Year 11 GCSE Creative imedia

Student Name:

We will be asking you to revise different topics from Unit R093: Creative iMedia in the media industry.

You will be able to access weekly revision tasks via Showbie Revision Timetable (Ask your teacher for the class code)

Exams

Creative iMedia

| R093 | Creative iMedia in the media industry | 1 h 30 min | Mon | 10 June pm |

Websites
- Revision resources and quizzes via https://www.knowitallninja.com/
- Mr Hooper's Blookets - www.blooket.com
- Exam Paper Walkthrough - https://youtu.be/drPAPkL0isg + https://youtu.be/ICxDRGQ7h6k
- Flash cards - https://quizlet.com/join/945ySc7Wb

Date		Revised & Tested?
Week 1 19th Feb	**Topic Area 1: The media industry** **Sectors of the media industry** Know the different sectors that form the media industry and how these are evolving – traditional vs new media Types of products produced by, and used in, different sectors **Traditional media** • film • television • radio • print • publishing **New media** • computer games • interactive media • internet • digital publishing **Products in the media industry** • Video • Audio • Music • Animation • Special effects (SFX, VFX) • Digital imaging and graphics • Social media platforms/apps • Digital games • Comics and graphic novels • Websites • Multimedia	

	• eBooks • AR/VR

Job roles in the media industry

How each role contributes to the creation of media products (creative, technical and senior roles)

Creative	Technical	Senior roles
animator content creator copy writer graphic designer illustrator/graphic artist photographer script writer web designer	camera operator games programmer/developer sound editor audio technician video editor web developer	campaign manager creative director director editor production manager

Week 2
26th Feb

Topic Area 2 Factors influencing product design

How style, content and layout are linked to the purpose

Purpose	Style, content and layout
advertise/promote educate entertain inform influence	colour conventions of genre formal/informal language positioning of elements style of audio representation style of visual representation tone of language

Week 3
4th March

Client requirements and how they are defined

How to recognise keywords and information in client briefs
How to interpret requirements in client briefs to generate ideas and plan

Client requirements	Client brief formats
type of product	commission
purpose audience client ethos content genre style theme	formal informal meeting/discussion negotiated written

	timescales	
	Audience demographics and segmentation Categories of audience segmentation • Age • Gender • Occupation • Income • Education • Location • Interests • Lifestyle	
Week 4 11th March	**Research methods, sources and types of data** • The reasons for, and benefits of, conducting research • he advantages and disadvantages of primary and secondary research and data • How research is carried out using different methods and/or sources • The advantages and disadvantages of each primary research method and second research source • he differences between qualitative and quantitative data/information 	Primary research methods	Secondary research sources	Research data
focus groups interviews online surveys questionnaires	books and journals internet sites/research magazines and newspapers television	qualitative information quantitative information		
Week 5 18th March	**Media codes used to convey meaning, create impact and/or engage audiences** Know the different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences: Media codes: • Technical • Symbolic • Written Ways that meaning, impact and/or engagement are created using: |	
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Animations Audio • dialogue • music genre • silence • sound effects	Colour Graphics Interactivity Lighting • intensity/levels		

	- vocal intonation Camera techniques - angles - shots - movement	- position Mise-en-scene Movement Transitions Typography - emphasis - font size - font types	
Week 6 25th March Easter Hols	**Topic 3 Pre-production planning** The purpose of work planning and how workplans are used to manage time, tasks, activities and resources for individuals and large teams. The advantages of using workplans - Components of workplans phases: pre-production production post-production - tasks - activities - workflow - timescales - milestones - contingencies - resources (hardware, people and software)	
Week 7 1st April Easter Hols	**Documents used to support ideas generation** - Mind map - Mood board **Documents used to design and plan media products** - Asset log - Flow chart - Script - Storyboard - Visualisation diagram - Wireframe layout	
Week 8 8th April	**The legal issues that affect media** **Privacy and permissions** - 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 taken - harassment and invasion of privacy **Defamation**	

	- libel - slander **Data protection** - rights of data subjects in the collection, use and storage of personal data	
Week 9 15th April	**Intellectual property rights** Protecting intellectual property (IP): - copyright - ideas - patents - trademarks Using copyrighted materials: - creative common licence(s) - fair dealing - permissions, fees and licences - watermarks and symbols	
Week 10 22nd April	**Regulation, certification, and classification** Organisations responsible for regulation - ASA (Advertising Standards Authority) - Ofcom (The Office of Communications) Classification systems and certifications - BBFC (British Board of Film Classification) certifications - PEGI (Pan European Game Information) certifications	
Week 11 29th April	**Health and safety** - Health and safety risks and hazards in all phases of production - Actions to mitigate health and safety risks and hazards - Risks assessments - Location recces	
Week 12 6th May	**Topic 4 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	

Week 13
13th May
	Properties and formats of media files
	
	Image Files
	      The properties of digital static image files
	
	- DPI/PPI resolution
	- pixel dimension
	
	      Static image file formats
	
	- raster/ bitmap
	- vector
	- uncompressed
	- compressed
	
	Audio Files
	      The properties of digital audio files
	- bit depth
	- sample rate
	
	      Audio file formats (uncompressed, compressed)
	
	Moving Image Files
	The properties of digital moving image files
	- frame Rate
	- resolution (SD, HD, UHD, 4K, 8K)
	
	Moving image files formats
	- animation
	- video
	- uncompressed
	- compressed
	
	File compression
	Lossy compression
	Lossless compression	

Week 14 20th May	**Past papers**	
Week 15 27th May Holiday	**Past papers**	
Week 16 3rd June	**Past papers**	
Week 17 10th June	**Exam 10th June**	