

Unit R093: Creative iMedia exam

Topic Area 1: The media Industry

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 product 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 4: Distribution considerations				
4.1 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			