



**ACHIEVING
TOGETHER**

Level 2 Creative iMedia

2022-2023

R093

**Creative iMedia in the media industry
(Exam unit)**

Name:

Tutor Group:

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Key Terminology	
Media	Forms of communication or products that communicate a message to an audience.
Traditional Media	Any form of mass communication available before the advent of digital media.
New Media	Any form of mass communication only ever produced using digital methods.
Pre-Production	The process of planning elements involved in a form of media.
Post-Production	The stage after production when editing of visual and audio materials begins.
CGI	Computer Generated Imagery – Special visual effects added to a product using computer software
Distribution	The action of sharing a product with others.



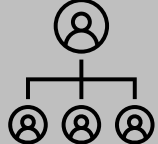
Evolution over time	
Late 1600s	Local newspapers were first printed
Early 1700s	First magazines produced
Late 1800s	First black and white silent film
1920s	First public demonstration of radio and TV

Scales of media	
Small Scale	Local and national companies that often focus on one type of media product with a small number of staff who perform multiple roles. EG: Coffee Films, Ustwo Games, American Chordata magazine, the Film music production house.
Large Scale	Multinational and global companies that produce many different types of media products. EG: Channel 4, Facebook, EA Games, News Corp, Warner Bros.

Media Industry Sectors		
Type	Media	Description
Traditional Media	Television (TV)	Planning, production, distribution, and broadcasting of programmes on TV.
	Radio	Planning, production and distribution of audio and music programmes to be broadcast on different platforms.
	Film	Planning, production, and distribution of recorded video material for feature films including animation.
	Print Publishing	Planning, production, printing and distribution of printed documents including books, comics, graphic novels, magazines and newspapers.
New Media	Internet	Planning, production and use of websites and social media platforms/apps to provide a wide variety of products and services.
	Computer Games	Planning, design, development and distribution of games to be played on a variety of digital platforms.
	Interactive Media	Planning and production of a digital system which combines different types of media to create an interactive visual product.
	Digital Publishing	Planning, production, distribution of eBooks and digital magazines, journals, newspapers and promotional material.

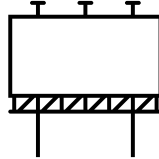
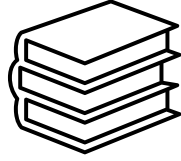

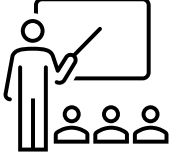

Production phases	
1. Pre-production	<ul style="list-style-type: none"> - Products are researched - Ideas and concepts are developed, planned, and designed (concept design)
2. Production	<ul style="list-style-type: none"> - Product parts are created from designs by producers or creatives (workers within organisations)
3. Post-Production	<ul style="list-style-type: none"> - All parts are brought together - Parts are edited to form a final product
4. Distribution	<ul style="list-style-type: none"> - Products are sent out in different ways for audiences to access on a range of platforms.




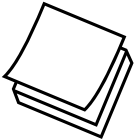
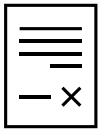

Media Industry Products				
Product	Description	Traditional Media	New Media	Examples
Video	Recording, editing and production of moving visual images.	Film, TV	Games, interactive media, internet	Film, TV Programme, advert, trailer.
Audio	Recording, editing and production of vocal and or other sounds or noises.	Film, TV, radio	Internet, games, interactive media, eBooks.	Radio, podcast, advert, audiobook.
Music	Recording, arrangement and production of vocal and/or instrumental sounds.	Film, TV, radio	Internet, games, interactive media	Jingle, soundtrack, music video, TV intro/outro
Animation	Digital photographing or computer generation of drawings or models to create the illusion of movement.	Film, TV	Internet, games, interactive media	Advert, film, TV programme, phone app
Special Effects (SFX)	An illusion created by props, camerawork, or lighting.	Film, TV	Games	Models, pyrotechnics, green screen, text overlays
Visual Effects (VFX)	Computer-generated imagery to enhance a video recording.			
Digital imaging & graphics	Creation of pictures or designs using digital software, a digital camera or scanner.	Film, TV, print	Internet, games, digital publishing	Book covers, billboards, logos, album artwork
Social media	Digital-based programmes that encourage connections and communication between their users, using the internet and digital devices.	Film, TV, radio	Internet, games, interactive media	Facebook, Instagram, TikTok, Twitter
Digital games	Games that are played using digital technology.		Internet, games, interactive media	For web, mobile and tablet, PC, console
Comics and graphic novel	Stories that are told using pictures in panels, along with text and speech bubbles.	Print	Digital publishing, internet	Manga comics, superhero graphics, comics
Websites	Collections of webpages containing text, images and interactive elements.	Film, TV, radio, print	Digital publishing, internet, computer games	Informational, blogs, e-commerce, promotional
Multimedia	Combines different types of media into one form of communication.	Film	Computer games, internet, interactive media	Information kiosks, presentations, DVD extras
eBooks	Digital versions of printed books that can be read on a device such as a tablet.		Internet, digital publishing, games, interactive media	Fiction, instruction booklets, guides
Augmented Reality (AR)	When computer-generated images on screen are combined with a real-world environment	Film	Games, interactive media	Video games, YouTube videos, Google Search, immersive education, simulation.
Virtual Reality (VR)	Computer Generated sounds and images that are not part of the users real-world environment			

Types of job role			
	Creative roles 	Technical Roles 	Senior Roles 
	Job which are focussed on coming up with and developing ideas to help create a product for a target audience. Predominantly works in the pre-production and production phases.	Jobs which involve the use of technology and operating equipment to develop, improve and finalise media products. Needed in the production and post-production phases.	Jobs which involve overseeing the creation and development of products and projects. Supports and manages some or all of the technical and creative roles. Required at all phases.
Job Roles	<ul style="list-style-type: none"> • Animator • Content creator • Copy writer • Graphic designer • Illustrator/graphic artist • Script Writer • Web Designer • Photographer 	<ul style="list-style-type: none"> • Camera operator • Games developer • Sound editor • Audio technician • Video editor • Web developer 	<ul style="list-style-type: none"> • Campaign manager • Creative director • Director • Editor • Production Manager
Job Responsibilities	<ul style="list-style-type: none"> • Prepare drafts and models of products • Communicate ideas to members of creative team • Tailor ideas to ensure target audience needs are met • Research target audience • Create visually appealing ore interesting media content • Liaise with client about production of products and action feedback • Produce professional, original media content to meet client requirements. 	<ul style="list-style-type: none"> • Communicate with lighting and sound specialists • Work with creatives to produce the media content • Test and check equipment • Use equipment to create content • Assemble and set up equipment before use • Find solutions through problem solving • Use software to create media content • Follow planning documents to produce media content. 	<ul style="list-style-type: none"> • Quality control • Advise and guide creative & technical colleagues • Evaluate success of projects • Formulae and run projects • Understand the target audience • Decide how to promote and market media products • Check final product against original client brief • Hire and brief colleagues • Ensure health and safety is met.

Key Terminology	
Purpose	The reason for a products creation. Each product created may have multiple purposes.
Client Brief	Communication from a client stating what they intend to be achieved through the production of a media product.
Style	The combining of themes and colours to create an overall feel or look for a media product.
Content	The information that a product needs to convey. This could be through the use of text, images, videos or sound.
Layout	The positioning of content within a media production.
Convention	A set of components that an audience would expect to see in a product. Can relate to a genre or form of media.

Purpose	
Advertise/Promote	To advertise or promote a physical product, service, organisation, or idea to an audience.
Educate	To teach or provide instructions to enable someone to learn something.
Entertain	To provoke an audience's emotional response, enjoyment or provide escapism from daily life
Inform	To give brief instructions or information without going into full details.
Influence	To have a persuasive effect on an audience to make a choice, change or inform their view.


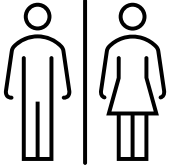
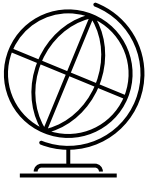

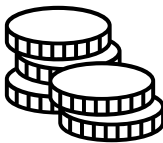



Linking style, content, and layout to purpose	
Advertise/Promote 	<ul style="list-style-type: none"> - Use of persuasive language - Products or services look good or come across to the audience well. - Positive visuals and sound - Lead to an action
Educate 	<ul style="list-style-type: none"> - Combines visual and text - Content is accessible to the target audience - Formal structure - Contains detailed and accurate information
Entertain 	<ul style="list-style-type: none"> - Hook the audience in through interesting, surprising or shocking use of images, text, video and/or audio. - Evoke emotions
Inform 	<ul style="list-style-type: none"> - Do not require emotional investment or enjoyment by the audience - Contain facts and information - May not include visual content - Serious tone - Simple message
Influence 	<ul style="list-style-type: none"> - Persuasive language, images, video and text to convince an audience of the message - Humour used as appropriate - Provoke strong emotional reaction - Deeper message or meaning embedded within

Client Brief Formats		
Negotiated		<p>A meeting between the client and design team to discuss the needs of the client and the product they are asking for. An agreement is reached for the design and creation process.</p> <ul style="list-style-type: none"> + Design team can hear clients' opinions and ideas clearly. - Can be time consuming - Can lead to final products being different from what the client initially wanted.
Meeting / Discussion		<p>Client talks about what they would like to be achieved, noted by the design team.</p> <ul style="list-style-type: none"> - Key details can be missed or misunderstood
Written		<p>A document which may be formal or informal to be used by designers as a guide. Could be presented as a presentation or document.</p> <ul style="list-style-type: none"> + Useful if companies struggle to arrange a common time to meet.
Informal		<p>No official documentation is produced, brief lacks detail, could be an idea or concept. No set deadline.</p> <ul style="list-style-type: none"> - Can be inaccurate leading to poor quality outcomes.
Formal		<p>A clear and easy to understand written document which includes information about what needs to be achieved and a timescale.</p> <ul style="list-style-type: none"> - Further information may be needed by the design team prompting further meetings.
Commission		<p>A formal agreement for a piece of work between a larger company and a smaller media company they have chosen to carry out the work.</p> <ul style="list-style-type: none"> + Larger companies may commission multiple smaller ones and take the best final product to experience a range of ideas.

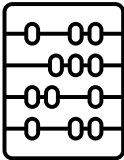

Client Requirements Components	
Purpose	The reason for a products creation. Each product created may have multiple purposes.
Audience	The group(s) of people that a product is to be aimed at.
Client Ethos	The way through which a client wishes to be portrayed to the audience. Including reputation and values within the organisation.
Content	Could be provided by the client or generated by the designer.
Genre	A theme may be needed behind a media production.
Style	The colours, fonts used and overall look and feel of a product.
Theme	The main subject or idea which exists behind a media product. Links closely to the purpose/
Timescale	When a product needs to be completed by.

Key Terminology	
Demographic + Segmentation = Target Audience	
Demographic	The characteristics of a population. Including age, income, gender, race, ethnicity, marital status, education & employment.
Segmentation	The ways in which audiences can be broken down based on their characteristics.
Influence	The capacity to have an effect on the character, development, or behaviour of someone or something.

Benefits of Segmentation (STICAMS)	
Specific	The message is focussed to the correct group of people who would respond to a product or service.
Tailored	Message is clear to the audience it has been aimed at.
Identifiable	The audience can be accessed and used for research purposes to make the best product possible.
Content matches	Does the content match the likes and dislikes of an audience?
Achievable	Making a production as likely to make success as it can.
Meeting needs	Research can identify whether a product meets the original client brief or not.
Success is measured	A clear target audience is more easily measurable through gaining feedback from them.

Segmentation Categories	
Age 	Gender 
Location 	Education 
Income 	Interests 
Ethnicity 	Occupation 

Key Terminology	
Research	Investigation into and the study of materials in order to find facts and establish conclusions.
Source	The place from which information originates.
Data	Facts or statistics collected for reference or analysis.
Primary research	First-hand accounts, data, and opinions of something. The information comes directly from the source.
Secondary research	Information which is a second-hand interpretation or recollection of information.
Validity	How factually correct something is.
Reliability	How consistent and accurate data may be.
Focus Group	A group of people who meet to discuss an idea, product, or campaign before it is produced.
Journal	A publication from a scholar which combines information from experts in a particular field.

Types of data	
Both types of data can be gathered through primary and secondary research methods!	
Quantitative 	Data which involves the use of numbers and figures which can be analysed in a mathematical way.
Qualitative 	Data which is not based on numbers, can involve the use of yes/no or multiple choice questions

Research Sources	
Primary	Secondary
Focus groups Interviews Surveys Questionnaires	Books & Journals Internet Searches Magazines and newspapers TV
Strengths <ul style="list-style-type: none"> Up to date Unique and relevant Data is not available to others Detailed responses 	Strengths <ul style="list-style-type: none"> Convenient and easy to access Cheaper Less time consuming to gather information
Weaknesses <ul style="list-style-type: none"> Participants may not tell the truth Expensive May not be representative of a population 	Weaknesses <ul style="list-style-type: none"> Could be outdated May lack detail required or be incomplete Inaccurate data

Comparing types of data		
	Quantitative	Qualitative
Advantages	<ul style="list-style-type: none"> Gives a wide picture from a wide audience Quicker and easier to analyse if designed correctly Easier to identify patterns amongst groups of people. 	<ul style="list-style-type: none"> Produces key details which may otherwise not be found. Provides researchers with useful quotes.
Disadvantages	<ul style="list-style-type: none"> Lacks depth and detail May not give the whole picture behind peoples answers. Does not give a reason behind peoples choices. 	<ul style="list-style-type: none"> Can be difficult and time consuming to analyse due to having to compare the words of other people.

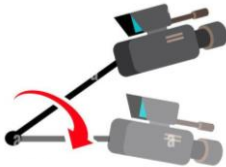
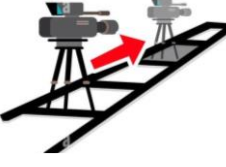

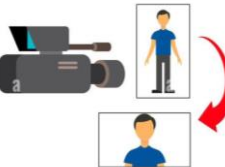
Key Terminology	
Media Code	An element that is used to create or suggest meaning
Media Code Elements	Sound, Lighting, Colour, Text, Graphics
Technical Codes	The ways in which equipment can be used to tell a story, create meaning or feeling.
Symbolic Codes	Codes which are based on societal, cultural, and real life, they relate to meanings we give to objects, locations and actions.
Written Codes	The words and phrases which are used to create a certain meaning or feeling.

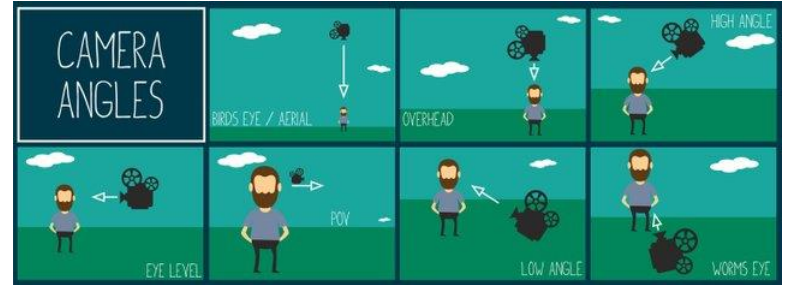
Creating meaning, impact, and engagement	
Animations	Used to enhance a message or meaning for an audience.
Audio	The sounds which are used when recording or broadcasting media.
Camera Techniques	Used to place the audience in a certain position to affect how they perceive a certain scene. These include angles, shot types and movements.
Colour	Certain colours can be used to provoke certain emotions or feelings amongst an audience.
Graphics	Visual images used to enhance a message being portrayed. This could include diagrams, logos, patterns, cartoons, or shapes.
Interactivity	Audiences can control a media product in some way, for example websites, kiosks and apps use interactivity.
Lighting	The use of natural, indoor or specialist lights in a shot.
Mise-en-scène	Positioning of objects in a scene to create audience engagement and understanding.
Movement	How characters move around a scene to provide engagement with the audience.
Transitions	Techniques used to move from one scene to another. Including cuts, fades, wipes, dissolves.
Typography	The style of text used to make text clear and readable.

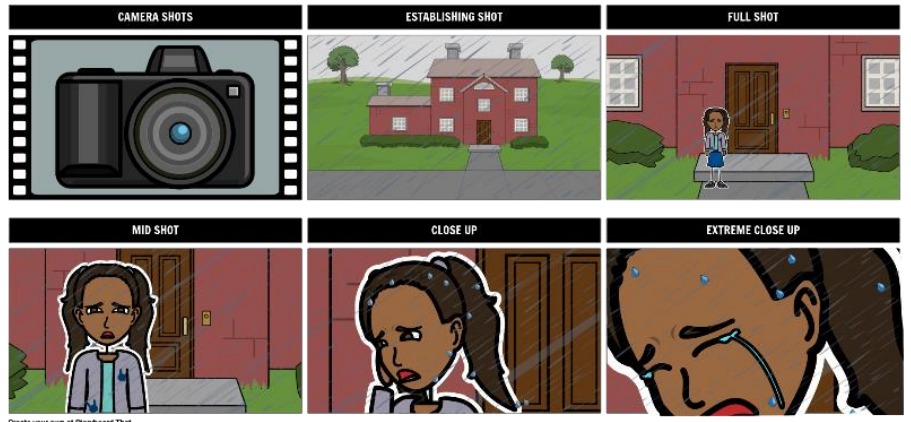
Audio Techniques	
Dialogue	Lines spoken by a character or a voice-over.
Genre	The type or style of music used.
Silence	The absence of sound used to set a certain tone.
Sound Effects	A sound other than speech or music.
Vocal intonation	The way in which dialogue is spoken.

Lighting Techniques	
Intensity	The amount of brightness used in light to allow viewers to focus on key elements.
Key light	The primary source of light used in a shot.
Positioning	The location of light in a scene. This can be from the front, back or at a 45-degree angle to the subject.

Mise-en-scène Elements	
Props	Objects that are visible in a scene to illustrate a story.
Costumes, hair and make-up	The clothing and appearance used to create a character.
Scenery	Location and setting engage an audience in the story which is being told.
Actors	The appearance of characters and the way that they interact with others to portray their image correctly.

Camera Movements			
Tilt	Track	Pan	Zoom
			
Camera remains static but is angled up or down. Can create a feeling of power.	A camera is mounted on a dolly and track and moved along this track during filming.	Camera remains static but is angled sideways to follow a subject or show a location/scene.	Camera remains still but focusses in or out.

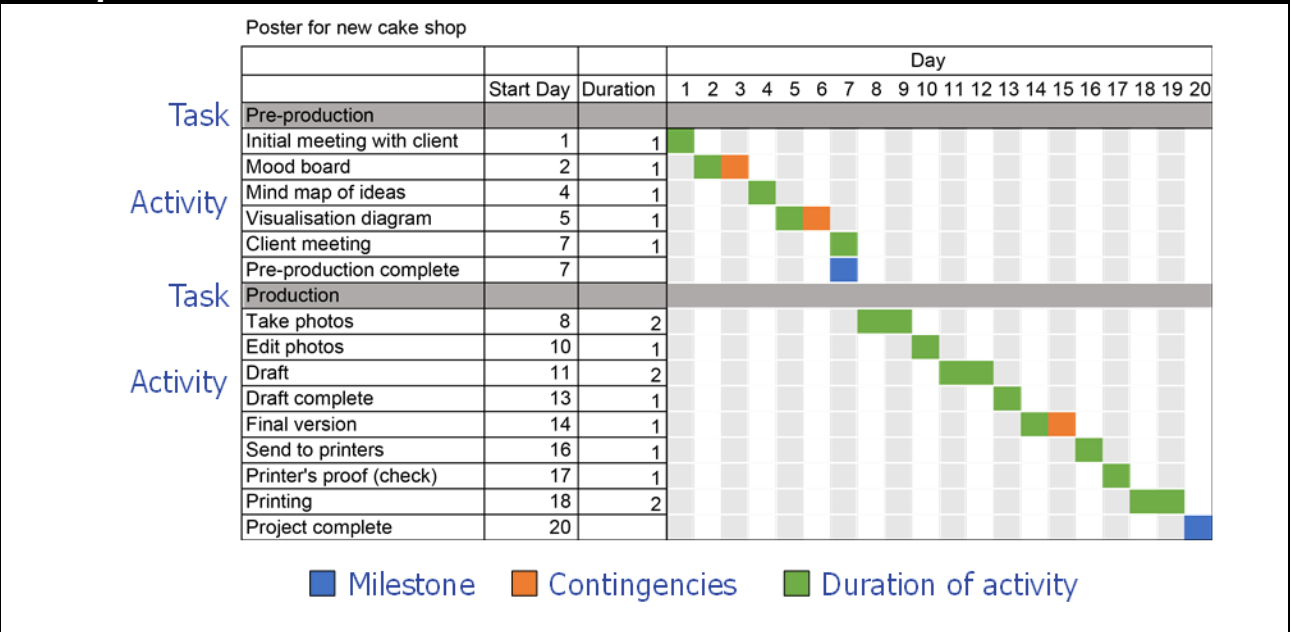
Camera Angles		
Low Angle	The camera is positioned lower than the subject (focus).	
High Angle	The camera is positioned higher than the subject of the shot.	
Eye Level	The camera is placed at the same level as the characters eyes.	
Tilt shot	The camera is tilted sideways so that the viewpoint is like the viewer is tilting their head.	
Birds Eye	A shot taken from height looking downwards.	
Worm's eye	A shot taken from the ground looking upwards.	

Camera Shots		
Long/wide	Shows the whole subject of a shot.	
Establishing	A shot with a clear location to set a scene.	
Medium/Mid	Shows the actor from waist upwards to emphasise body language and facial expressions.	
Close up	A shot of just a face to suggest emotions.	
Extreme close up	A shot of a single body part or key important part of a sequence.	
Over the shoulder	The camera is placed behind the character to show what the character is seeing.	
Two shot	Focussed on two people next to each other.	
Point of view	Camera is set up above the characters head to show their point of view.	

Purpose of Work Planning	
Work plan	A document used to plan and track the progress of a project throughout its development.
Reason 1	Make stages of a project become clear
Reason 2	Book the correct people, equipment, locations, props.
Reason 3	Everyone knows their responsibilities.
Reason 4	Each person knows their role and who they are working with.
Reason 5	Contingency plans can be developed (back-up plans)
Reason 6	Deadlines are made clear to all involved.

Key Terminology	
Activities	Small actions to be carried out to complete a task.
Resources	Hardware, people and software required to run a project.
Timescales	Th length of time available to complete a project.
Contingencies	"What-if" scenarios that predict potential issues and identify ways to work around them.
Phases	Pre-production, production, and post-production.
Tasks	Larger pieces of work.
Workflow	Activities required in the order they need to be completed.
Milestones	Key parts of in a project which can be used to monitor progress.

Example Work Plan




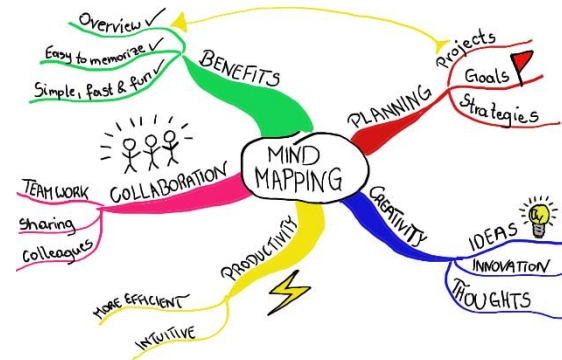
Uses of work plans

To manage time effectively and not waste time.	To outline tasks and activities clearly to staff.	To manage resources, so that everything is ready for production.
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Advantages of work plans

- People know what is expected of them
- People know when they are needed
- Managers can see an overview of the whole project
- Progress can be tracked and evaluated easily
- Goals and deadlines are defined
- Resources and budgets can be used accurately
- Contingency plans can be made to alleviate stress and wasted time should something not go to plan.

Key Terminology	
Mood board	A collection of sample materials, existing products and related items that piece together the style of a document being produced.
Physical	A document which is produced in the real-world. This is tangible (can be touched).
Digital	A document created and stored electronically using a computer.
Mind map	A diagram used to support generation of ideas and organise information. This helps to plan and organise thoughts and ideas for further development.
Node	A shape in a mind map which contains an idea or concept. Can be in either physical or digital.

	Mood board	Mind map
Purpose	<ul style="list-style-type: none"> To aid the generation of ideas by collecting a wide range of material that will give a 'feel' for what is desired. To stimulate creative and innovative approaches. 	<ul style="list-style-type: none"> To record thoughts and ideas in a structured way. To develop and show links between different ideas, aspects and processes of a project. To support the generation of ideas.
Elements	<ul style="list-style-type: none"> Images Colours Text Physical materials Sound & Video 	<ul style="list-style-type: none"> Central node (Main Theme) Sub-nodes with connecting lines or branches to different parts. Text at each sub-node for key-points, ideas, activities, requirements ETC. Images
Uses	<ul style="list-style-type: none"> Starting point in any iMedia project A place to collect samples, materials and relevant content As a reminder of possible styling for a production To share thoughts, ideas and styles among a creative team. 	<ul style="list-style-type: none"> Any project where there are many ideas To show connections between parts of a project (where links can be made) To illustrate all aspects of a project which need to be included in a work plan.
Example		

Key Terminology	
Asset Log	A document used to monitor the assets that have been collected from other sources to be used in a digital media product. This will include information about the file name, type, source, copyright holder of any illustrations, photos, diagrams, fonts, videos and sounds which are used.
Flow chart	A diagram which illustrates a process to be followed during a project. It shows how a project flows from one task to another.

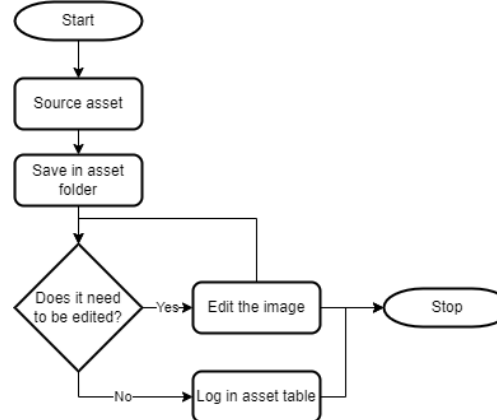
	Script	Storyboard	Visualisation Diagram	Wireframe layout
Purpose	<ul style="list-style-type: none"> Identify a location locations and actors To provide dialogue, stage directions for actors and production crews, . Support a pitch/proposal for an idea Tell a story for a reader to generate interest. 	<ul style="list-style-type: none"> Provide a viewer with a visual representation of what the final product will look like along a timeline. To provide guidance on what scenes to film or create (for production crew). To provide guidance on how to edit the scenes into a story. 	<ul style="list-style-type: none"> To plan the layout of a static (non-moving) media product. To show how a finished media product might look To provide a graphic designer with enough information to create a product 	<ul style="list-style-type: none"> To plan the layout and functionality of a dynamic (moving) media product. To show how a finished media product might look To provide a graphic designer with enough information to create a product
Elements	<ul style="list-style-type: none"> Cover (Title, description, author) Set/locations Direction Names Dialogue Camera Shot Types Camera Movement Sounds 	<ul style="list-style-type: none"> Number of scenes Scene content/action Timings Camera shot types: Camera Angles Camera movement 	<ul style="list-style-type: none"> Images & graphics Logos Colours Text Fonts Annotations 	<ul style="list-style-type: none"> Images & graphics Logos Colours Text Fonts Annotations Buttons Interactive elements Video House style
Uses	<ul style="list-style-type: none"> Video products Audio products Animation products Computer Games Screenplay 	<ul style="list-style-type: none"> Video projects Digital animation Comics Computer games Multi-media products 	<ul style="list-style-type: none"> CD/DVD Cover Posters Game Scenes Display Screens Comic book page layout Webpage Magazine 	<ul style="list-style-type: none"> Websites, Games Apps

Examples of documents

Asset Log

Asset	Properties	Source	Legal issues	Use
Footballer	2400 x 1800 pixels 72ppi JPG file	https://unsplash.com/photos/2W-QWA6354mz	Copyright free	Background transparent Recoloured using Hue/Sat layer Cropped to 1932 x 924 pixels Converted to 300ppi, saved as PNG Used on front and back covers
Football ground background	2400 x 1600 pixels 72ppi JPG file	https://unsplash.com/photos/1TfjeeA0kw	Copyright free	Resampled it to 300ppi and changed size to
Football	640 x 623 pixels 72ppi JPG file	https://unsplash.com/photos/yEa7eeZU6xo	Copyright free	Used to make logo Background transparent Converted to 300ppi
Barcode	1400 x 597 pixels 72ppi PNG file	https://uk.onlinelabels.com/tools/barcode-generator	Copyright free	Converted to 300ppi Resized to 700 x 299 px
Logo		Made myself	Copyright free	Made using football image with text added

Flowchart



Script

scene heading
EXT. EDGE - NIGHT

action
Zach shivers and turns to the BOUNCER.

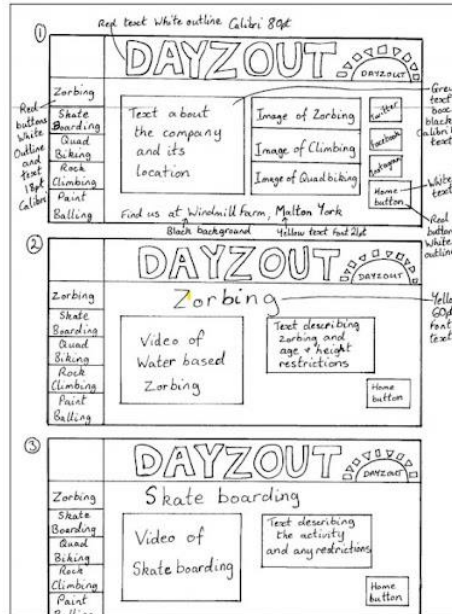
character name
ZACH
How much longer until you let me in?

dialogue
BOUNCER
Look man, we just opened. We don't have space for everyone.

Storyboard

- Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.
- Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.
- Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.
- Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.
- Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.
- Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.
- Submitting via Coursework. Fade out as if ending.
- Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"
- Back to the drawing board. Looking haggard but determined. Fade out.

Visualisation Diagram






Wireframe layout



Protecting people		
Issue	Description	Considerations
Privacy & Permissions	Privacy law is designed to protect people's private lives. Permission should be sought and given by other people if you wish to use their work.	<ul style="list-style-type: none"> Filming in a public place is legal, but you cannot control what others do. Filming on private property requires permission. They may appear to be public but may in fact be owned by an organisation. Permissions for publishing and commercial use of images taken. Agreements may be required with actors or models using a model release form. Harassment and invasion of privacy. Footage taken should not invade personal space or people's rights to privacy.
Defamation	A statement which is false and designed to damage the reputation of a person.	Two types of defamation exist: <ul style="list-style-type: none"> Libel – False and hurtful comments about people are written and published damaging their reputation. Slander – Comments which are spoken and designed to expose a person to ridicule or disrespect.
Data protection	Each person has the right to know how their data is stored, used, shared and protected.	<ul style="list-style-type: none"> Individuals own any information about them ultimately under the Data Protection Act (DPA) of 2018. Data protection is a growing concern due to the growth in accessibility and availability of social media. Owners of data have the right to know about the collection, use and storage of their data. Companies cannot keep data that is excessive or no-longer required, they must also protect this using appropriate security measures such as encryption.

Protecting intellectual property	
Intellectual property	Anything that has been created, like designs, inventions, brand names, and literary works by a person.
Copyright ©	A law which gives creators of media the rights to it. Meaning others cannot use, distribute, or edit it without permission. Watermarks may be used to prevent others from using something without referencing the copyright owner.
Creative Commons	A license which a copyright owner can use to allow others to use, edit and distribute their work. Various levels are available allowing individuals to choose how their work is used by others.
Fair dealing	Copyrighted material can be used for certain research, private study or educational purposes if the source is quoted and referenced.
Patent	A license which gives rights to a creator of an idea, process, or invention so that others cannot copy it.
Trademark	A phrase, words, logo, or symbol which is protected for use by a certain business or organisation. Owners can use the ® symbol after the word or phrase which has been registered and ™ after any unregistered words or phrases.

Regulation, Certification & Classification	
Regulation	<p>The rules which are enforced by the law to restrict, develop or shape the way in which media works.</p> <p>There are 2 main regulators:</p> <ul style="list-style-type: none"> Advertising Standards Authority (ASA) – who ensure that advertisers follow rules designed to protect viewers. EG protecting children. The Office for Communications (Ofcom) – who ensure that television, online and radio broadcasts follow a series of rules designed to protect viewers.
Certification & Classification	<p>The process of assigning age ratings to media products to advise which audiences' the product may be appropriate for based upon its content. This is performed by a range of organisations:</p> <ul style="list-style-type: none"> British Board of Film Classification (BBFC) – for classification of films, video content in video games, music videos, tv shows, digital content. Pan European Game Information (PEGI) – for classification of games
Issues affecting certification & classification	
	
 <p>BBFC ratings</p>	
 <p>PEGI ratings</p>	

Health & Safety	
Mitigation	A measure taken to reduce risk faced by people.
Health & Safety Policy	A document which outlines risks, hazards and ways of dealing with them.
Risk assessment	A document which outlines the risks and hazards in a particular situation (such as working at height) and mitigations which can be put in place to reduce risk.
Training	Ensuring that all workers understand how to keep themselves safe when working
Call sheets	May include health and safety warnings and information
Inspections	Of sites and equipment to ensure that they are safe before use.
First aid/medic	A person who is trained to deal with incidents should they occur.
Recce	A visit to a site to assess risks and identify mitigations before filming takes place.

Common Health & Safety risks
<ul style="list-style-type: none"> Heavy equipment Set/location Spillages Trailing cables Electrical equipment Cables and plug sockets Props and costumes Weather Vehicles Heights


Key terminology	
Physical Platforms	Methods which require a device to distribute media to another person with. EG: CD, DVD, USB memory stick.
Online Platforms	Media can be distributed without the need for physical devices using methods of downloading content.

Platform advantages	
Physical platforms	
User	Distributor
<ul style="list-style-type: none"> No recurring subscriptions No need for internet connection to download. 	<ul style="list-style-type: none"> Better control over who views a product and when
Online platforms	
User	Distributor
<ul style="list-style-type: none"> Quicker to access media Better for the environment (less travel/delivery) Can access updates easily 	<ul style="list-style-type: none"> Cheaper Less equipment required Better for the environment (less waste)

Online Platforms		
Platform	Characteristics	Examples
App	Downloadable from an app store and accessed instantly on a device. Frequently updated via the internet.	Mobile phone apps and computer software.
Multimedia	Spaces which are used to make, share, and view content, delivered digitally to an audience.	Podcasts, blogs, many types of content can be included.
Web	Websites have content embedded for its audiences to access combining a range of content. Live content can also be streamed.	Adverts included in a webpage.

Physical Platforms		
Platform	Characteristics	Examples
Computer	Used to run video, audio and multimedia products, eBooks and games with or without a network connection.	A cinema may play a film on a computer and connect a projector.
Interactive TV	Streams and downloadable audio and video content. Can be used for gaming.	Disney+, Netflix, BBC iPlayer
Kiosks	A static product that can show interactive content to a user. Can be used with or without a network connection.	A museum may use a tablet device to display information to a customer.
Mobile devices	Content can be downloaded to a device in order to be viewed and interacted with.	Downloading an eBook to a mobile device through an app or as a PDF file.

Physical Media		
Platform	Characteristics	Examples
CD/DVD	A small disk which content can be stored (burned) on a distributed to other devices.	Distributing a film via DVD.
Memory Stick	A removable USB device which connects to computers and TVs	Apple TV connects to a TV and can stream content.
Paper Based	The oldest media form. Products are printed and distributed by vehicle to their location.	Magazines being distributed to customers directly or to shops.

Key terminology		Image file types			
			File	Properties	Drawbacks
Pixel	A small element of colour in an image displayed by a light on a screen/projector.	Native	.psd	(Adobe Photoshop) <ul style="list-style-type: none"> Only useable on graphic design software Large file containing layers. 	<ul style="list-style-type: none"> Requires Adobe Photoshop Large files Fonts and images need sending
Resolution	The concentration (amount of pixels in a certain area) of pixels in an image. Measured in DPI and PPI.		.afdesign	(Affinity Designer) <ul style="list-style-type: none"> Editable vector file Uncompressed & scalable Used for logos and print media 	<ul style="list-style-type: none"> Images and fonts must be sent with the file. Needs to be sent as PDF for sharing and printing.
DPI	Dots Per Inch. Used to measure the number of dots of ink per inch in a printed image. The standard for printed documents is 300 DPI. <div>  <p>→ Increasing Dots Per Inch →</p> </div>		.xcf	(GIMP) <ul style="list-style-type: none"> Uncompressed Edit and store layers 	<ul style="list-style-type: none"> GIMP must be installed when shared Only deals with RGB colour
PPI	Pixels Per Inch. Used to measure the number of pixels in each inch of an image. You may have heard of 72 PPI – this is the standard for a computer screen.	Standard	.JPG (JPEG)	<ul style="list-style-type: none"> Lossy raster image Compression rate can be adjusted Used for print and digital work. 	<ul style="list-style-type: none"> Quality lost over time through use.
Pixel Dimension	The size of each pixel in an image.		.bmp (Bitmap)	<ul style="list-style-type: none"> Uncompressed High quality Various colour depths used 	<ul style="list-style-type: none"> Large file size Does not scale well.
Height in inches	$\text{Height in inches} = \text{Pixel Height} \div \text{image PPI}$.png	<ul style="list-style-type: none"> Lossless compression Designed for images online Many colours Transparency 	<ul style="list-style-type: none"> Not supported by all browsers Large file size after compression. Most suited to screens, not print
Native File Format	File formats which can be viewed and edited using specialist software.		.gif	<ul style="list-style-type: none"> Lossless compression Small file Compatible & animatable 	<ul style="list-style-type: none"> 256 colours available Image quality low
Standard File Format	File formats which are commonly used to view files without the need for specialist software.		.pdf	<ul style="list-style-type: none"> High quality Can be used for print or digital Compressible Accessible on many devices 	<ul style="list-style-type: none"> Has layers when created, not editable Free to view, not free to edit.
Bitmap /Raster image	An image which is formed of pixels. Commonly used for scans, photographs, artworks or illustrations. These images cannot be scaled without damaging their quality.				
Vector images	An image which is formed of mathematical shapes and lines to allow an image to be scaled without damaging image quality.				

Key terminology	
Audio	Sound files which are stored in a computer.
Sample	A piece of data in a sound file
Sample rate	The number of samples which are captured in each second of a recording. Increasing the sample rate increases quality and file size.
Amplitude	Measurement of a sound wave from the middle to its highest or lowest point. Measured in hertz (Hz)
Bit depth	The number of units of data available for each sample. The higher this is the more realistic the playback quality.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP).

Audio File Types			
File format	Compression	Reasons for choosing	Limitations
MP3 (.mp3)	Compressed (lossy)	<ul style="list-style-type: none"> Works on most devices Small file size 	<ul style="list-style-type: none"> Quality not good enough for professional recording Sound quality is not always the best
AAC (.aac)	Compressed (lossy)	<ul style="list-style-type: none"> Small file size Suitable for streaming Better quality than MP3 Standard for apple devices 	<ul style="list-style-type: none"> Not compatible with all devices/platforms Still loses some quality.
Ogg Vorbis (.ogg)	Compressed (lossy)	<ul style="list-style-type: none"> Used by Spotify More efficient and better quality than MP3 	<ul style="list-style-type: none"> Compression results in some loss of data
FLAC (.flac)	Compressed (lossless)	<ul style="list-style-type: none"> Free Studio quality sound Compresses to half the size of uncompressed files No loss of quality 	<ul style="list-style-type: none"> Larger files sizes than MP3 (up to 6x bigger) Not supported by some streaming apps
ALAC (.m4a)	Compressed (lossless)	<ul style="list-style-type: none"> Supported by iTunes Converts to other formats without loss of quality 	<ul style="list-style-type: none"> Compression not as efficient as FLAC Large file sizes Compatible with apple devices
WAV (.wav)	Uncompressed	<ul style="list-style-type: none"> High quality sound CDs are encoded as WAV files Identical copy of original music 	<ul style="list-style-type: none"> Large file sizes

Properties	
Uses	DVDs, streamed programmes, social media videos, live streams.
Frame	A still image which makes up part of a video.
Frame rate	The number of frames which are displayed each second. Commonly 30 frames per second (FPS)
Aspect ratio	The height and width in pixels of an image. Computer screens commonly use 16:10 (16 pixels wide for every 10 pixels in height).
Resolution	The concentration of pixels within each frame of an image. Available in SD, HD, UHB, 4K, 8K.
Compression	The re-encoding of data so that less bits are used to store it. Usually done to increase speed of transmission.
Lossy	Removes data completely to reduce the size of a file (eg. JPG).
Lossless	Organises data to reduce the size of a file without removing any information (eg. ZIP).

Resolutions
<ul style="list-style-type: none"> • Standard Definition (SD) – Any resolution below 720 pixels. Lacks depth and detail • High Definition (HD) – Any resolution equal to or above 720 pixels up to 1080 pixels. Many videos are now shot in HD for the web and TV • Full HD (UHD) – 1080 or more pixels is now the industry standard for films and high quality TV programmes. • 4K (Ultra HD) – 3800 or more pixels, used by film makers to capture intense colours • 8K – 7600 pixels or more, mainly used for green screens or zooming long distances without losing definition

Video File Types				
File format	Type	Compression	Reasons for choosing	Limitations
MP4	Video & Animation	Compressed (lossy)	<ul style="list-style-type: none"> • Used on multiple platforms and operating systems • Small file sizes • Standard on the web 	<ul style="list-style-type: none"> • Audio and video can go out of sync • Loss of quality if compressed too much
MOV			<ul style="list-style-type: none"> • Developed by Apple • Used for editing more than playback 	<ul style="list-style-type: none"> • QuickTime (player) must be installed to view
WMV			<ul style="list-style-type: none"> • Streaming is possible • Good quality video • High compression 	<ul style="list-style-type: none"> • Available on windows without downloading a player • Not commonly used
AVI		Variable	<ul style="list-style-type: none"> • Choice of compressed or uncompressed • Good quality 	<ul style="list-style-type: none"> • No direct streaming is possible • Menus and chapters not supported
Animated GIF	Animation	Compressed (lossless)	<ul style="list-style-type: none"> • Easy to make, small file sizes • Viewable on any device • Compresses without losing much quality • Can be used with web browsers 	<ul style="list-style-type: none"> • For short videos only • Cannot be edited once completed • Images look blocky due to low colour depth.