Unit R093: Creative iMedia exam Topic Area 1: The media Industry		
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1.1 Media Industry Sectors	Traditional media - film, TV, radio, print	
	New Media - computer games, interactive media, internet	
	Products - Video, Audio, Music, Animation, SFX, Digital games, Websites, Comics, eBooks	
1.2 Job Roles in Media	Creative - animator, photographer, web designer, script writer, graphic designer/artist	
	Technical - camera operator, games programmer, web developer, audio technician, editor (sounds,video)	
	Senior roles - campaign manager, director, editor, production manager	
Topic Area 2: Factors influencing produ	ct design	
2.1 Factors Influencing Product Design	Purpose - advertise/promote, educate, entertain, inform, influence	
	Style - colour, conventions of genre, formal/informal language, tone of language, style of audio/visual representation	
2.2 Client Requirements	Client requirements - type of product, purpose, audience, client ethos, content, genre, style, theme, timescales	
	Client brief formats - commission, formal, informal, meeting/discussion	
2.3 Audience Demographics and Segmentation	Categories of audience segmentation - age, gender, occupation,income, education, location, interests, lifestyle	
2.4 Research Methods	Primary research methods - focus groups, interviews, online surveys, questionnaires	
	Secondary research sources - books, internet, magazines, newspapers, television	
	Research data - qualitative data, quantitative data.	
2.5 Conveying meaning	Media codes - technical, symbolic, written	
	Creating engagement - animations, colour, graphics, lighting, movement, typography	
	Audio - dialogue, music genre, silence, sound effects, vocal info)	
	Camera techniques - shots, angles, movement	

Topic Area 3: Pre-production planning		
3.1 Work Planning	Work plans - tasks, activities, workflow, timescales, milestones, contingencies, resources (hardware, software, people)	
3.2 Documents to support ideas Generation	Mind map - digital, hand drawn	
	Mood board - digital, physical	
3.3 Documents for Media Planning	Asset log, flow charts, script, storyboard, visualisation diagram, wireframe layout	
3.4 Legal issues that affect media		
3.4.1 Legal Considerations	Privacy and permissions - rights for recording images in public/ on private property.	
	Permissions for publishing, commercial use of images	
	Defamation - libel, slander	
	Data protection - rights of data subjects in the collection, use and storage of personal data	
3.4.2 Intellectual property rights	Protecting intellectual property (IP) - copyright, ideas, patents, trademarks	
	Using copyrighted materials - creative commons licences, fair dealing, permissions, fees, licences, watermarks and symbols	
3.4.3 Regulation, Certification & classification	Organisations - ASA (Advertising Standards Agency), Ofcom (The Office of Communications),	
	Classifications certificates - BBFC (British Board of Film Classification), PEGI (Pan European Game Information)	
3.4.4 Health and Safety in Production	Health & Safety risks and Hazards in all phases of production	
	Actions to mitigate health & safety risks and hazards	
	Risk assessments	
	Location recces	

Topic Area 4: Distribution considerations4.1 Distribution Platforms and media			
4.1 Distribution Platforms	Identify online - apps, multimedia, web		
	Physical platforms - computer, interactive TV, kiosks, mobile devices		
	Physical media - CD/DVD, memory stick, paper based.		
4.2 Properties and formats			
4.2.1 Image Files	Properties - DPI/PPI resolution, pixel dimensions		
	Static images - raster/bitmap, vector, uncompressed, compressed		
4.2.2 Audio Files	Properties - bit depth, sample rate		
	Audio file formats - uncompressed, compressed		
4.2.3 Moving Image Files	Properties - frame rate, resolution (SD, HD, UHD, 4K, 8K)		
	Moving Image file formats - animation, video, uncompressed, compressed		
4.2.4 File compression	Lossy compression, Lossless compression		