

Subject: **Creative Media**
 Year: **11**
 Topic: **The Media Industry (R093)**
 Half Term: **Summer 1**



- Sector
- Roles
- Purpose
- Requirements
- Primary & Secondary
- Demographics

Job Roles		
Creative	Technical	Senior
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 

Media Sectors	Media Products
Traditional: → film → television → radio → print	<ul style="list-style-type: none"> ● 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
New: → computer games → interactive media → internet → digital publishing 	

Purpose of a media product...

- advertise/promote
- educate
- entertain
- inform
- influence

Style, content and layout will adapt to meet each purpose:

- Colour - bright colours to attract attention for advertising, colours used to organise an informative product.
- conventions of genre - film posters have certain content, so do RPG games and news websites.
- tone of language - friendly for advertising but authoritative for information products like news.
- positioning of elements - all websites use a header and footer, magazine mastheads are at the top.



Media products are aimed at specific audiences. These can be categorised into

demographics...

- Accessibility
- Age
- Ethnicity
- Gender
- Interests/lifestyle
- Location
- Socio-economic

Colour, language, font & layout will change depending on the **target audience...**



Children's magazines use bright colours, cartoonish fonts and busy layouts.

Adult's magazines use muted colours, sans serif fonts and one main image with more text.



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



Use these pods to revise the media industry...



Requirements



Target Audience



Research



Lighting direction...



Front



Back



Side left



Side right



Back and side



Below



Top



Above and side



Shot types...



EXTREME CLOSE-UP



CLOSE-UP



MEDIUM CLOSE-UP



MEDIUM SHOT



MEDIUM WIDE SHOT



WIDE SHOT



Types of AUDIO...

- Music
- Sound effects
- Voice/Dialogue
- Silence



Typography types...

Serif.

Traditional, have feet.

Sans Serif.

Modern, feet free.

Script.

Cursive, a bit more decorative.

DISPLAY

Decorative, good as a design focal point.

Types of WEB INTERACTION...

- Button
- Click
- Drag and drop
- Hotspot
- Navigation bars
- Rollover



Types of FORMATTING...

- Capitalisation
- Contrast
- Font type
- Shading
- Size
- Underlining

Mise-en-scène

Transition

Typography

Hierarchy

Dialogue

Intonation



Work Plans

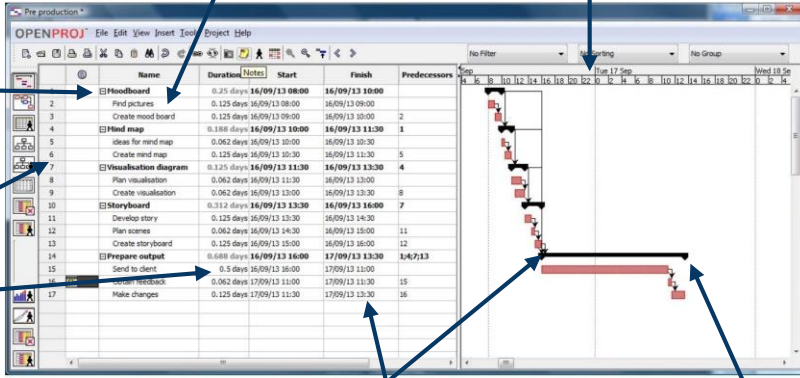
Activity

Timescale

Task

Workflow

Duration



Deadlines

Milestones

Workflow:

The order in which tasks will be carried out. This helps plan the project and makes it more efficient.

Milestones:

Key points in a project. These markers measure progress against specific dates and make sure it is completed on time.

Contingencies:

'what if' scenarios, back up plans such as extra time or alternative ways of doing things.



Use these pods to revise the media industry...



Shot Types



Lighting



Work Plans

- Privacy
- Defamation
- Intellectual Property
- Regulation
- Classification
- Recce



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).



Defamation - damaging the reputation of someone through libel or slander

Libel - written defamation

Slander - spoken defamation



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

When using copyrighted/trademarked material you need to:

- © contact the owner to ask for permission
- © ensure copyrighted/trademarked material is clearly marked, e.g. 'Copyright' and © /Year and name of author or ™.



Intellectual Property - any work created using the mind such as artistic works or designs. These are covered by...



Copyright



Creative Commons

TM

Trademark



Registered Trademark

Failure to follow to these rules could result in...

- Being sued and going to court
- Paying a fine
- Having a media product withdrawn



File Formats...

	Image	Audio	Video
Lossy			
Lossless			

Lossy = compression discards information - small file sizes but low quality
Lossless = No discarding in compression - higher quality but larger file sizes

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
 (Games)



Use these pods to revise for the media industry...



Regulation & Classification



File Formats