suitable filming locations that meet the creative and logistical requirements of the project.
- Arrange for the rental, purchase, and maintenance of equipment and resources needed for production, such as cameras, lighting, props, and costumes.

Involvement in the production process

Pre-production

Budgeting, scheduling, and logistical planning.

Production

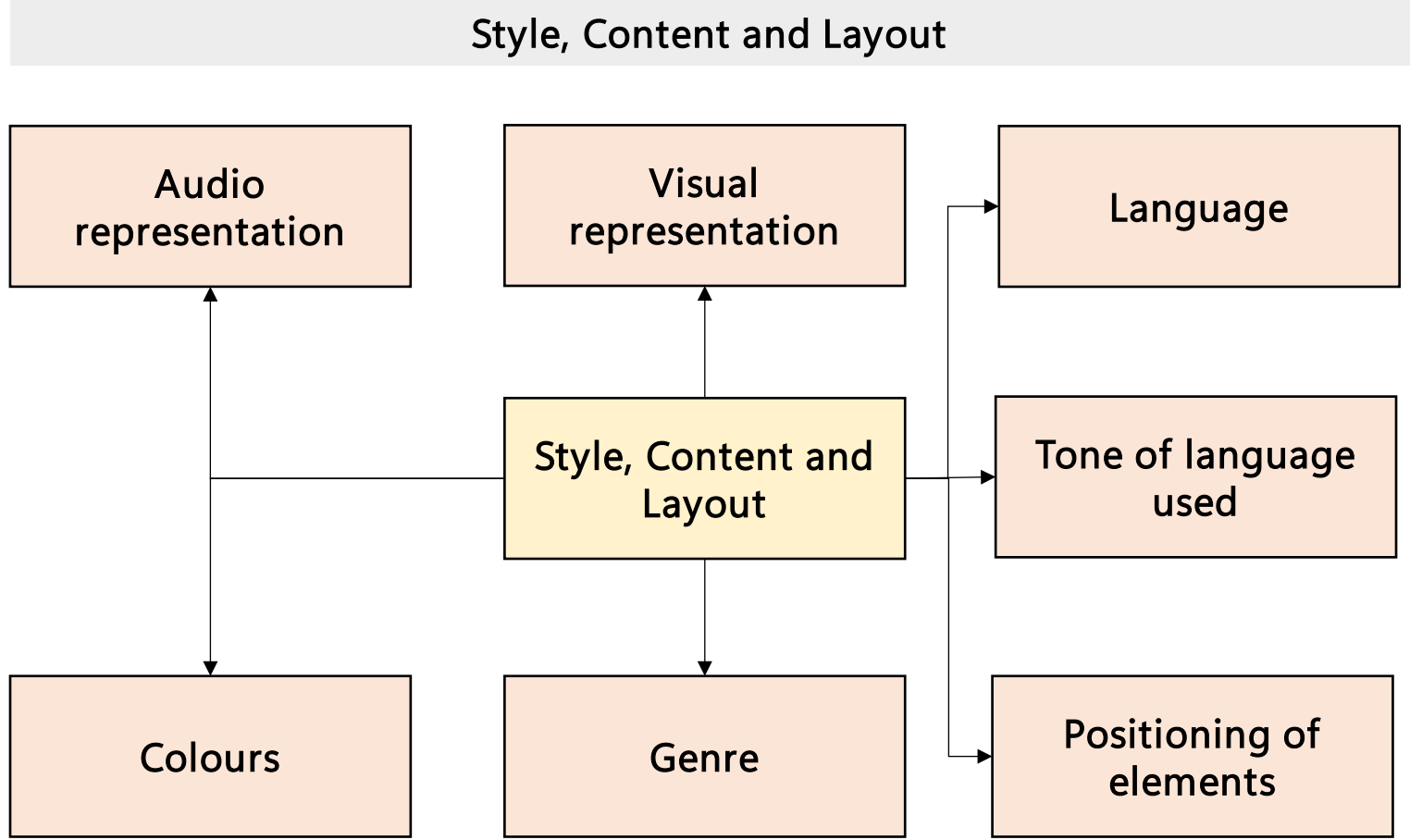
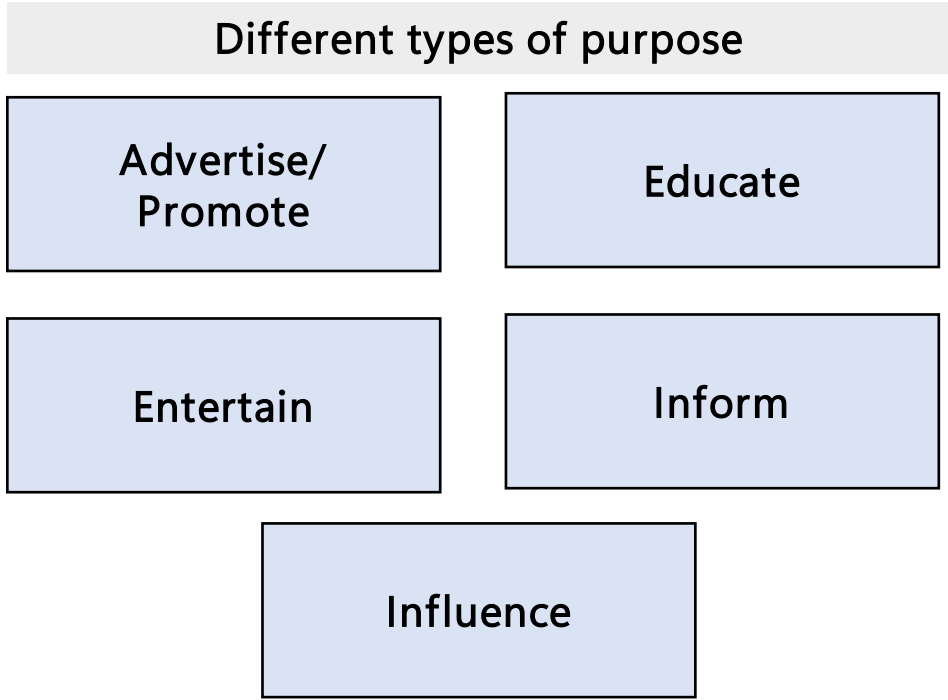
Oversee day-to-day operations on set or on location, ensuring that everything goes to schedule.

Post-production

Provide support and resources to post-production teams.

2.1 How style, content and layout are linked to the purpose

Key term
Purpose refers to the reason or intention behind an action, decision, or existence. There are different types of purpose that could be used in media production.



2.2 Client requirements and how they are defined

Key term

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

Client brief formats

- **Commissioned** – Company hires another company to work on the project for them.
- **Negotiated** – Both the client and the company discuss the needs of the product to produce a shared view of the final product.
- **Formal** – The company will arrange meetings/discussions with the client to discuss the requirements.
- **Informal** – This might not include a written brief and details might be agreed in meetings/discussions with no set deadlines.

Client requirements

Type of product

The product that is being created.

Content

What needs to be included in the media product?

Genre, Style and Theme

The type of product will follow a particular theme.

Timescales

Key dates and deadlines for the project.

Audience

The segment of people this product is aimed at.

Constraints

Examples

- Waiting for the script to be finalised.
- Deciding on the casting/recruitment
- Designing sets, costumes and sourcing props.
- The shooting schedule/filming of a TV show.
- Use of computers to render any digital animations.
- Hire of catering facilities for a location shoot.

Ethos

Ensuring the product meets the brands values.

Purpose

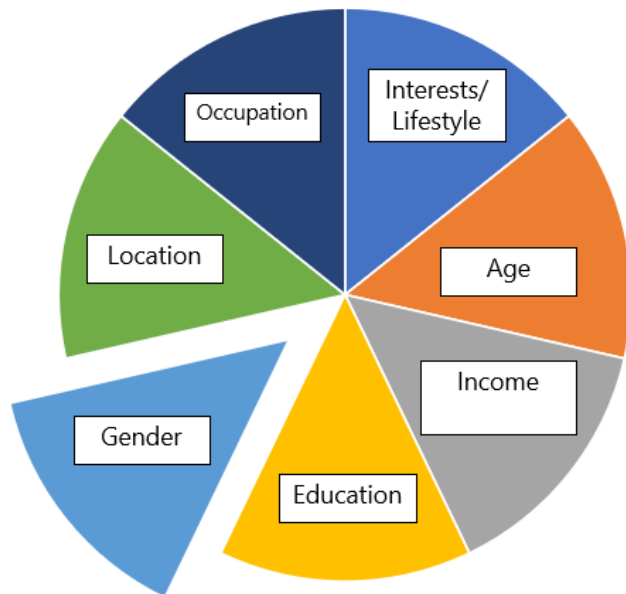
The objective of the product.

2.3 Audience demographics and segmentation

Key term

Audience segmentation refers to the process of dividing a larger target audience into smaller, more specific groups or segments based on shared characteristics, preferences, behaviours, or demographics.

Audience segmentation categories



Categories explained

Age

Involves categorising the target audience based on their age group.

Gender

Involves dividing the audience into groups based on their gender, typically male or female.

Occupation

Categorises the audience based on their professions or types of work.

Income

Divides the audience based on their income levels (disposable income).

Education

Involves categorising the audience based on their educational attainment/achievements.

Location

Based on the geographic location of the audience. For example, local, national and global.

Interests

Categorising the audience based on their hobbies, activities, and areas of personal interest.

Lifestyle

Considers their values, habits, social behaviours, and general lifestyle choices.

2.4 Research methods, sources and types of data

Key term
Research refers to the process of investigating, exploring, and analysing information or data to gain new knowledge or solve a problem.

Primary and secondary research

Primary research
 Involves the collection of original, first-hand data directly from individuals or sources.

Benefits to using this include fresh and new data, more detail and specific to the objective.

Secondary research
 Involves the use of existing data that has already been collected, published, and analysed by other researchers or organisations.

Benefits to using this include access to a wide range of content which saves time and money.

Research methods

Primary

Interviews
 A researcher directly interacts with participants to gather in-depth information.

Focus groups
 A small group of participants who engage in a discussion led by a researcher.

Questionnaire
 The use of questions presented in written or electronic form to gather responses from many participants.

Survey
 Collects information from individuals by presenting a series of questions to gather responses.

Secondary

Books and Journals
 Written sources that provide in-depth information and research on specific topics.

Newspapers and Magazines
 Periodical publications that report on current events, trends, and diverse topics.

Internet sites
 Websites, online databases, and other digital platforms that offer a wide range of information.

Television
 A visual and audio medium that broadcasts content, including news, documentaries, and programs.

2.5 Media codes used to convey meaning, create impact and/or engage audiences

Key term
Symbolic Codes involve the use of symbols to convey meaning.

SCAM

S	Setting: This could be the scene or current environment
C	Colours: Different colours have different meanings. For example, red could represent danger.
A	Actors: Body language and facial expressions can symbolise something.
M	Mise en scene: Mise en scene is French for 'everything in the frame'.

Worked example: Horror movie



Setting
 Places that are dark that are abandoned and isolated.

Colour
 Black, red, grey and brown would all be colours considered for a horror film as they all signify danger and tragedy.

Mise en scene
 The use of dark lighting paired with abandoned, isolated buildings at night can help to convey meaning.

Actor
 The body language of the victims would be them cowering away from the vicious characters in fright.

2.5 Media codes used to convey meaning, create impact and/or engage audiences

Key term
Technical Codes refers to how effectively the codes and their meanings are conveyed.

SCALE

S	Special effects: Animatronics, Motion capture, CGI
C	Camerawork: Camera shots, movements and angles. (CAM)
A	Audio: Soundtracks, sound effects, dialogue, foley, silence.
L	Lighting: Key lighting (High and low), back light and fill light.
E	Editing: Continuity and non-continuity editing techniques.

Camerawork

Camera shots
 Close-up
 Extreme close-up
 Medium close-up
 Long shot
 Crowd shot
 One shot

Camera angles
 Low angle
 High angle
 Dutch angle
 Eyeline match

Camera movements
 Tilt
 Pan
 Zoom
 Dolly
 Handheld
 Crane

Continuity editing

To create the illusion of smooth continuous action and helps to keep the audiences' attention to the story. The viewer will not notice the transition between shots.

Examples:
 Eyeline match
 Establishing shot
 Shot/Reverse shot

Non-continuity editing

When shots are mismatched to disrupt the impression of time and space. This draws the audiences' attention to the process of cutting and disturbs the illusion of 'reality'.

Examples:
 Flashback
 Flash forward
 Montage sequence

2.5 Media codes used to convey meaning, create impact and/or engage audiences

Key term
Written codes is the use of language and how it's communicated with the audience. Language can be written or spoken.

Examples of written codes

- Text-based information
- Storytelling
- Narrative
- Dialogue
- Communication of information

Presentation of written codes

- Images and graphics
- Colour
- Typography

Key term
Movement means the inclusion of assets that are not static.

Examples of movement

- Video
- Animation
- Interactive media
- Games

Examples of typography

- Bold text
- Specialised font
- Block capitals
- Use of italics
- Different font sizes
- Use of font colour
- Serif and sans-serif
- Large fonts

Key term
Interactivity is how the user can interact/control the product.

Examples of interactivity

- Click to select
- Gestures
- Rollovers
- Play/pause/stop
- Navigation
- Text entry

Colour connotations

- Red – danger
- Blue – cool
- Purple – royalty
- Green – fresh
- Orange – energy
- White - purity

3.1 Work planning

Key term
 A **work plan** is a detailed outline that specifies the tasks, activities, resources, timelines, and milestones involved in accomplishing a particular project or set of objectives.

Benefits of using a work plan

- Time can be allocated effectively for each task.
- Helps to put a production schedule together.
- Tasks can be broken down into individual and more manageable components.
- Helps to identify individuals and placing them with activities that suit their skillset.
- Allows effective planning of resources required to complete the project.
- Individuals are more focussed on the tasks allocated to them.
- Gives the team an overall view and helps to track progress.

Components of a work plan

Activity
A task within a task – known as a sub-tasks.

Tasks
The main parts of the project that need to be completed.

Milestone
A significant achievement within the project.

Timescales
The time given to each activity/task.

Workflow
The sequence/order of the activities

Resources
The hardware, software and people required to complete the task.

Contingencies
A plan put in place to deal with any unexpected events.

						Jan					
						Week 1	Week 2	Week 3	Week 4		
Pre-production											
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											

Work plan example – Gantt chart

3.2 Document to support idea generation

Key terms:
 A **mind map** is a visual tool that helps organise and represent information in a more creative and structured way.

Resources required

- **Hardware** – Computer, Keyboard, Mouse, Monitor
- **Software** – Mind mapping software
- **People** – Illustrator, content creator, campaign manager.

When it a mind map appropriate?

- Dealing with complex topics
- Allows for creative thinking
- Effective planning tool

Conventions of a mind map

Central theme

Nodes

Sub-nodes

Components of a mind map

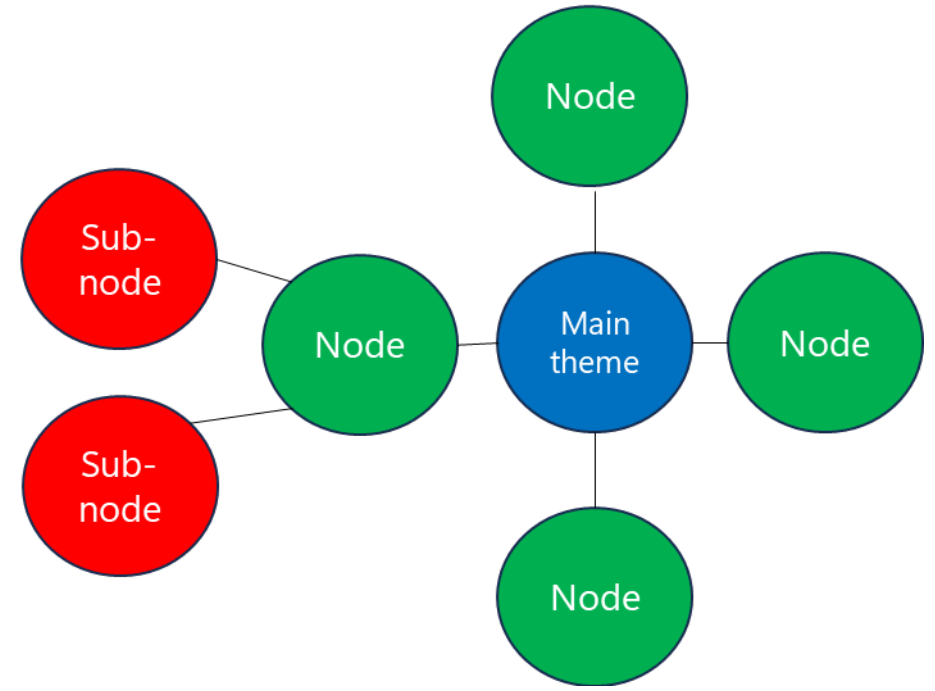
Keywords

Images

Colours

Connector/Branch

Example



Mind maps can be digital or paper-based

3.2 Document to support idea generation

Key terms:

A **moodboard** is used to visually convey a specific theme, concept, or idea by compiling a collection of images, colours, textures, typography, and other visual elements.

Resources required

- **Hardware** – Computer, Keyboard, Mouse, Monitor
- **Software** – Graphics software
- **People** – Illustrator, Graphics designer, Animator

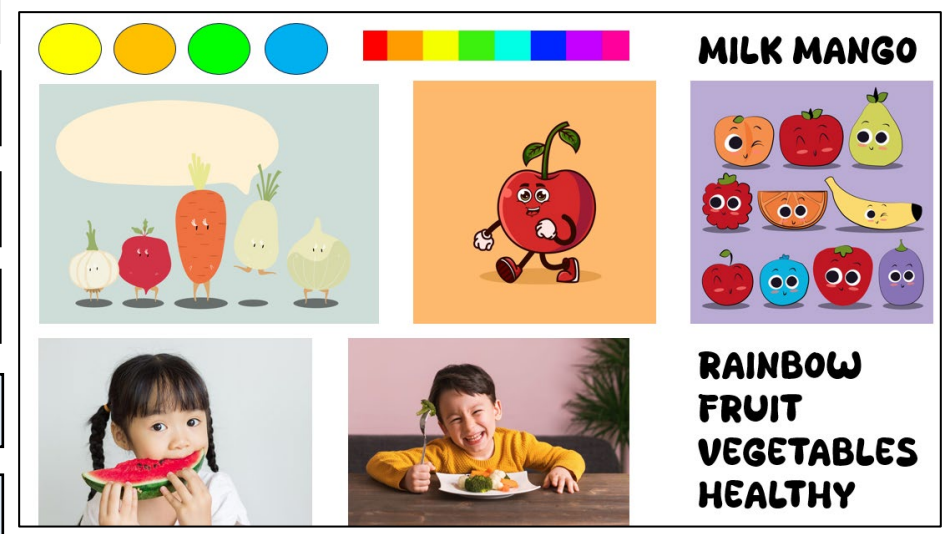
When it a moodboard appropriate?

- Start off a new project
- Generate ideas
- Explore concepts
- Present to potential clients

Components of a moodboard

- Images
- Colours
- Typography
- Keywords
- Fabrics
- Textures
- Audio
- Video

Example



What makes an effective moodboard?

- Clear theme or concept
- Relevant visual elements
- Inspiration
- Context (link to the client and their requirements)

3.3 Documents used to design and plan media products

Key terms:
 An **asset log** is a document or database used to track and manage assets within an organisation.

Purpose of an asset log

To provide a comprehensive record of all assets owned or used by an organisation.

Hardware used to create/view an asset log

- Computer/Laptop/Tablet
- Mouse
- Keyboard
- Printer

Software used to create an asset log

- Word processing software
- Spreadsheet software

Example

No.	Asset	Properties	Source	Legal issues	Use
1	Vector based tomato character	620 x 620 JPEG 72 DPI	https://clipartcraft.com/exploration/tomato-clipart-cartoon/	When you register, you grant a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, store, display, reproduce, distribute and modify your work on https://clipartcraft.com .	<p>Where – The character will be used in the first scene of my animation.</p> <p>How – The character will bounce into the scene and land on a platform.</p> <p>Why – Because it's a fun way to introduce a fruit-based character to a younger audience and it still matches the client expectations.</p>

Conventions of an asset log

Name

Properties

Source

Description

Potential use

Legal issues




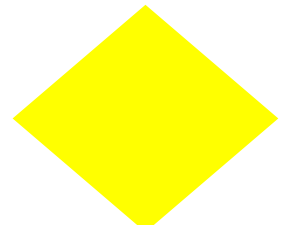
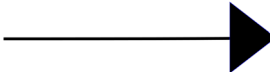
3.3 Documents used to design and plan media products

Key terms:
 A **flowchart** is a graphical representation of a process, workflow, or algorithm using symbols and connectors.

Purpose of a flow chart
 To illustrate the steps and logic of a process in a clear, concise, and visual manner.

- Hardware used to create/view a flow chart**
- Computer/Laptop/Tablet
 - Mouse
 - Keyboard

- Software used to create a flow chart**
- Graphics software
 - Flow chart maker/software

Conventions of a flow chart	
	Start/Stop This signals the beginning and the end of a flow chart.
	Input/output What can be entered by the user and displayed on a screen.
	Process This shows an action taking place within the flow chart.
	Decision This is used to represent selection and the outcomes when a certain condition is met.
	Arrows This is used to connect the symbols together and to show the direction the flow chart is going.

3.3 Documents used to design and plan media products

Key terms:
 A **script** is a written document that outlines the dialogue, actions, and sometimes stage directions for a performance, typically in theatre, film, television, or radio.

Purpose of a script

To provide a blueprint for actors, directors, and other production staff to follow during rehearsals and performances.

Hardware used to create a script

- Computer/Laptop/Tablet
- Mouse
- Keyboard

Software used to create a script

- Word processing software

Components of a script

- Dialogue
- Characters
- Direction
- Location
- Camera
- Sound
- Transitions
- Scene number

People who use a script?

Actor, Production manager and directors are a few examples.

Example

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.

3.3 Documents used to design and plan media products

Key terms:

A **storyboard** is a visual representation of a story or narrative, presented in a sequence of images or sketches

Purpose of a storyboard

To outline and visualise the flow of a project, such as a movie, animation, or advertisement, before actual production begins.

Hardware used to create a storyboard

- Computer/Laptop/Tablet
- Mouse
- Keyboard

Software used to create a storyboard

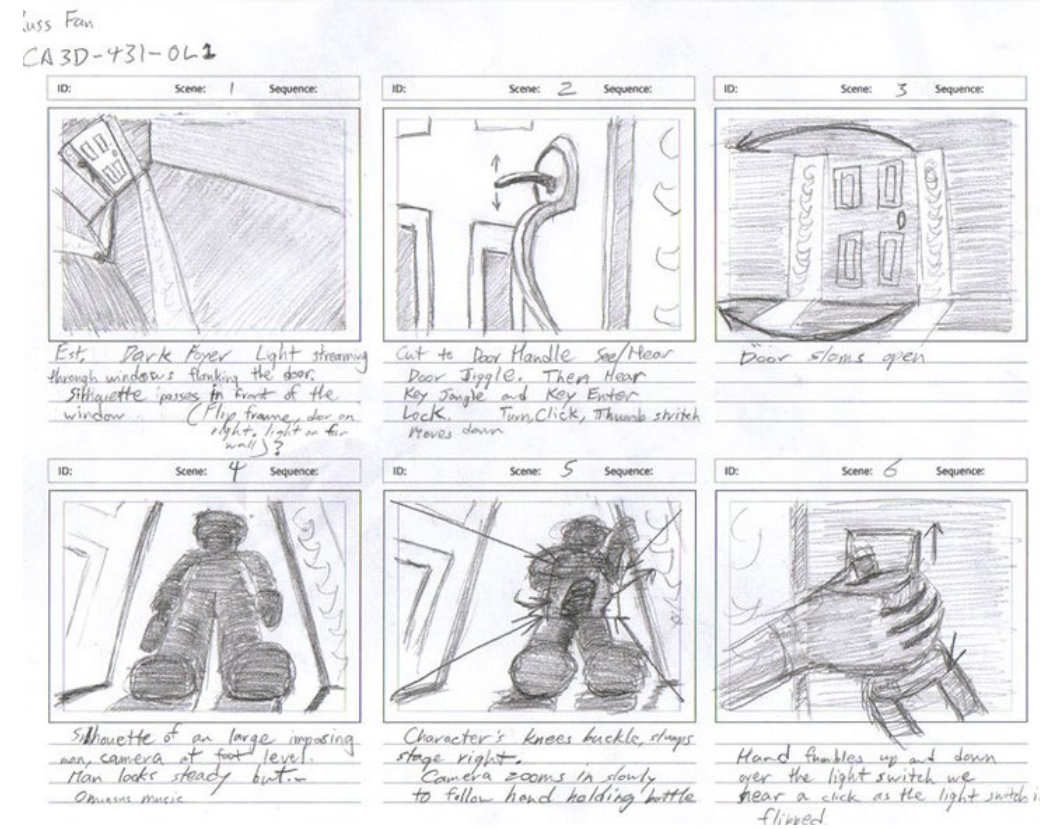
- Word processing software

Components of a storyboard

- Scene content
- Scene numbers
- Timings
- Camera
- Lighting
- Location
- Sound
- Order of panels

People who use a storyboard?

Example



Camera operator, Animator, Illustrator, Graphics designers are a few examples.

3.3 Documents used to design and plan media products

Key terms:
 A **visualisation diagram** is a pre-production document used to show what a media product will look like.

Purpose of a visualisation diagram

To provide a rough sketch/idea on what the final product may look like.

Hardware used to create a visualisation diagram

- Computer/Laptop/Tablet
- Mouse
- Keyboard
- Graphics tablet

Software used to create a visualisation diagram

- Graphics software

Components of a visualisation diagram

Title

Font

Colours

Images

Logo

Annotation

Shapes

Photos

People who use a visualisation diagram?

Illustrator and graphics designers are a few examples.

Example



3.3 Documents used to design and plan media products

Key terms:
 A **wireframe** is a simplified visual representation of a webpage, application, or interface.

Purpose of a wireframe

To define the structure and layout of a media product. Commonly used for websites and apps.

Hardware used to create a wireframe

- Computer/Laptop/Tablet
- Mouse
- Keyboard
- Graphics tablet

Software used to create a wireframe

- Graphics software

Components of a wireframe

Images

Video

Text

Links

Hierarchy

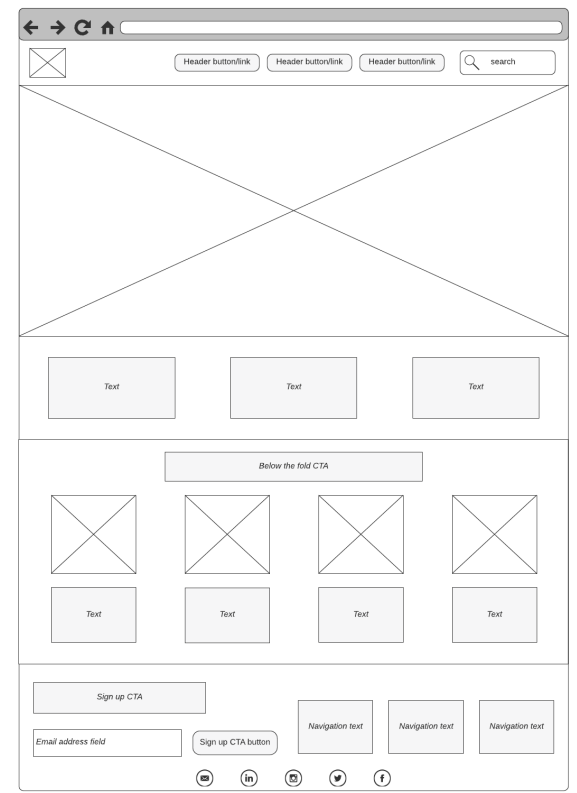
Annotation

Layout

People who use a wireframe?

Web developers and app developers would typically use this document.

Example



3.4 The legal issues that affect media

Key terms:
Privacy and permissions is the ability to control data about ourselves and our right to grant permission to use it.

- Examples**
- Rights for Recording Images/Taking Photographs in Public Places
 - Permissions for Recording Images/Taking Photographs on Private Property
 - Permissions for Publishing and Commercial Use of Images and Photographs
 - Harassment and invasion of privacy
 - There are places that are open to the public but if they pay an entrance fee then they're on private property which means permission may be needed.

Key terms:
Defamation is a false statement about an individual or group of people with the intention of harming their reputation. Defamation can appear in two forms: **Slander and Libel**

- **Slander** is a verbally untrue statement
- **Libel** is a written untrue statement.

Key terms:
Data protection refers to the measures and practices put in place to ensure the confidentiality and security of personal data.

Data Protection	
Right of data subjects	Collection, Use, and Storage of Personal Data
<ul style="list-style-type: none"> • Right to access • Right to rectify (change) • Right to deletion • Right to restrictions on processing • Right to data portability • Right to withdraw consent 	<ul style="list-style-type: none"> • Inform data subjects into how their data will be used. • Only collect data for its intended purpose. • Retain personal data that is necessary. • Data must be accurate • Data must be up-to-date. • Data must be kept secure.

3.4 Intellectual Property rights

Key terms:
Intellectual property refers to creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images, used for commercial reasons.

Purpose of Intellectual Property

To provide legal frameworks to safeguard the rights of creators, inventors, and innovators.

How is Intellectual Property protected?

- Copyright
- Trademarks
- Patents
- Ideas

Using copyrighted material

Creative commons licence
 A set of licenses that creators can use to share their work with specific permissions and conditions.

Fair dealing
 Limited use of copyrighted material without permission from the rights holder. (e.g. for teaching)

Permissions/Fees/Licences
 Legal agreements that grant specific permissions or rights to use copyrighted material.

Watermarks
 Visible or invisible markings or symbols embedded in digital or physical copies of copyrighted material.

Intellectual Property

Trademarks
 Protect brand names, logos, symbols, and slogans used in commerce to distinguish goods or services from others in the market.

Patents
 Protect inventions and discoveries, granting exclusive rights to their creators for a limited period.

Copyright
 Protect original works such as literary, artistic, musical, or audiovisual works, granting exclusive rights to reproduce, distribute, and perform the work.

3.4 Regulation, certification, and classification

Key terms:
Regulation aims to safeguard the public interest by ensuring that media content meets certain standards of quality, safety, and decency.

Organisations responsible for regulation

Advertising Standards Authority (ASA)
 The ASA is the UK's independent regulator for advertising across all media channels, including television, radio, print, online, and outdoor advertising.

Ofcom (The Office of Communications)
 Ofcom is the UK's communications regulator, responsible for overseeing and regulating the communications industry, including television, radio, telecommunications, and postal services.

Key terms:

- **Certification** involves the assessment, evaluation, and endorsement of media products to see if it meets specific standards or criteria.
- **Classification** involves the rating or labelling of media products to inform consumers about their content, suitability, or potential risks.

What impact does this have on media production?

- Content must be carefully considered (i.e. self-censorship or editing content)
- Can impact the level of creativity in media products.



Organisations responsible for classification and certification

BBFC (British Board of film classification)
 The UK's independent regulator responsible for classifying films, videos, and certain types of online content to ensure that they are suitable for different age groups and audiences.

PEGI (Pan European Game Information)
 A European-wide system for the classification of video games, providing age ratings and content descriptors to inform consumers about the suitability of games for different age groups.

3.4 Health and safety

Key terms:

Health and safety in media production is important because there are various risks and hazards that need to be addressed to ensure the safety of the cast, crew, and equipment.

Hazards

- Physical (Heavy cameras, trailing cables)
- Environmental (Weather conditions)
- Biological (Working with animals)
- Psychological (Mental health, Stress)
- Electrical (Faulty wiring, power surges)
- Chemical (Paints, solvents)

Mitigating risks

- Monitoring and supervision
- Risk assessment
- Safety training
- Personal Protective Equipment (PPE)
- Safety policy
- Safety inspection
- Emergency response plan.

Key terms:

A **risk assessment** is the process of identifying, analysing, and evaluating potential hazards and risks associated with a particular activity or environment.

Key terms:

Location reces, short for reconnaissance, are pre-production visits to potential filming locations.

Purpose of a location recce

- Assess the suitability of a location for filming in terms of logistics, aesthetics, and safety.
- Identify any potential hazards or obstacles that may affect the production process.
- Determine the need for permits, permissions, or special arrangements for filming.
- Plan camera angles, lighting setups, and other technical requirements based on the location.
- Evaluate accessibility, parking, and other logistical considerations for crew and equipment.

4.1 Distribution considerations

Key terms:
Distribution is the process of making that product available to its intended audience through various channels or platforms.

Online platforms

- Websites
- Apps
- Multimedia

Physical platforms

- Computer
- Mobile devices
- Interactive TV
- Kiosk

Physical media

- CD/DVD
- Paper-based
- Memory stick

Characteristics

Websites	Apps	Multimedia
Accessible Interactive	Mobile Convenient	Interactive Visual/Auditory

Computer	Interactive TV	Kiosk	Mobile devices
Powerful Desktop Laptop	Entertaining Immersive Broadcast	Self-service Informative	Portable On-the-go

CD/DVD	Memory stick	Paper-based
Accessible Interactive	Mobile Convenient	Interactive Visual/Auditory

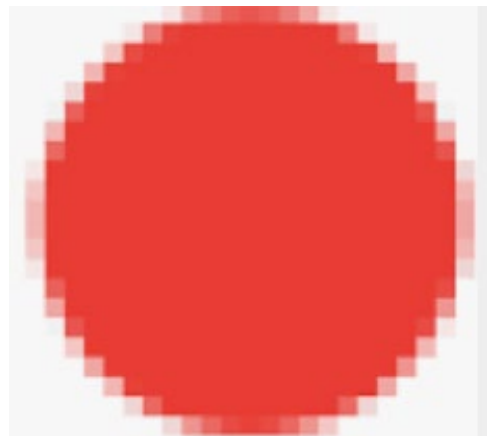
4.2 Properties and formats of media files

Key terms:

- A **bitmap image/raster graphic** is a digital image that is made up of tiny squares known as pixels and are commonly used to store photographs.
- A **vector graphic** is a digital image that is made up of lines and curves and are commonly used to create logos and icons.

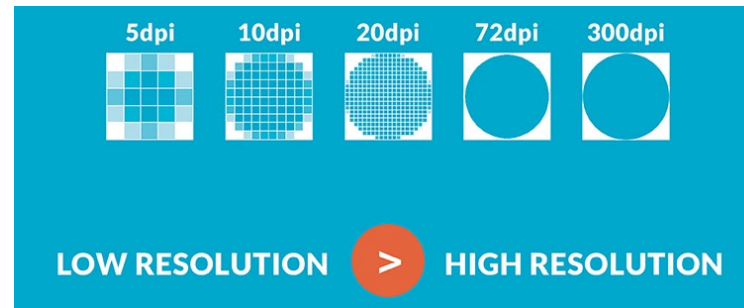


Vector graphic



Bitmap image

Resolution



Definition

The number of pixels that can be stored in each image.

Use:

- 300 PPI (Print)
- 72 PPI (Online)

DPI/PPI?

- DPI (dots per inch) and PPI (pixels per inch) are measurements used to describe the resolution of a digital image.

Impact resolution has on quality

- An increase in resolutions means more pixels are stored in the image.
- This increases the quality because the pixels become less noticeable.

File formats

Bitmap

JPEG, PNG, GIF and TIFF

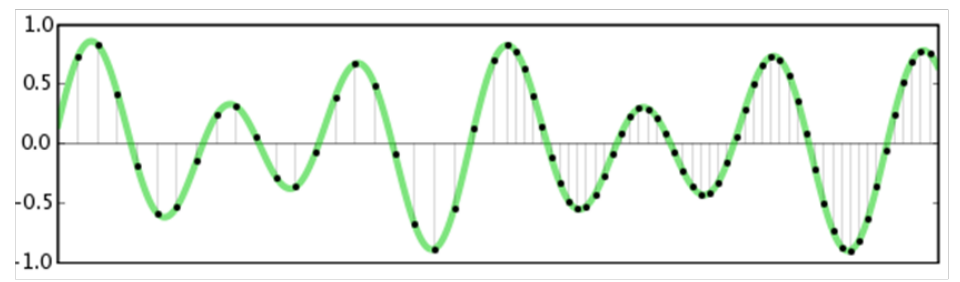
Vector

SVG, EPS and PDF

4.2 Properties and formats of media files

Key terms:

Sample rate is the number of samples taken of an original sound when recorded into a digital format.



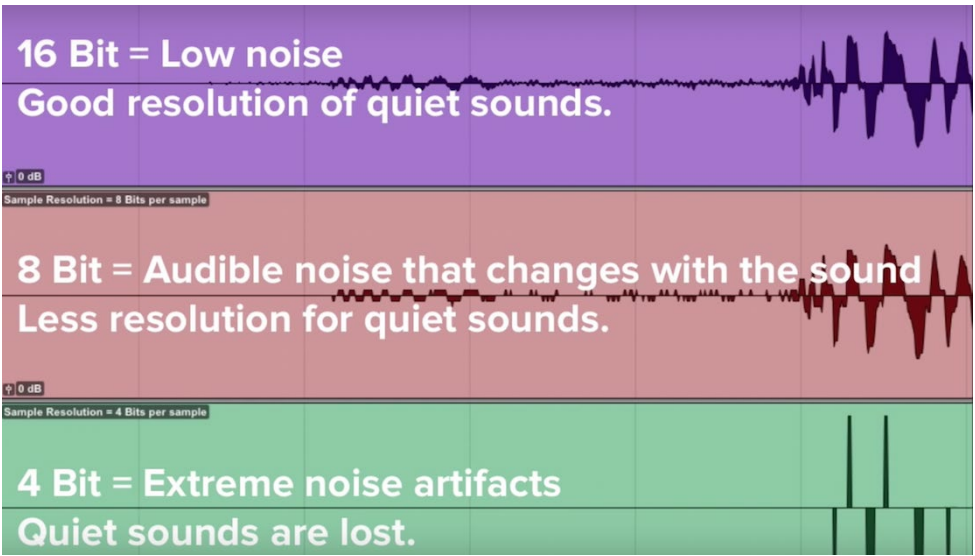
Each black dot is a sample taken from the sound wave (green)

Impact on quality

The more samples taken will provide more accurate representation of the original sound therefore, the quality of the sound is improved.

Key terms:

Bit depth refers to the number of bits that are stored per sample.



Impact on quality

The bits stored per sample means different ranges of volumes can be detected therefore increasing the overall quality of the audio file.

File formats

Compressed

- MP3
- AAC
- WMV

Uncompressed:

- FLAC
- AIFF
- WMA

4.2 Properties and formats of media files

Key terms:

A **moving image** is a visual representation that appears to move or change over time.

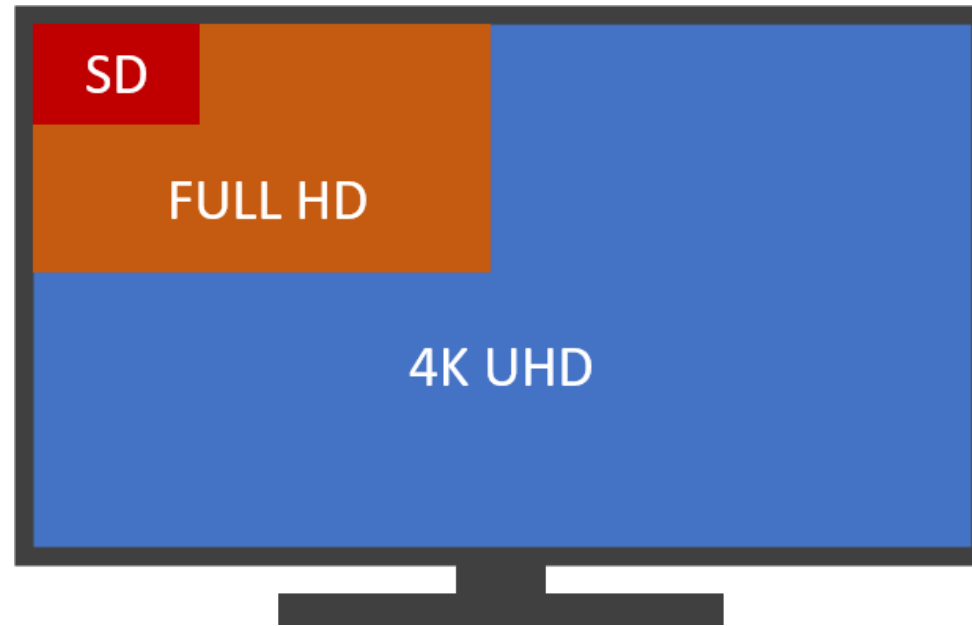
Properties of a digital moving file

- Frame rate
- Resolution

Frame rate

- Frame rate refers to the frequency at which consecutive images, or frames, are displayed in a moving image sequence.
- It is measured in frames per second (fps) and indicates how many individual frames are shown each second.
- Higher frame rates generally result in smoother motion.

Resolution



SD (Standard Definition)

UHD (Ultra High Definition)

HD (High Definition)

4K

SD

File formats

Animation

- Compressed (GIF, FLV and MP4)
- Uncompressed (FLA, SWF and MOV)

Video

- Compressed (MP4, MOV and AVI)
- Uncompressed (AVI, MOV and RAW)

4.2 File compression

Why is compression needed?

Key terms

Compression is an algorithm that is designed to reduce the size of a file.

Reasons for use

- Save on storage space
- Improve transfer speeds/use less bandwidth when transmitting over a network.

Types of files that can be compressed

- Images
- Audio
- Video
- Text files
- Executable files

Lossy v Lossless compression

Lossy compression

This method will reduce the size of the file by permanently removing data.

Lossless compression

This method will reduce the size of the file by temporarily grouping data together so it can be restored back into its original form.

Pros and cons

Significantly reduces the size of the file.

It can have an impact on the overall quality.

Sometimes the reduction in quality is always visible to the human eye.

The file becomes irreversible which means you cannot make any changes.

Pros and cons

The quality of the file is maintained because data isn't removed.

It will be greater in file size compared to lossy compression.

The file is reversible which means changes can be made.

Not always the most suitable choice for all types of data. Some file types use lossy.