

PPE2 Revision Tasks

iMedia

R093: Creative iMedia
in the media industry

	Task	Completed	😊/😐/😞
Week 1	Topic Area 1: The Media Industry		
Week 2	Topic Area 2: Factors Influencing Product Design		
Week 3	Topic Area 3: Pre-Production Planning		
Week 4	Topic Area 4: Distribution Considerations		

Name: _____

Week One

Topic Area One: The Media Industry



If you get stuck on any key terms, or just want to look up any terms from this topic, you can access them on Quizlet by scanning the QR code.

The media is

The media industry is made up of lots of different areas. For each area, find 3 examples of real media production companies that operate in that area:

Radio: _____

TV: _____

Cinema: _____

Publishing: _____

News: _____








Social: _____

Fill in at least 3 examples of traditional and new media:

Traditional	New Media

What does New Media offer that Traditional Media doesn't?

Label each of these media products with what type of product you think they are?

For each of the job roles listed, can you say what stage of media production they are in?
(Pre, Production, Post) It could be more than one!

Editor	
Sound engineer	
Journalist	
Graphic designer	
Location manager	
Director	
Foley artist	
Web developer	
Writer	
Storyboard artist	

Select 3 TECHNICAL media job roles. For each one, write a list of the main duties and responsibilities this job role has:

Job 1:

Job 2:

Job 3:

Select 3 SENIOR media job roles. For each one, write a list of the main duties and responsibilities this job role has:

Job 1:

Job 2:

Job 3:

Summary

For each media production organisation below, complete the sections now that you know all about media sectors and job roles.



Media sector: _____

Traditional or New Media?: _____

3 TECHNICAL jobs in this media production organisation:

- 1.
- 2.
- 3.

3 SENIOR jobs in this media production organisation:

- 1.
- 2.
- 3.



Media sector: _____

Traditional or New Media?: _____

3 TECHNICAL jobs in this media production organisation:

- 1.
- 2.
- 3.

3 SENIOR jobs in this media production organisation:

- 1.
- 2.
- 3.

Week Two

Topic Area Two: Factors Influencing Product Design



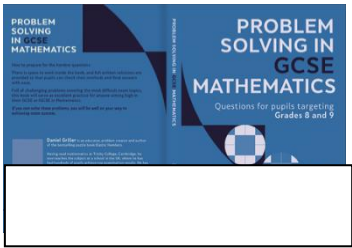
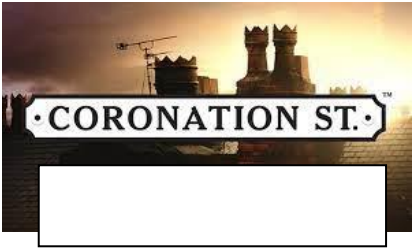
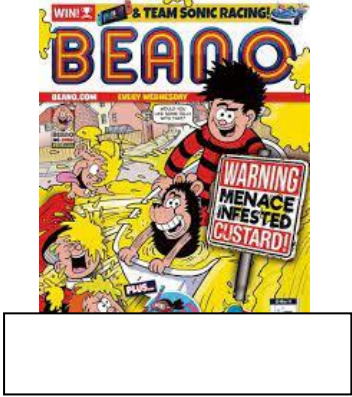
If you get stuck on any key terms, or just want to look up any terms from this topic, you can access them on Quizlet by scanning the QR code.

There are 5 main purposes of media product – this means reasons why they are made. For each one, explain what it means.

They are:

	Purpose	Explanation
1		
2		
3		
4		
5		

Identify why you think the following media products are created – what is their purpose?



Analyse these 2 media products to practise your understanding of how we identify audience and purpose.

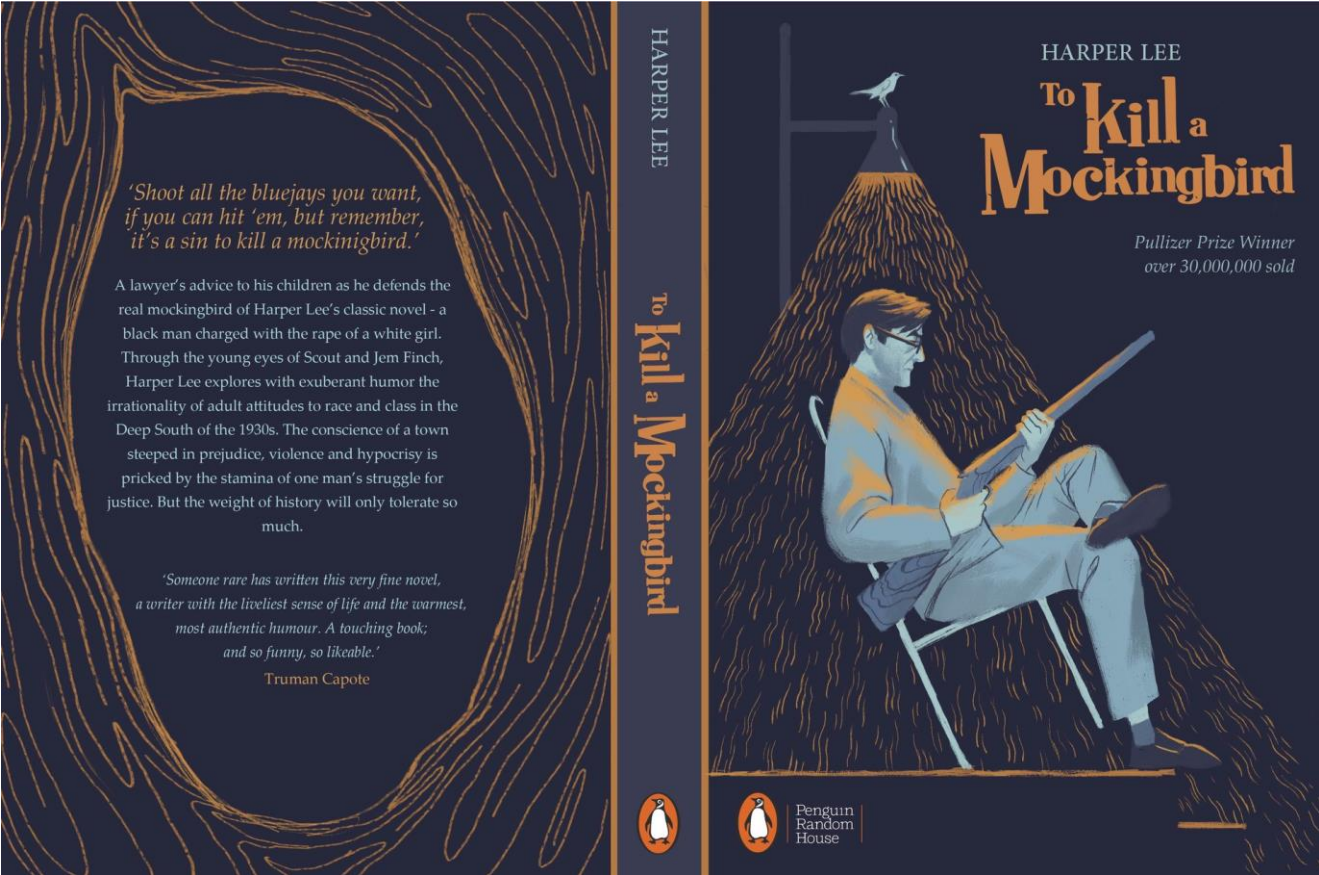
PRODUCT 1:



This is a _____. Its purpose is to _____

Colour	
Conventions of genre	
Formal/informal language	
Positioning of elements	
Audio/visual representation	
Tone of language	

PRODUCT 2:



This is a _____. Its purpose is to _____

Colour	
Conventions of genre	
Formal/informal language	
Positioning of elements	
Audio/visual representation	
Tone of language	

Clients and Client Briefs

A client is

Client's will have **requirements** from the media products. Examples of requirements are:

1.

2.

3.

4.

5.

A client may produce **a brief**, a document that sets out its requirements for media producers to use. Client briefs can be communicated in a number of different ways such as:

1.

2.

3.

A brief will commonly include:

Audience Segmentation

The audience of a media product is

It would be really difficult to make a media product that everyone likes, so we segment the whole populations into different audiences based on factors like their demographics or their age. Some common methods of segmentation are (explain what each one means)

	Segmentation	Explanation
1		
2		
3		
4		
5		

Market Research

In order to know what its audience wants a media producer needs to carry out research into its market. This can be done in 2 ways.

Primary research

This means

Examples of primary research are:

1.

2.

3.

The benefits of carrying out primary research are:

However, there are some problems with primary research. These are:

Secondary research

This means

Examples of secondary research are:

- 1.

- 2.

- 3.

The benefits of carrying out secondary research are:

However, there are some problems with secondary research. These are:

Market research creates 2 different kinds of data. Fill in details about the 2 data types below:

Qualitative Data	Quantitative Data

Week Three

Topic Area Three: Pre-Production Planning



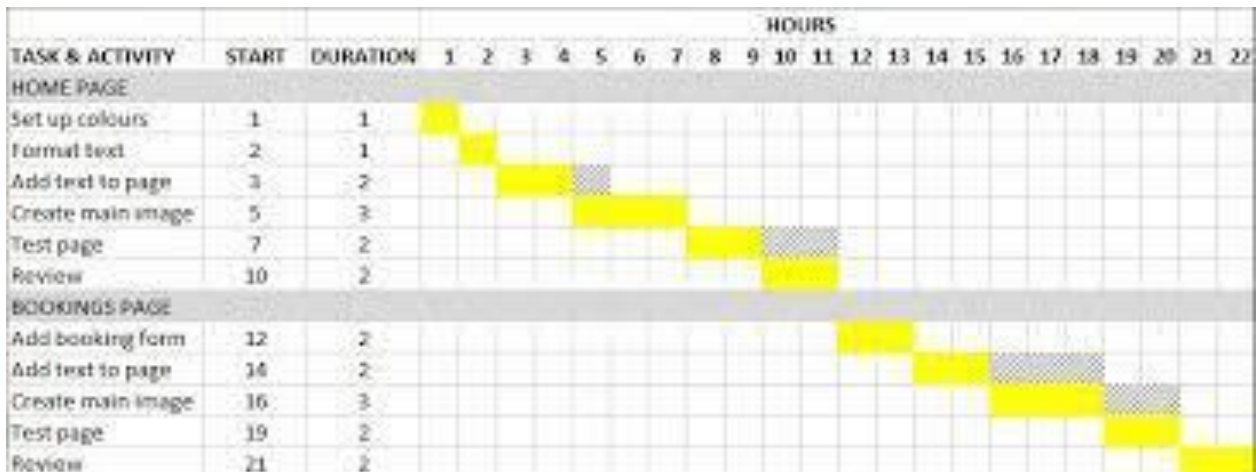
If you get stuck on any key terms, or just want to look up any terms from this topic, you can access them on Quizlet by scanning the QR code.

Work plans

What is the purpose of a work plan?

What different ways could a work plan be created?

Using the work plan pictures, answer the questions below:



1. How long has been allocated to complete the first review?

2. What has to be done before creating the main page?

3. How long should it take to add a booking form to the bookings page?

4. What week does the testing start for the bookings page?

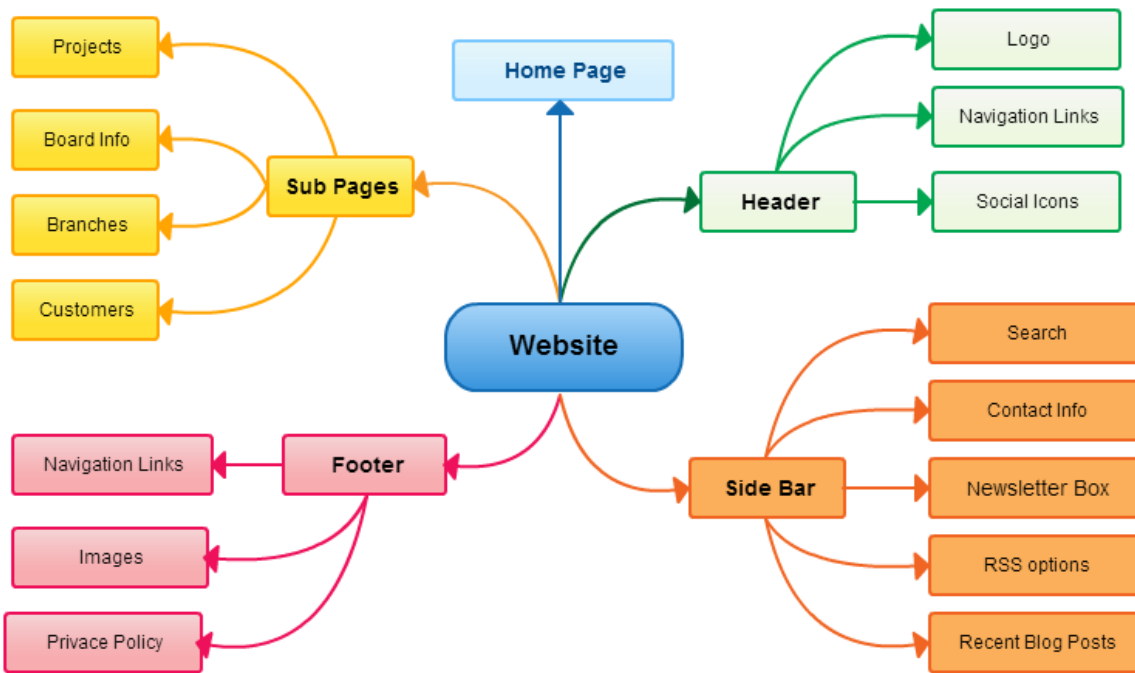
5. Can you name one thing that could be added to the workplan to make it more effective?

Mind maps

What is the purpose of a mind map?

What different ways could a mind map be created?

Using the mind map picture, answer the questions below:



1. How many pages does this web site have in total?

2. What should go on the footer?

3. Name 2 things that have been used to make this mind map easy to follow?

4. Give one way the mind map could be improved?

Mood boards

What is the purpose of a mood board?

What different ways could a mood board be created?

Using the mood board picture, answer the questions below:



1. This is a mood board for a Visit California advertising campaign. Can you think of 3 words that this mood board represents to you (what does it make you think of)?

2. List as many different kinds of content that you can see on the mood board e.g Backgrounds

4. Give one way the mood board could be improved?

Asset logs and Flowchart

1. Why should an asset log be created for a media product?

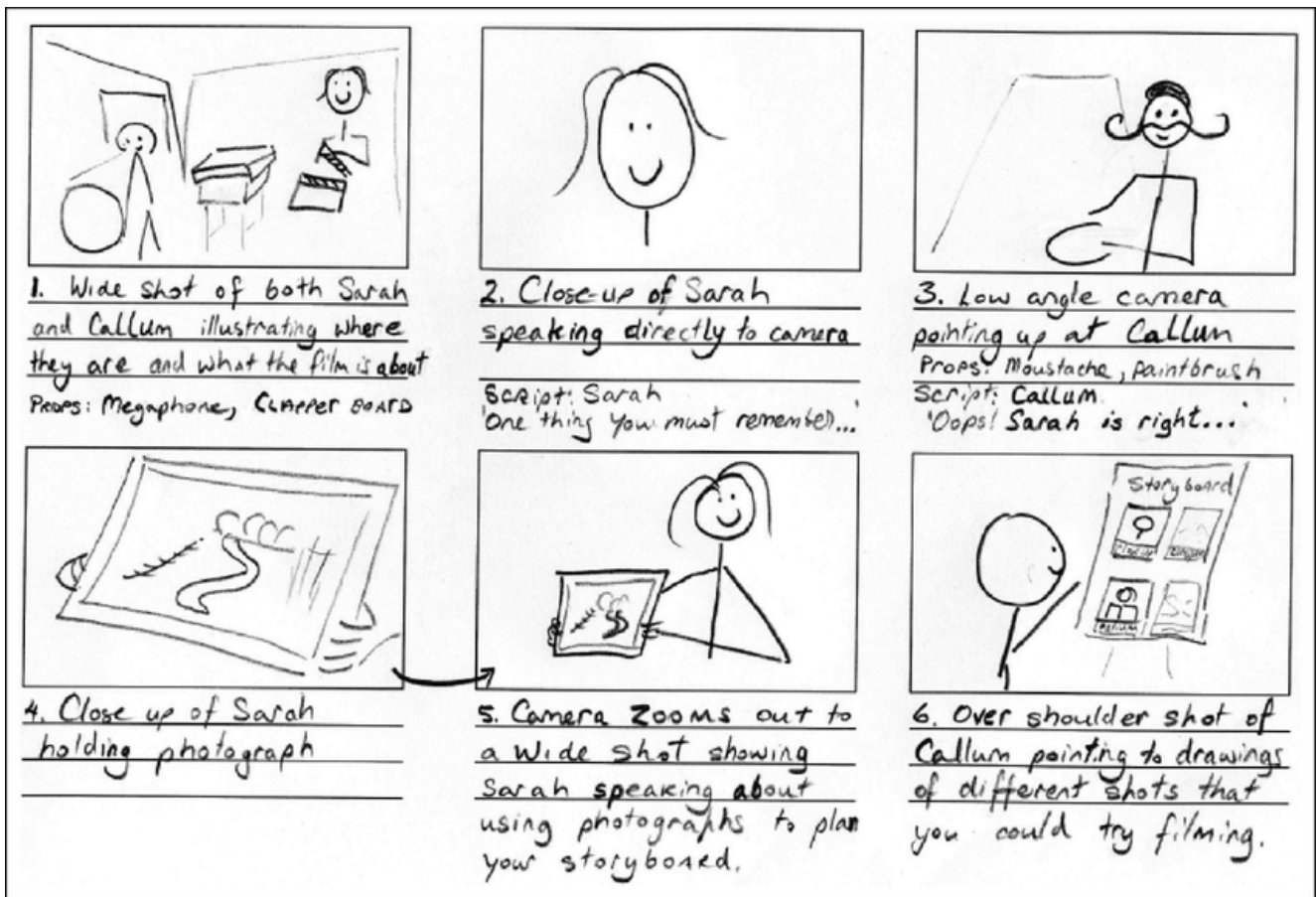
2. What should be recorded in an asset log? What should the headings be?

3. Flowcharts are used for lots of different purposes. This one here is used as a joke. Can you list the different features of a flowchart you can see here?

4. How could you improve the presentation of this flowchart to make it more effective?



Storyboard



Use the storyboard above to answer the questions:

1. What is the purpose of this storyboard?

2. How many different features of storyboards can you see in this example? Write a list.

3. What could be added to the storyboard to improve it?

Visualisation diagram

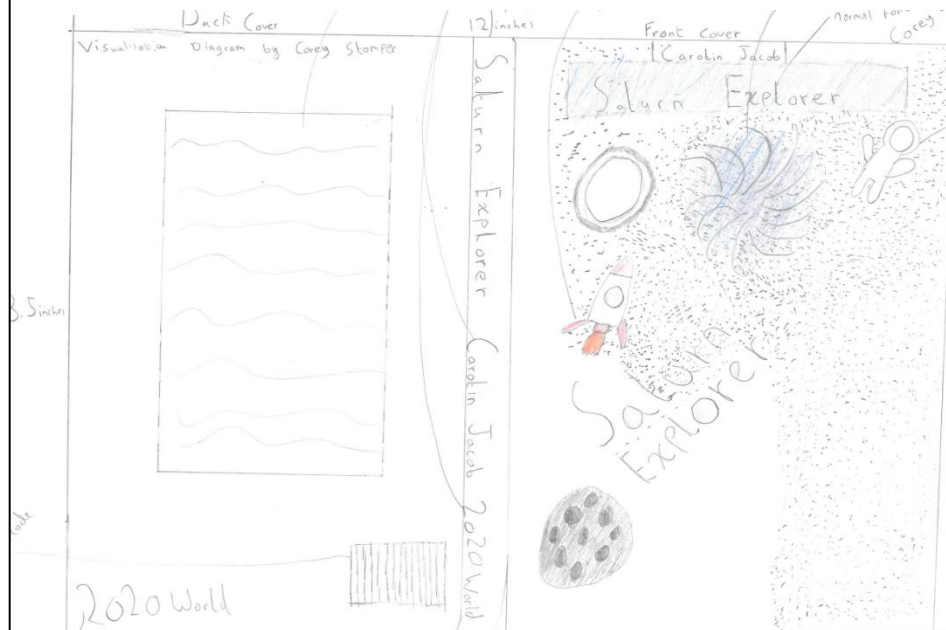
The following two visualisation diagrams were created by students studying Creative iMedia.
Write a WWW and an EBI for each diagram:

WWW:



EBI:

WWW:

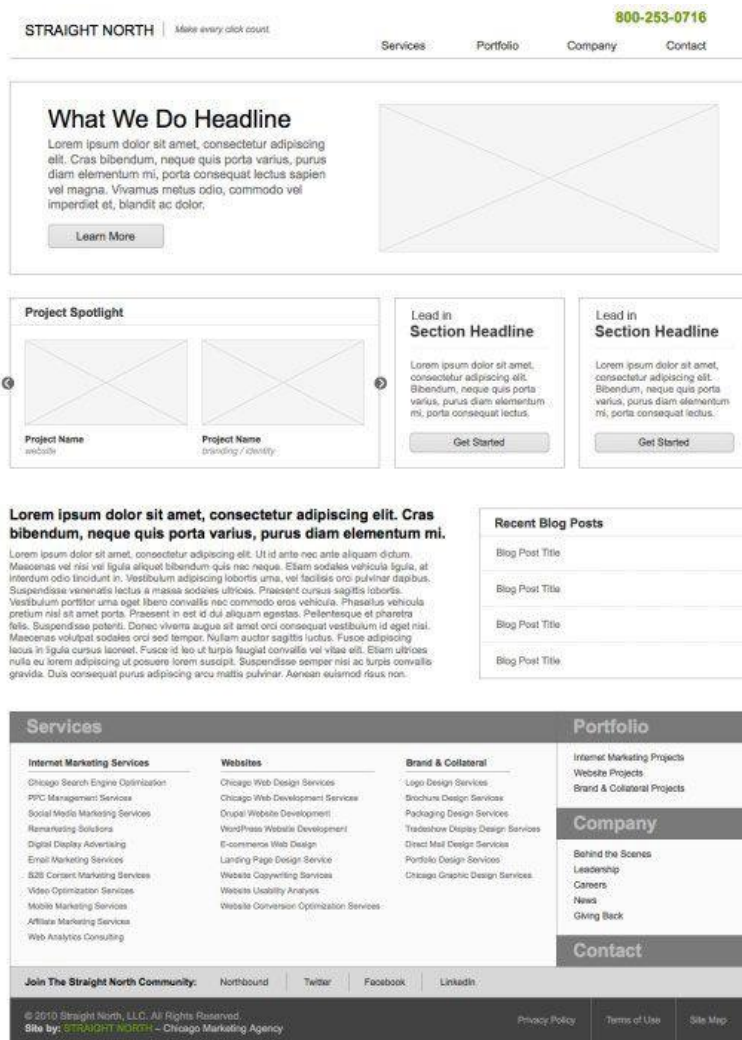


EBI:

Wireframe layout

1. Here is an example of a wireframe layout for the homepage of a website. Describe why a web designer might create a wireframe.

2. Label as many different features of a wireframe as you can on the diagram.



Week Four

Topic Area Four: Distribution Considerations



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Distribution Platforms

Complete the table to include 4 examples of each type of distribution

Online	Physical Platforms	Physical media

File Compression

File compression means...

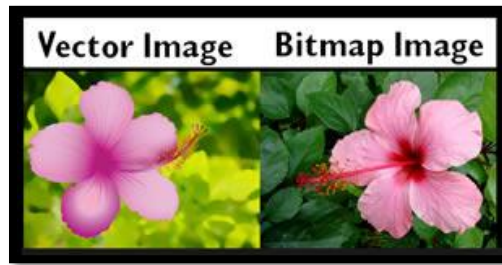
Lossless compression is.....

Examples of file formats that use lossless compression are:

Lossy compression is.....

Examples of file formats that use lossy compression are:

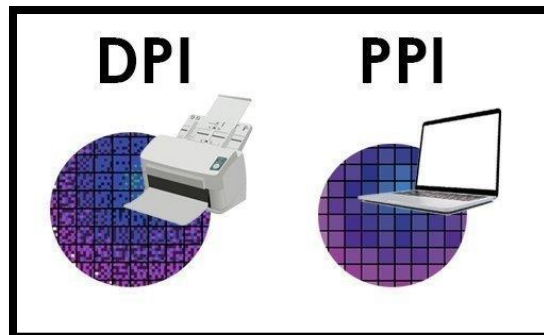
Image file formats



Write down as much as you can about each.

Vector

Bitmap



Write down as much as you can about each.

DPI

PPI

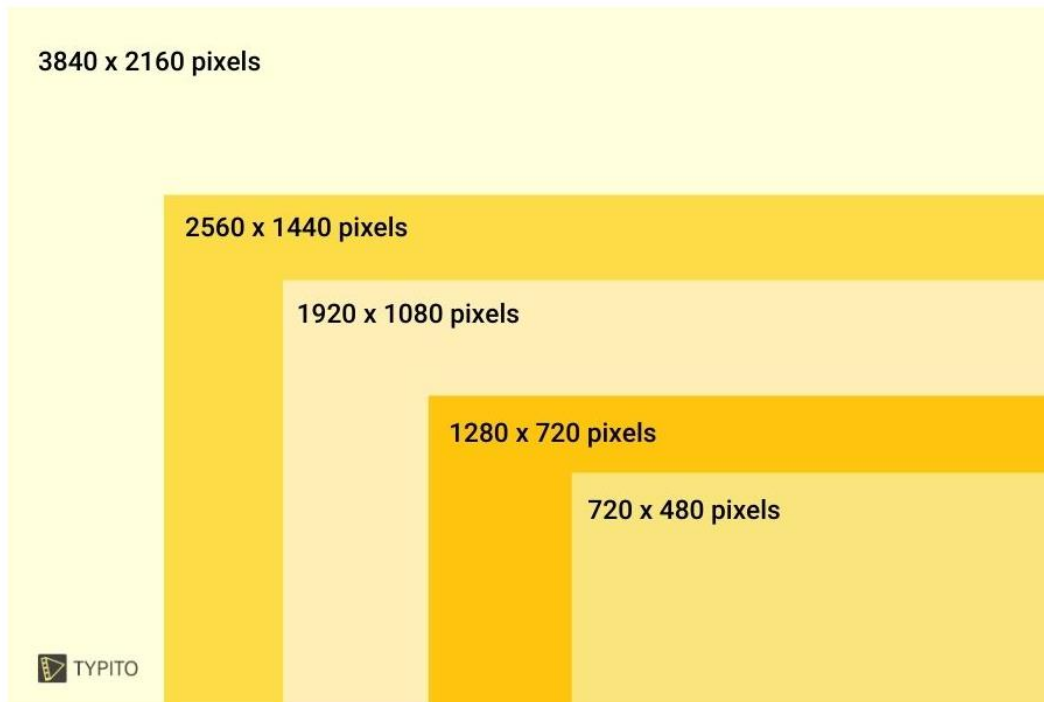
Audio file formats

Some examples of audio file formats are:

Audio files are 'sampled' to turn analogue sound waves into digital recordings. Sampling means ...

Bit depth is.....

Moving Image file formats



Label these pixel sizes with which resolution they are.