

Week Two

Topic Area Two: Factors Influencing Product Design



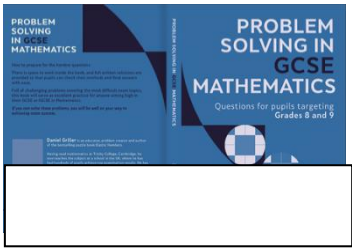
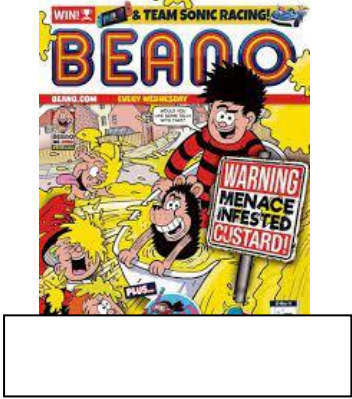
If you get stuck on any key terms, or just want to look up any terms from this topic, you can access them on Quizlet by scanning the QR code.

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.

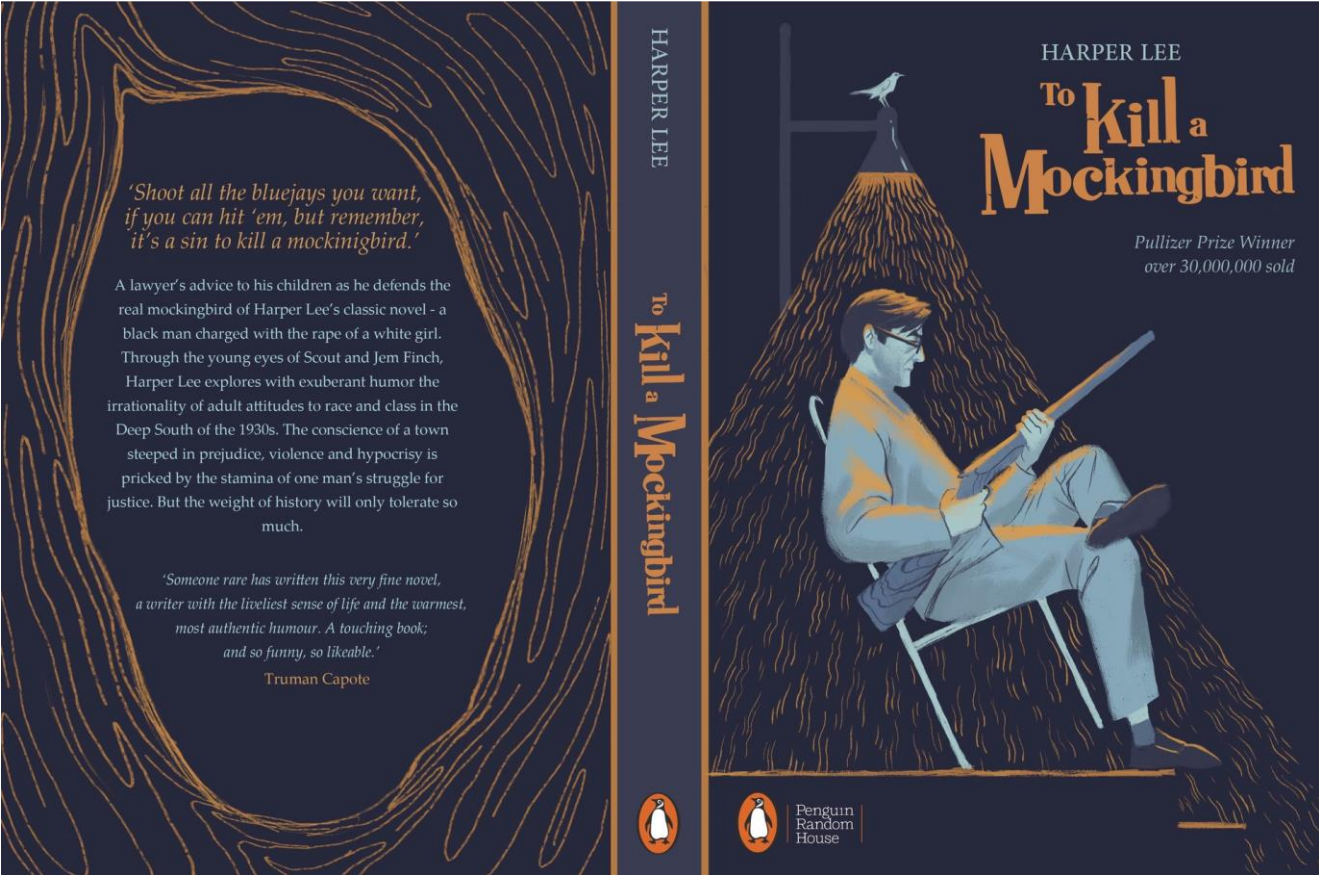
PRODUCT 1:



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

