

KNOWLEDGE ORGANISER

CREATIVE IMEDIA

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.



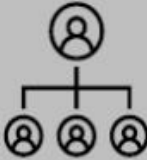
Media Industry Sectors		
Type	Media	Description
Traditional Media	Television (TV)	Planning, production, distribution, and broadcasting of programmes on TV.
	Radio	Planning, production and distribution of audio and music programmes to be broadcast on different platforms.
	Film	Planning, production, and 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	- Products are researched - Ideas and concepts are developed, planned, and designed (concept design)
2. Production	- Product parts are created from designs by producers or creatives (workers within organisations)
3. Post-Production	- All parts are brought together - Parts are edited to form a final product
4. Distribution	- Products are sent out in different ways for audiences to access on a range of platforms.

Media Industry Products

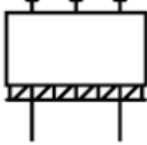




Product	Description	Traditional Media	New Media	Examples
Video	Recording, editing and production of moving visual images.	Film, TV	Games, interactive media, internet	Film, TV Programme, advert, trailer.
Audio	Recording, editing and production of vocal and or other sounds or noises.	Film, TV, radio	Internet, 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.

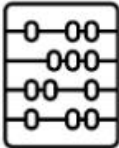

Key Terminology	
Demographic + Segmentation = Target Audience	
Demographic	The characteristics of a population. Including age, income, gender, race, ethnicity, marital status, education & employment.
Segmentation	The ways in which audiences can be broken down based on their characteristics.
Influence	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.

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

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

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.

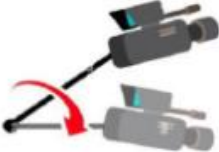



Key Terminology	
Media Code	An element that is used to create or suggest meaning
Media Code Elements	Sound, Lighting, Colour, Text, Graphics
Technical Codes	The ways in which equipment can be used to tell a story, create meaning or feeling.
Symbolic Codes	Codes which are based on societal, cultural, 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 ANGLES



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.

CAMERA SHOTS



Regulation, Certification & Classification

<p>Regulation</p>	<p>The rules which are enforced by the law to restrict, develop or shape the way in which media works. 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.
<p>Certification & Classification</p>	<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



BBFC ratings



PEGI ratings

Health & Safety

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

Common Health & Safety risks

- Heavy equipment
- Set/location
- Spillages
- Trailing cables
- Electrical equipment
- Cables and plug sockets
- Props and costumes
- Weather
- Vehicles
- Heights