

R093 Creative Media in the Industry - Knowledge Organiser

Topic Area	What you should know			
Topic 1: The Media Industry	1.1 Media Industry sectors and products			
	Traditional Media Sectors			
	New Media Sectors			
	Products in the media industry and their purpose			
	Phases of production (pre-production, production, post-production, distribution)			
	1.2 Job Roles in the Media Industry			
	Creative roles, responsibilities and phases			
	Technical roles, responsibilities and phases			
	Senior roles, responsibilities and phases			
Topic 2: Factors influencing product design	2.1 How style, content and layout are linked to the purpose			
	How purpose (advertise/promote, educate, entertain, inform) influences product design			
	How style, content and layout influence product design			
	How style, content and layout are adapted to meet each purpose			
	2.2 Client requirements and how they are defined			
	Client brief formats and constraints			
	Client requirements (type of product, purpose, audience, client ethos, content, genre, style, theme, timescales)			
	2.3 Audience demographics and segmentation			
	Categories of audience segmentation (Age, Gender, Occupation, Income, Education, Location, Interests, Lifestyle)			
	The benefits of segmentation			
	2.4 Research methods, sources and types of data			
	Primary research methods (Focus groups, interviews, online surveys, questionnaires)			
	Secondary research methods (Books and journals, internet sites/research, magazines and newspapers, television)			
	Qualitative and quantitative data			
	2.5 Media codes used to convey meaning, create impact and/or engage audiences			
	Media codes (Technical, Symbolic, Written)			
	Camera techniques (angles, shots, movement)			
	Lighting			
	Colour, graphics and typography			
	Animations, transitions and interactivity			
	Mise-en-scène and movement			
	Audio (dialogue, music genre, silence, sound effects, vocal intonation)			
	How media codes work together			

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Topic 3: Pre-production Planning	3.1 Work Planning			
	Components of workplans (phases, tasks, activities, workflow, timescales, milestones, contingencies, resources)			
	Uses and advantages of workplans			
	3.2 Documents used to support design generation			
	Mind maps			
	Mood boards			
	3.3 Documents that are used to design and plan media products			
	Asset log and flow chart			
	Script and storyboard			
	Visualisation Diagram and wireframe layout			
	3.4 The legal issues that affect media			
	Legal considerations to protect individuals (Privacy and permissions, Defamation (libel, slander), data protection)			
	Intellectual Property Rights (Copyright, Ideas, Patents, Trademarks)			
	Intellectual Property rights: avoiding breach of copyright. creative common licence(s), fair dealing, permissions, fees and licences, watermarks, and symbols			
	Regulation - ASA (Advertising Standards Authority) - Ofcom (The Office of Communications)			
	Classification and certification - BBFC (British Board of Film Classification) certifications - PEGI (Pan European Game Information) certifications			
	Health and Safety - Risks and hazards in all phases of production - Actions to mitigate health and safety risks and hazards. - Risks assessments, Location recces			
Topic 4: Distribution considerations	4.1 Distribution platforms and media to reach audiences			
	Online (Apps, Multimedia, Web)			
	Physical platforms (Computer, interactive tv, kiosks, mobile devices)			
	Physical media (CD/DVD, memory stick, paper based)			
	4.2 Properties and formats of media files			
	Image file formats (Raster/ bitmap, vector)			
	Properties and limitations of image files DPI/PPI resolution and pixel dimensions			
	Audio - Properties and limitations of audio files (bit depth, sample rate)			
	Moving image file formats (animation, video)			
	Properties and limitations of moving image files Frame Rate, resolution (SD, HD, UHD, 4K, 8K)			
	File compression (lossy/lossless)			