



Guiseley School Revision Support

Subject: Creative iMedia

Торіс	Notes	\odot	(•)	\odot
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				
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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 au	diences			
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	1			1





Protecting intellectual propertyImage: Constraint of the second seco								
Organisations responsible for regulationImage: Classification systems and certificationsImage: Classification systems and certificationsHealth and safety risks and hazards in all phases of productionImage: Classification systems and certificationsImage: Classification systems and certificationsHealth and safety risks and hazards in all phases of productionImage: Classification systems and certificationsImage: Classification systems and hazardsActions to mitigate health and safety risks and hazardsImage: Classification systems and safety risks and hazardsImage: Classification systems and safety risks and hazardsRisks assessmentsImage: Classification reccesImage: Classification reccesImage: Classification recces4.1 Distribution platforms and media to reach audiencesImage: Classification systemsImage: Classification systemsOnlineImage: Classification systemsImage: Classification systemsImage: Classification systemsPhysical platformsImage: Classification systemsImage: Classification systemsPhysical mediaImage: Classification systemsImage: Classification systemsA.2 Properties and formats of media filesImage: Classification systemsImage: Classification systemsThe properties of digital static image filesImage: Classification systemsImage: Classification systemsStatic image file formatsImage: Classification systemsImage: Classification systems	Protecting intellectual property							
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Risks assessmentsImage is a sessessment is a sess	Health and safety risks and hazards in all phases of production							
Location reccesImage in the second secon	Actions to mitigate health and safety risks and hazards							
4.1 Distribution platforms and media to reach audiences Online Image 2012 Physical platforms Image 2012 Physical platforms Image 2012 Physical media Image 2012 4.2 Properties and formats of media files Image 2012 The properties of digital static image files Image 2012 Static image file formats Image 2012	Risks assessments							
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Physical platformsImage: Static image filesImage: Static image filesPhysical mediaImage file formatsImage: Static image filesStatic image file formatsImage: Static image filesImage: Static image files	4.1 Distribution platforms and media to reach audiences							
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Static image file formats	4.2 Properties and formats of media files							
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	The properties of digital audio files							
Audio file formats	Audio file formats							
The properties of digital moving image files	The properties of digital moving image files							
Moving image files formats	Moving image files formats							
Lossy & Lossless compression	Lossy & Lossless compression							