

Subject: Creative Media

Year: 11

Topic: The Media Industry (R093)

Half Term: Spring 2



Sector

Roles

Primary &  
Secondary

Regulation

Classification

Defamation

Libel

Slander

## Job Roles

Creative		Technical		Senior
→ animator → content creator → copywriter → 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



### Primary Research

(questionnaires, surveys & focus groups)

- ✓ Collects specific data
- ✓ Sources can be verified
- ✗ Takes a long time to collect and collate
- ✗ Might not have a wide sample

### Secondary Research

(books, newspapers, internet)

- ✓ Quick to find
- ✓ Wide sampling range
- ✗ Not always project specific
- ✗ Potential unverified sources

### Research Data

#### Quantitative

Quantities - data/percentages  
Closed questions  
Easy to collate  
Limited depth



#### Qualitative

Qualities - opinions  
Open questions  
Difficult to collate  
Greater depth

## Regulation & Classification...



**ASA**  
Advertising Standards Authority  
(adverts - TV & Radio)

**Ofcom**  
Office of Communications  
(TV, radio & VOD)



**BBFC**  
British Board of Film Classification  
(Film)



**PEGI** Pan European Game Information  
Pan European Game Information  
(Games)

**Defamation** - damaging the reputation of someone through libel or slander

**Libel** - written defamation

**Slander** - spoken defamation

## Legal Considerations...

**Privacy** - Recording images/taking photographs of public places and people in them is legal. However, if using these commercially you must obtain a model or property release form.

Permission should always be gained for recording images/taking photographs on private property. This should be through model or property release forms.

It is illegal to harass another person through recording images/taking photographs. It is also against the law to invade someone's privacy (where they could have a reasonable expectation of privacy such as in their home).

## Data Protection & GDPR

Storage of personal data is:

- ✓ Gained with permission
- ✓ Accurate
- ✓ Used for express purpose
- ✓ Kept secure
- ✓ Not shared
- ✓ kept for no longer than is necessary



Use these pods to revise the media industry...



Work Plans



Regulation & Classification



Research