

R093 iMedia Revision Guide (J834) — 2025–2026

Exams

You will have one mock exam.

1 hour R093 Creative iMedia in the Media Industry

Revision resources

- See Teams for additional weekly revision resources
- Know it all Ninja <https://www.knowitallninja.com/>

Week	Topic	Exemplification
13th October 2025	1.1 Media industry sectors & products	Know • different sectors that form the media industry and how these are evolving • types of products produced by, and used in, different sectors • that the same product can be used by different sectors Examples □ Broadcasting (TV, radio) □ Publishing (print & digital) □ Digital/interactive (websites, apps, social, VR/AR) □ Games industry

20th October 2025	1.2 Job roles in the media industry	Creative roles ☐ animator ☐ content creator ☐ copy writer Technical roles ☐ camera operator ☐ sound engineer ☐ developer Senior/management ☐ producer ☐ editor ☐ project manager Also cover • which phase of production roles operate in (pre / production / post) • that roles can overlap, especially in small teams
3rd November 2025	2.1 How style, content & layout link to purpose	Purpose ☐ advertise / promote ☐ educate ☐ entertain ☐ inform ☐ influence

		Style, content & layout □ colour & genre conventions □ formal/informal language & tone □ positioning/hierarchy of elements □ style of audio & visual representation Know • how style, content and layout are combined to meet a product's purpose, audience and context
10th November 2025	2.2 Client requirements & how they are defined	Brief components □ product type & purpose □ audience & demographic □ timescales & deadlines □ constraints (format, platform, budget) □ theme/ethos/house style Know • how to interpret and clarify a client brief • how requirement changes affect planning and production
17th November 2025	2.3 Audience demographics & segmentation	Categories □ age, gender, income, education □ location, interests, lifestyle Know

		• reasons for/benefits of segmentation • how audience characteristics influence design & production
24th November 2025	2.4 Research methods, sources & types of data	Methods □ surveys & interviews □ observation □ media audits □ internet/desk research Know • primary vs secondary; quantitative vs qualitative • reliability, validity, bias and sampling issues • how research findings inform design decisions
1st December 2025	2.5 Media codes (part 1)	Know • that media codes are conventions/techniques used to convey meaning and create impact Visual codes □ camera angles & movement □ lighting & colour □ mise-en-scène / composition Apply • link codes to audience, purpose and context
8th December 2025	2.5 Media codes (part 2)	Further codes

		□ pacing & editing □ sound/music/effects □ typography & graphics Do • analyse sample media to explain how combined codes create engagement and meaning
15th December 2025	3.1 Work planning	Components □ phases (pre, production, post) □ tasks, activities, workflow □ timescales & milestones □ contingencies □ resources (people, hardware, software) Know • purpose and advantages of workplans • how workplans manage time, tasks and resources for individuals and teams
5th January 2026	3.2 Documents used to support ideas generation	Documents □ mind map □ mood board □ initial sketches/storyboards □ concept sketches Know

		• purpose, conventions, advantages and limitations • link ideas generation to the client brief & audience
12th January 2026	3.3 Documents used to design & plan media products	Documents □ asset log □ flow chart □ script □ storyboard □ visualisation diagram □ wireframe layout Know • purpose, components & conventions of each • when each is appropriate and what makes it effective
19th January 2026	3.4 The legal issues that affect media	3.4.1 Protecting individuals □ privacy & permissions (incl. public places) □ data accuracy obligations □ defamation & libel basics 3.4.2 Intellectual property □ copyright, patents, trademarks □ permissions, fees & licences □ Creative Commons, fair dealing, watermarks & symbols 3.4.3 Regulation/classification

		□ ASA, Ofcom – roles/responsibilities □ BBFC & PEGI certifications and purposes 3.4.4 Health & safety □ risks/hazards across phases □ risk assessments & location recces □ mitigation actions & responsibilities Note • Specification emphasises concepts over citing specific Acts of legislation
26th January 2026	4.1 Distribution platforms & media to reach audiences	Platforms □ online (web, apps, multimedia) □ physical platforms (computers, interactive TV, kiosks, mobile) □ physical media (CD/DVD, memory stick, paper-based) Know • advantages/disadvantages & characteristics of each platform/media • how platform characteristics affect selection of final product file formats
2nd February 2026	4.2.1 Image Files	Properties □ DPI/PPI resolution □ pixel dimensions Formats □ raster/bitmap vs vector □ uncompressed vs compressed (lossless/lossy)

		Know • relation between PPI/DPI, pixel dimensions and image quality for different uses • examples of common static image formats • how format choice relates to use and context
9th February 2026	4.2.2 Audio Files	Properties □ sample rate □ bit depth □ bitrate □ channels Know • common audio formats/containers • how properties affect quality and file size • suitability for streaming, download and editing
23rd February 2026	4.2.3 Moving Image Files	Properties □ frame rate □ resolution (SD/HD/UHD/4K/8K) Formats □ animation & video □ uncompressed vs compressed Know • examples of digital video & animation file types/codecs

		• properties/limitations of formats & compression • how format choice relates to use and context
2nd March 2026	4.2.4 File compression	Compression types □ lossy compression □ lossless compression Know • what 'lossy' and 'lossless' mean • trade-offs between quality, file size and performance across image/audio/video