



Guiseley School Revision Support

Subject: Creative iMedia

Topic	Notes	😊	😐	😞
1.1 Media industry sectors and products				
Traditional media				
New media				
Products in the media industry				
1.2 Job roles in the media industry				
Creative				
Technical				
Senior roles				
2.1 How style, content and layout are linked to the purpose				
Purpose				
Style, content and layout				
2.2 Client requirements and how they are defined				
Client requirements				
Client brief formats				
2.3 Audience demographics and segmentation				
Categories of audience segmentation				
2.4 Research methods, sources and types of data				
Primary research methods				
Secondary research sources				
Research data				
2.5 Media codes used to convey meaning, create impact and/or engage audiences				
Media codes				
Ways that meaning, impact and/or engagement are created using				
Animations				
Audio				
Camera techniques				
Colour				
Graphics				
Interactivity				
Lighting				
Mise-en-scene				
Movement				
Transitions				
Typography				
3.1 Work planning				
Components of workplans				
3.2 Documents used to support ideas generation				
Mind map/Mood board				
3.3 Documents used to design and plan media products				
Asset log/flow chart/script/storyboard/vis-diagram/wireframe				
3.4 The legal issues that affect media				
Privacy and permissions				
Defamation				
Data protection				



Protecting intellectual property				
Using copyrighted materials				
Organisations responsible for regulation				
Classification systems and certifications				
Health and safety risks and hazards in all phases of production				
Actions to mitigate health and safety risks and hazards				
Risks assessments				
Location recess				
4.1 Distribution platforms and media to reach audiences				
Online				
Physical platforms				
Physical media				
4.2 Properties and formats of media files				
The properties of digital static image files				
Static image file formats				
The properties of digital audio files				
Audio file formats				
The properties of digital moving image files				
Moving image files formats				
Lossy & Lossless compression				