

4.2 Unit R093: Creative iMedia in the media industry

Aims

The media industry is vast, covering both traditional and new media sectors and providing work for individual freelance creatives as well as large teams in design houses and multinational companies. Job roles frequently overlap multiple sectors, and products often need to be suitable for more than one kind of output. However, there are common aspects to all media products. Pre-production and planning are vital; saving clients time and money and enabling creatives and designers to charge appropriately for their services. Products also make use of similar media codes to convey meaning, create impact and engage audiences.

In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

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Topic Area 1: The media industry

Teaching content

Breadth and depth

1.1 Media industry sectors and products

Sectors of the media industry

- 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

To include:

- Know the different sectors that form the media industry and how these are evolving
- Know the types of products produced by, and used in, different sectors
- Know that the same product can be used by different sectors

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1.2 Job roles in the media industry

<ul style="list-style-type: none">□ Creative<ul style="list-style-type: none">▪ animator▪ content creator▪ copy writer▪ graphic designer▪ illustrator/graphic artist▪ photographer▪ script writer▪ web designer□ Technical<ul style="list-style-type: none">▪ camera operator▪ games programmer/developer▪ sound editor▪ audio technician▪ video editor▪ web developer□ Senior roles<ul style="list-style-type: none">▪ campaign manager▪ creative director▪ director▪ editor▪ production manager	<p>To include:</p> <ul style="list-style-type: none">• How each role contributes to the creation of media products• Know the main responsibilities of each role in the creation of media products• Know that some job roles are specific to pre-production, production or post-production phases• Know that some job roles span multiple production phases• Why the size and scale of projects/productions means that individuals may perform more than one role <p>Does not include:</p> <ul style="list-style-type: none">• Specific skills required for job roles
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Topic Area 2: Factors influencing product design

Teaching content

Breadth and depth

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

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

To include:

- Know the different purposes of media products
- How style, content and layout are adapted to meet each purpose

2.2 Client requirements and how they are defined

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

To include:

- How to recognise keywords and information in client briefs
- Know the requirements in client briefs that inform planning
- Why requirements in client briefs can constrain planning and production
- How to interpret requirements in client briefs to generate ideas and plan
- Know the different ways that client briefs are communicated

2.3 Audience demographics and segmentation

Categories of audience segmentation

- Age
- Gender
- Occupation
- Income
- Education
- Location
- Interests
- Lifestyle

To include:

- Know the different categories of audience segmentation
- Know examples of the way audiences are grouped for each segmentation type
- The reasons for, and benefits of, audience segmentation
- How audience characteristics influence the design and production of media products

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2.4 Research methods, sources and types of data

<ul style="list-style-type: none">□ Primary research methods<ul style="list-style-type: none">▪ focus groups▪ interviews▪ online surveys▪ questionnaires□ Secondary research sources<ul style="list-style-type: none">▪ books and journals▪ internet sites/research▪ magazines and newspapers▪ television□ Research data<ul style="list-style-type: none">▪ qualitative information▪ quantitative information	<p>To include:</p> <ul style="list-style-type: none">• The reasons for, and benefits of, conducting research• The 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 secondary research source• The differences between qualitative and quantitative data/information
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2.5 Media codes used to convey meaning, create impact and/or engage audiences

<p>Media codes</p> <ul style="list-style-type: none">□ Technical□ Symbolic□ Written <p>Ways that meaning, impact and/or engagement are created using</p> <ul style="list-style-type: none">□ Animations□ Audio<ul style="list-style-type: none">▪ dialogue▪ music genre▪ silence▪ sound effects▪ vocal intonation□ Camera techniques<ul style="list-style-type: none">▪ angles▪ shots▪ movement□ Colour□ Graphics□ Interactivity□ Lighting<ul style="list-style-type: none">▪ intensity/levels▪ position□ Mise-en-scene□ Movement□ Transitions□ Typography<ul style="list-style-type: none">▪ emphasis▪ font size▪ font types	<p>To include:</p> <ul style="list-style-type: none">• Know the different technical, symbolic and written codes used to convey meaning, create impact and/or engage audiences• How codes are used to convey meaning, create impact and/or engage audiences• How the codes used relate to audience, purpose and context• How the combination of content and codes work together to convey meaning, create impact and engagement
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Topic Area 3: Pre-production planning

Teaching content

Breadth and depth

3.1 Work planning

- Components of workplans
 - phases
 - pre-production
 - production
 - post-production
 - tasks
 - activities
 - workflow
 - timescales
 - milestones
 - contingencies
 - resources
 - hardware
 - people
 - software

To include:

- The purpose of work planning
- Know the components of workplans
- The role of workplan components in work planning
- The advantages of using workplans
- How workplans are used to manage time, tasks, activities and resources for individuals and large teams

3.2 Documents used to support ideas generation

- Mind map
 - digital
 - hand drawn
- Mood board
 - digital
 - physical

To include:

- Know the purpose of each document
- Know the components and conventions of each document
- Know the hardware and software used to create each document
- Know the users of each document
- When each document is appropriate for use
- What makes each document effective
- How to improve the effectiveness of documents for users in given contexts

Does not include

- Creating documents from scratch

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3.3 Documents used to design and plan media products

- Asset log
- Flow chart
- Script
- Storyboard
- Visualisation diagram
- Wireframe layout

To include:

- Know the purpose of each document
- Know the components and conventions of each document
- Know the hardware and software used to create each document
- Know the users of each document
- When each document is appropriate for use
- What makes each document effective
- How to improve the effectiveness of documents for users in given contexts

Does not include:

- Creating documents from scratch

3.4 The legal issues that affect media

3.4.1 Legal considerations to protect individuals

- 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

To include:

- The purpose of, and reasons for, each legal consideration
- What is required of media producers to comply with each legal consideration
- The impact on individuals and media producers of media producers using and publishing inaccurate personal information

Does not include:

- Specific Acts of legislation

3.4.2 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

To include:

- Know what is meant by intellectual property
- The purpose of, and reasons for, legislation to protect intellectual property
- What is required of media producers to respect intellectual property rights
- How and when intellectual property can be protected
- The implications for media producers of using copyrighted materials without permission

Does not include:

- Specific Acts of legislation

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3.4.3 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

To include:

- Know the types of products covered by regulation, certification and classification
- The purpose of, and reasons for regulation, certification and classification
- Know the roles of regulatory bodies and areas of responsibility
- Know examples of the way media products are classified
- The impacts of regulation, certification and classification on media production

3.4.4 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

To include:

- Know common risks and hazards in media production
- What is required of media producers to mitigate health and safety risks and hazards
- What risk assessments are and the purpose of risk assessments
- What location recces are and the purpose of location recces

Does not include:

- Specific Acts of legislation
- The creation of a risk assessment or recce

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Topic Area 4: Distribution considerations

Teaching content

Breadth and depth

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

To include:

- Know the characteristics of the types of platform and media used to deliver products to audiences
- The advantages and disadvantages of types of platform and media
- How the characteristics of platforms affect the selection of final product file formats in given scenarios

4.2 Properties and formats of media files

4.2.1 Image Files

- The properties of digital static image files
 - DPI/PPI resolution
 - pixel dimension
- Static image file formats
 - raster/ bitmap
 - vector
 - uncompressed
 - compressed

To include:

- Know what is meant by DPI/PPI
- How DPI/PPI relates to resolution and image quality
- The relationship between pixel dimensions and quality for different image uses
- Know examples of raster/bitmap and vector image files
- The properties and limitations of uncompressed and compressed (lossy, lossless) file formats
- The properties and limitations of raster/bitmap and vector static image file formats
- How file format choice relates to use and context

4.2.2 Audio Files

- The properties of digital audio files
 - bit depth
 - sample rate
- Audio file formats
 - uncompressed
 - compressed

To include:

- Know what is meant by sample rate and bit depth
- How sample rate and bit depth relate to sound quality
- What audio compression is and how it affects quality
- Know examples of digital audio files
- The properties and limitations of uncompressed and compressed (lossy, lossless) file formats
- How file format choice relates to use and context

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4.2.3 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

To include:

- Know what is meant by frame rate
- Know what is meant by SD, HD, UHD, 4K, 8K
- How frame rate affects the quality of a product
- Know examples of digital video and animation files
- The properties and limitations of video and animation file formats
- The properties and limitations of uncompressed and compressed (lossy, lossless) file formats
- How file format choice relates to use and context

4.2.4 File compression

- Lossy compression
- Lossless compression

To include:

- Know what is meant by lossy compression
- Know what is meant by lossless compression
- Why lossy and lossless compression are used