



# Guiseley School Revision Support

## Subject: Creative iMedia

Topic	Notes	😊	😐	😞
<b>1.1 Media industry sectors and products</b>				
Traditional media				
New media				
Products in the media industry				
<b>1.2 Job roles in the media industry</b>				
Creative				
Technical				
Senior roles				
<b>2.1 How style, content and layout are linked to the purpose</b>				
Purpose				
Style, content and layout				
<b>2.2 Client requirements and how they are defined</b>				
Client requirements				
Client brief formats				
<b>2.3 Audience demographics and segmentation</b>				
Categories of audience segmentation				
<b>2.4 Research methods, sources and types of data</b>				
Primary research methods				
Secondary research sources				
Research data				
<b>2.5 Media codes used to convey meaning, create impact and/or engage audiences</b>				
Media codes				
Ways that meaning, impact and/or engagement are created using				
<b>3.1 Work planning</b>				
Components of workplans				
<b>3.2 Documents used to support ideas generation</b>				
Mind map				
Mood board				
<b>3.3 Documents used to design and plan media products</b>				
Asset log				
Flow Chart				
Script				
Storyboard				
Visualisation Diagram				
Wireframe Layout				
<b>3.4 The legal issues that affect media</b>				
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				