



OCR Cambridge National in Creative iMedia R093: Creative iMedia in the media industry

Student Revision Booklet

ocr.org.uk/cambridgenationals



CM1: Media products

Description:

A media product is a platform used to communicate information to a specific audience. There are different formats that can be used for this purpose.

Digital imaging and graphics

Definition/Meaning:

A product that uses technology to create images in digital form. This may involve the use of graphic tablets, cameras or specific software such as Photoshop.

Digital games

Definition/Meaning:

A product that uses games consoles as well as personal computers to entertain the audience. In particular, online gaming.

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Video

Definition/Meaning

Audio

Definition/Meaning

Animation

Definition/Meaning:

Music

Definition/Meaning:

Visual effects (VFX)

Definition/Meaning:

Special effects (SFX)

Definition/Meaning:

CM1: Media products

Description:

A media product is a platform used to communicate information to a specific audience. There are different formats that can be used for this purpose.

Social media

Definition/Meaning:

Apps

Definition/Meaning:

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Comics and graphic novels

Definition/Meaning

Websites

Definition/Meaning

Multimedia

Definition/Meaning:

eBooks

Definition/Meaning:

Virtual reality (VR)

Definition/Meaning:

Augmented reality (AR)

Definition/Meaning:

Creative Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Three phases of production:

Pre-production

The pre-production stage of the production process is where you create a vision for your product. (i.e. design)

Production

The production stage is when all the development of the product happens.

Post-production

Post-production is where all of the pieces of your product come together. (i.e. editing)

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Illustrator/graphics artist

Responsibilities:

Phase of production

Scriptwriter

Responsibilities:

Phase of production

Web designer

Responsibilities:

Phase of production

Animator

Responsibilities:

Phase of production

Creative Job roles

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Graphics designer

Responsibilities:

Phase of production

Content creator

Responsibilities:

Phase of production

Copywriter

Responsibilities:

Phase of production

Photographer

Responsibilities:

Phase of production

Technical Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Video editor

Responsibilities:

Phase of production:

Web developer

Description:

Phase of production

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Camera operator

Responsibilities:

Phase of production

Audio technician

Responsibilities:

Phase of production

Sound editor

Responsibilities:

Phase of production

Games programmer

Responsibilities:

Phase of production

Senior Job roles

Description:

When putting together a work plan, one of the key components is the identification of resources meaning what hardware, software and people are required to complete each activity.

Campaign manager

Responsibilities:

Phase of production:

- Post-production

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Creative director

Responsibilities:

Phase of production

- Pre-production, Production

Sound editor

Responsibilities:

Phase of production

- Pre-production

Director

Responsibilities:

Phase of production

- Pre-production, Production and Post-production.

Editor

Responsibilities:

Phase of production

- Production

Hardware

Description:

Hardware is an item you can physically touch. There is computer hardware in the form of internal components such as the CPU, RAM and Hard Drive. In addition to this, is external computer hardware known as peripheral devices. These are accessories that support the functionality of a computer system.

Multi-functional devices

Description:

There are some devices that can receive and send data (both input and output)

Device	Purpose
Touch screen	
Graphics tablet	

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Input and Output devices

Description:

Input devices allows the computer to receive data.

Device	Purpose
	It moves a pointer on the screen, allowing the user to select icons, buttons and menus.
	Used to enter characters and functions into the computer system by pressing buttons, or keys.
	Captures images from photographic prints to be stored electronically.

Description:

Output devices that allows the computer to send data.

Device	Purpose
	Displays the computer's user interface and open programs.
	A device that accepts text/graphic output from a computer and transfers the information to paper.
	To produce audio output that can be heard by the listener.

Additional hardware

Microphone, Headphones, Computer/Laptop, Headsets.

Software

Description:

Software is a program that can be ran on the computer. Application software is a program designed for users to perform specific tasks. Each type of application software will be able to perform more specialised tasks. However, some can be a little more versatile.

Software used in the three phases:

Pre-production

- Word processing software
- Spreadsheet software
- Desktop publishing software

Production

- Graphic software
- Web authoring software
- Animation software

Post-production

- Audio editing software
- Video editing software

*This list is not exhaustive.

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Different types of Software:

Word processing software		Database software	
Spreadsheet software		Diary management software	
Presentation software		Graphics editing software	
Desktop publishing software		Audio editing software	
Video-editing software		Web browser software	
Web-authoring software		Animation software	

CM5: Purpose

Description:

Every media product is created for reason, and this is known as purpose.

Inform

Description:

Examples:

Influence

Description:

Examples:

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Entertain

Description:

Examples:

Advertise/Promote

Description:

Examples:

Educate

Description:

Examples

Examples of Job roles:



CM5: Purpose

Description:

The style, content and layout has to be adapted meet a particular type of purpose such as: colour, conventions of genre, formal/informal language, tone of language, positioning of elements, audio representation and visual representation.

Colour

Definition/Meaning:

The colour can help to create a particular mood as they can represent certain feelings. For example, red can represent danger, love and blood whereas blue can represent calm, peace or trust.

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Conventions of genre

Definition/Meaning

Visual representation

Definition/Meaning

Tone of language

Definition/Meaning:

Positioning of elements

Definition/Meaning:

Audio representation

Definition/Meaning:

Formal/Informal language

Definition/Meaning:

Client requirements

Description

A client brief is a written document or verbal discussion that outlines the key requirements of a project.

Client brief

Types:

How are client briefs communicated?

A client brief can be **written** and discussed in a **meeting**.

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Interpreting client brief

Description:

A client brief would typically consist of the following components.

Type of product

The product that is being created.

Timescales

Key dates and deadlines for the project.

Audience

The segment of people this product is aimed at.

Purpose

The objective of the product

Client ethos

Ensuring the product meets the brands values.

Content

What needs to be included in the media product?

For example, a digital product then further consideration would need to be made into the use of other assets such as: sound, animation, video etc..

Genre, style and theme

The brand and their values will influence the design.

The type of product will follow a particular theme.

Client brief limitations

CM6: Audience segmentation

Description:

Target audience is made up of different characteristics known as demographics which are split into segments to help clearly define who the target audience is.

Benefits of audience segmentation

Lifestyles/Interests

Definition/Meaning:

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Location

Definition/Meaning

Age

Definition/Meaning:

Occupation/Income

Definition/Meaning:

Ethnicity

Definition/Meaning

Gender

Definition/Meaning:

Education

Definition/Meaning:

CM8: Primary research

Description:

Primary data is any original information that you collect for the purposes of answering your research question (e.g. through focus groups, interviews, online surveys and questionnaires).

Focus groups

Description:

- A group of people assembled to participate in a discussion about a product before it is launched.

Pros	Cons

2.4

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Interview

Description:

- A meeting of people face to face or online.

Pros	Cons

Online surveys

Description:

- A structured form that is completed over the internet.

Pros	Cons

Questionnaires

Description:

- A list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions

Pros	Cons

CM9: Secondary research

Description:

Secondary data are information that has already been collected by other researchers.

Primary v Secondary research

Primary research:

Pros

Cons

Secondary research:

Pros

Cons

2.4

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Books

Pros

Cons

Television

Pros

Cons

Websites

Pros

Cons

Questionnaires

Pros

Cons

Collecting data

Description:

Data can be collected in two formats: Quantitative and Qualitative data.

Quantitative v Qualitative

Quantitative:

Pros

Cons

Qualitative:

Pros

Cons

2.4

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Quantitative data

Definition/Meaning

Data that is measured numerically. Commonly made up closed questions that restrict the respondents to a fixed set of options.

Examples

Do you have a dog as a pet?	Yes	No
Mark your answer in the appropriate box:		
Do you have a driver's license?	Yes	No
Mark your answer in the appropriate box:		
Do you collect social security benefits?	Yes	No
Mark your answer in the appropriate box:		
What is your gender?	Male	Female
Mark your answer in the appropriate box:		

Binary answer
(Yes/No)

proximus

0% 100%

English

How likely are you to recommend Proximus to other companies, colleagues, or commercial partners?

Certainly not ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ Certainly

Likert scale

Other examples include: Questions with one answer and ones with multiple answers.

Qualitative data

Definition/Meaning

This provides a more detailed description of data. Commonly made up of open questions that allows respondents to elaborate further.

Examples

Examples of Open-Ended Questions

- What were the challenges you faced with us?
- What did you like the most about us?
- Is there anything else we should know?
- How would you describe your experience with us?
- What can we do better to improve your experience with us?
- What is the primary reason for your score?
- Would you recommend us to others? Please share the reason.
- What was missing in the experience you had with us?
- What are the factors that usually influence your purchase?
- What are one or more things that may stop you from making a purchase with us?

CM2: Symbolic codes

Description:

Symbolic codes are those elements that contain deeper, connotative meanings.

The acronym **SCAM**, can be useful to help remember these:
Setting, Colour, Acting, Mise-en-scene (SCAM)

Setting

Description:

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Colour

Description:

Mise en scene

Description:

Actors

Description:

CM3: Technical codes

Description:

Technical codes are created using technology or skills.
The acronym **SCALE**, can be useful to help remember these:
Special effects, Camerawork, Audio, Lighting, Editing.

Camera shots

Description:

- This is can also be referred to as 'framing', it's what you can see in the frame.

Examples:

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Camera angles

Description:

- This is determined by the position of the camera and the direction it is pointing to.

Examples:

Camera movements

Description:

- This also determines the position of the camera but may also use additional equipment to allow them to position the cameras where humans can't.

Examples:

Camera operator

Description of the role:

Director

Description of the role:

CM3: Technical codes

Description:

Technical codes are created using technology or skills.
The acronym **SCALE**, can be useful to help remember these:
Special effects, Camerawork, Audio, Lighting, Editing.

Editing

Description:

- An editor, under close guidance from the director, makes choices about when to cut a shot/sound, when to end a particular shot/sound and move on to another.

Examples:

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Audio

Description:

- Audio plays a significant role in conveying meaning to a media product.

Examples:

Lighting

Description:

- Lighting helps to create an atmosphere and helps to convey meaning within the narrative and this could be to emphasise the characters emotions

Examples:

Sound editor

Description of the role:

Audio technician

Description of the role:

CM4: Interactivity

Description:

Interactivity is a two-way flow of information between a computer and a computer-user; responding to a user's input.

Animation

Description:

Examples:

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Apps & Websites

Worked example: Blooket

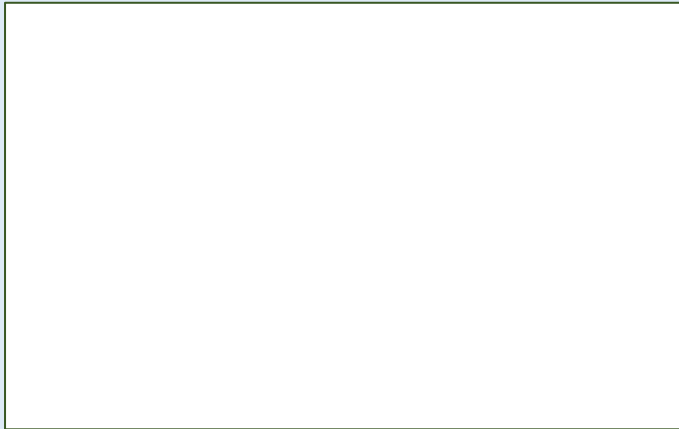
Examples:

CM10: Work plan

Description:

A work plan is used to plan out all the tasks that need to be completed within a project.

Benefits of a work plan



Components of a work plan

Activity

A task within a task – known as a sub-tasks.

Tasks

The main parts of the project that need to be completed.

Resources

The hardware, software and people required to complete the task.

Timescales

The time given to each activity/task to be completed.

Contingencies

A plan put in place to deal with any unexpected events.

Workflow

The sequence/order in which the activities are carried out.

Milestone

A significant achievement within the project.

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Work plan example

						Jan				Feb			
Pre-production						Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Task	Activity	Hardware	Software	People	Contingencies								
1	Read client brief	Monitor, Laptop	Word Processing Software	Production manager	Print out a hard copy								
2	Generating ideas	Laptop	Desktop publishing software	Creative director, Production manager	Draw mind map on flipchart paper								
3	Visualisation diagram	Laptop	Desktop publishing software	Illustrator, Graphics artist	Draw visualisation diagram on paper								
4	Source assets	Laptop	Web browser software	Content creator	Books, Magazines, Television								
Milestone: Pre-production phase complete													
Production													
5	Repurpose assets	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
6	Create the digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
Milestone: Production complete													
Post-production													
7	Export digital graphic	Laptop/Graphics tablet	Graphics software	Graphics designer	Use web-based graphics software								
Milestone: Project complete													

CM11: Mind maps

Description:

Mind Maps are used to organise thoughts into a more formalised structure by having a main idea which branches off into different ideas that link to the central theme. It's a common pre-production document used in the first meeting because it's a quick way to generate new ideas.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Mind map software
- Desktop publishing software

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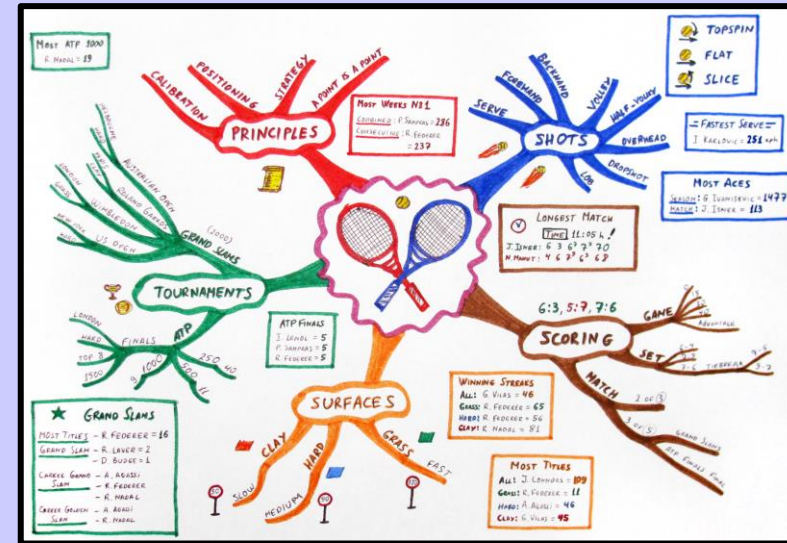


Components of a mind map

Central idea

Nodes

Sub-nodes



Keywords

Colours

Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

CM11: Moodboard

Description:

A moodboard is a collection of sample materials which can be in paper or digital form. It's a way of generating ideas/setting a theme for the product.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones
- Speakers
- Headset

Software:

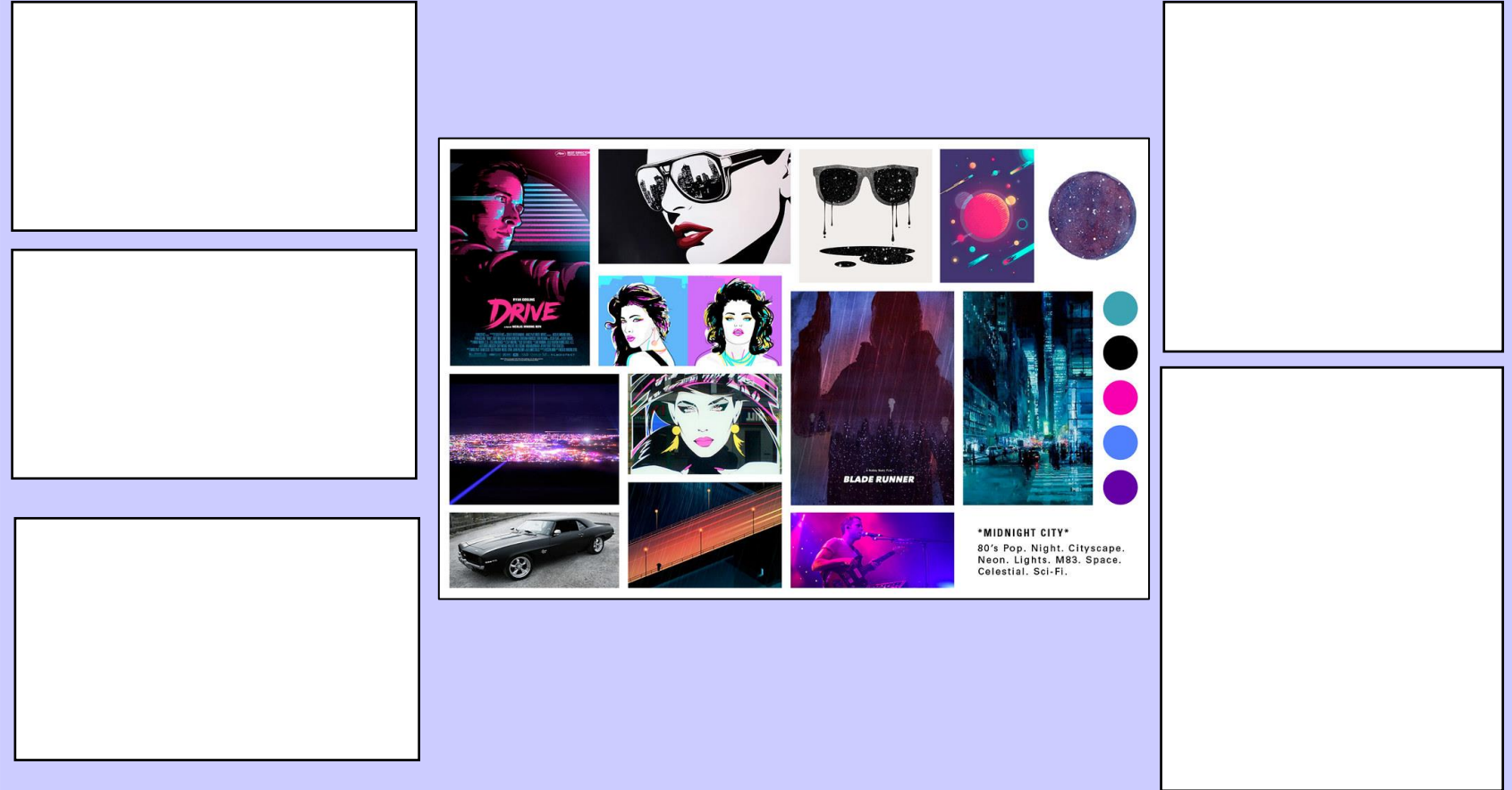
- Desktop publishing software
- Graphics software
- Video editing software
- Presentation software

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Components of a moodboard



Who would use the mind map?

Creative director, Production manager, Illustrator, Graphics artist, Web designer, Director

CM12: Visualisation diagram

Description:

A draft version to plan out a product in a visual way. It can be used to show the client what the final product could look like. This can be a good opportunity for the client to provide useful feedback to the designer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Desktop publishing software
- Graphics software

People:

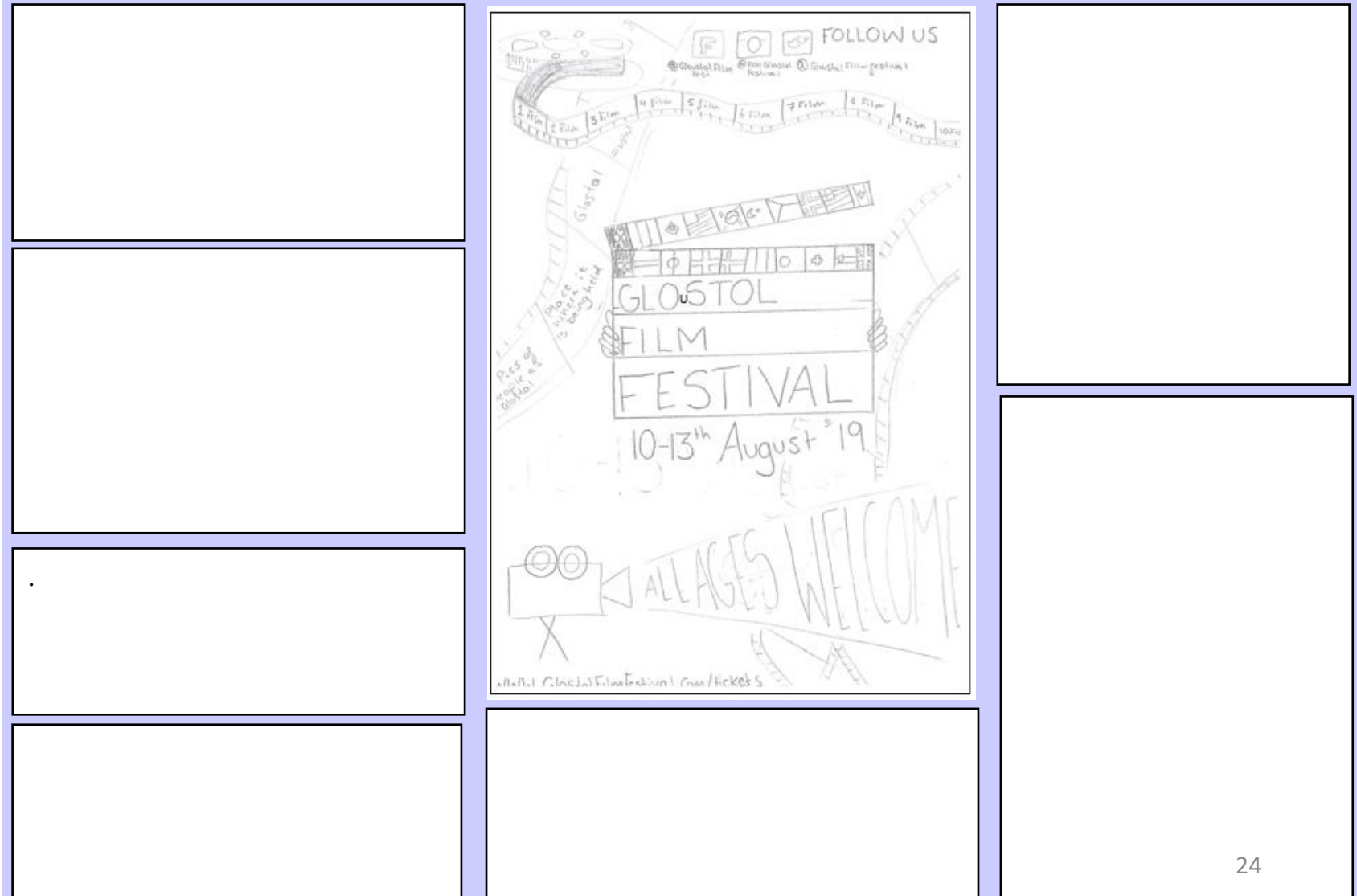
Illustrator, Graphics artist, Graphics designer, Content creator, Copywriter and Photographer

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Components of a visualisation diagram



CM13: Storyboard

Description:

A timeline that is designed to illustrate a sequence of events for content that requires movement. It allows changes to be seen over time, narrative to be included, storylines to be developed through dialogue and allows the ideas to be planned and linked together.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer
- Microphone
- Headphones/Headset
- Speakers

Software:

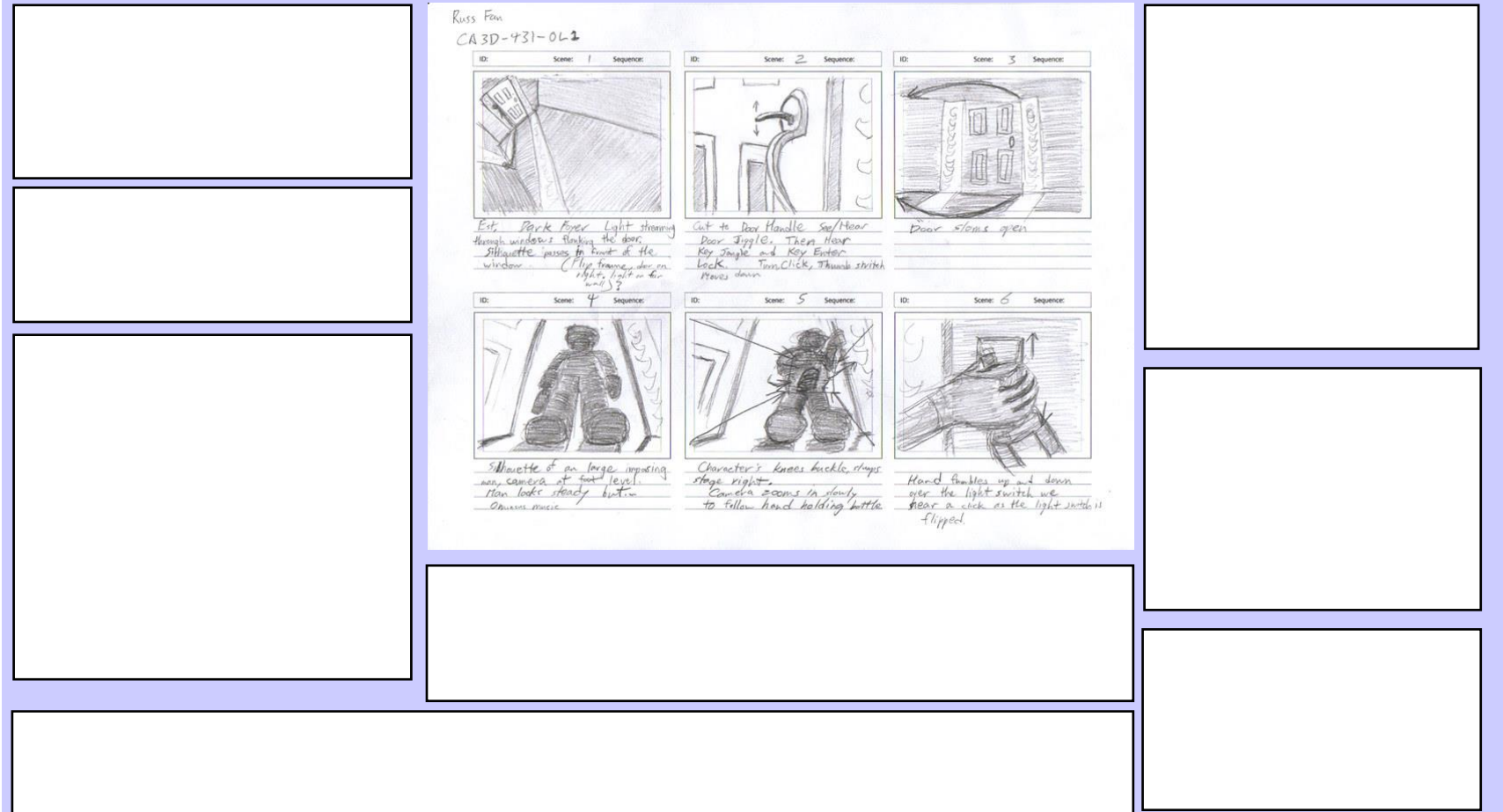
- Desktop publishing software
- Graphics software
- Video editing software

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Components of a storyboard



Who would use the storyboard?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

CM13: Script

Description:

A script is a pre-production document that is used as part of a narrative for an audio-visual product. It provides lines for the characters so they know what to say and provides direction for the camera crew to know what will be used within each scene.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

- Word processing software
- Script writing software

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Components of a script

	It's peaceful, the two fisherman have left and we see their aluminium chairs left behind at the edge of the lake. <u>JOHN</u> Not many left fishing the lake now. There was a time you'd see lamps all around, floating. John rows out as Eamon sorts the bait. <u>JOHN</u> Ah it's hard to get the licence now. We impoverish the fishing for the tourists. Impoverish! Eamon pauses for a moment and looks up at him. John continues to row. <u>JOHN</u> A thousand. I told him you were well able to count to a thousand. That's what I told Ben Moran. <i>(Getting more irate)</i> That he's the one helping them clear the lake! <u>EAMON</u> <i>(interrupting him quickly)</i> That's his job. <u>JOHN</u> His job! To clear us off the lake! His job. Eamon pauses, hesitating and then decides to speak. <u>EAMON</u> I saw Una Moran today. John looks at him keenly and stops rowing. <u>JOHN</u> What business did you have with her? <u>EAMON</u> <i>(embarrassed)</i> None. None. I just saw her walking down the road. <u>JOHN</u> It's a free country I suppose. John starts rowing again and looks away.	

Who would use the script?

Creative director, Camera operator, Audio technician, Illustrator, Graphics artist, Director

CM14: Wireframe

Description:

A planning document that illustrates how a product will look. It will show how pages/screens are linked together and is used commonly for websites and apps. Wireframe focuses more on how the website will look and will be used by a front-end web developer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

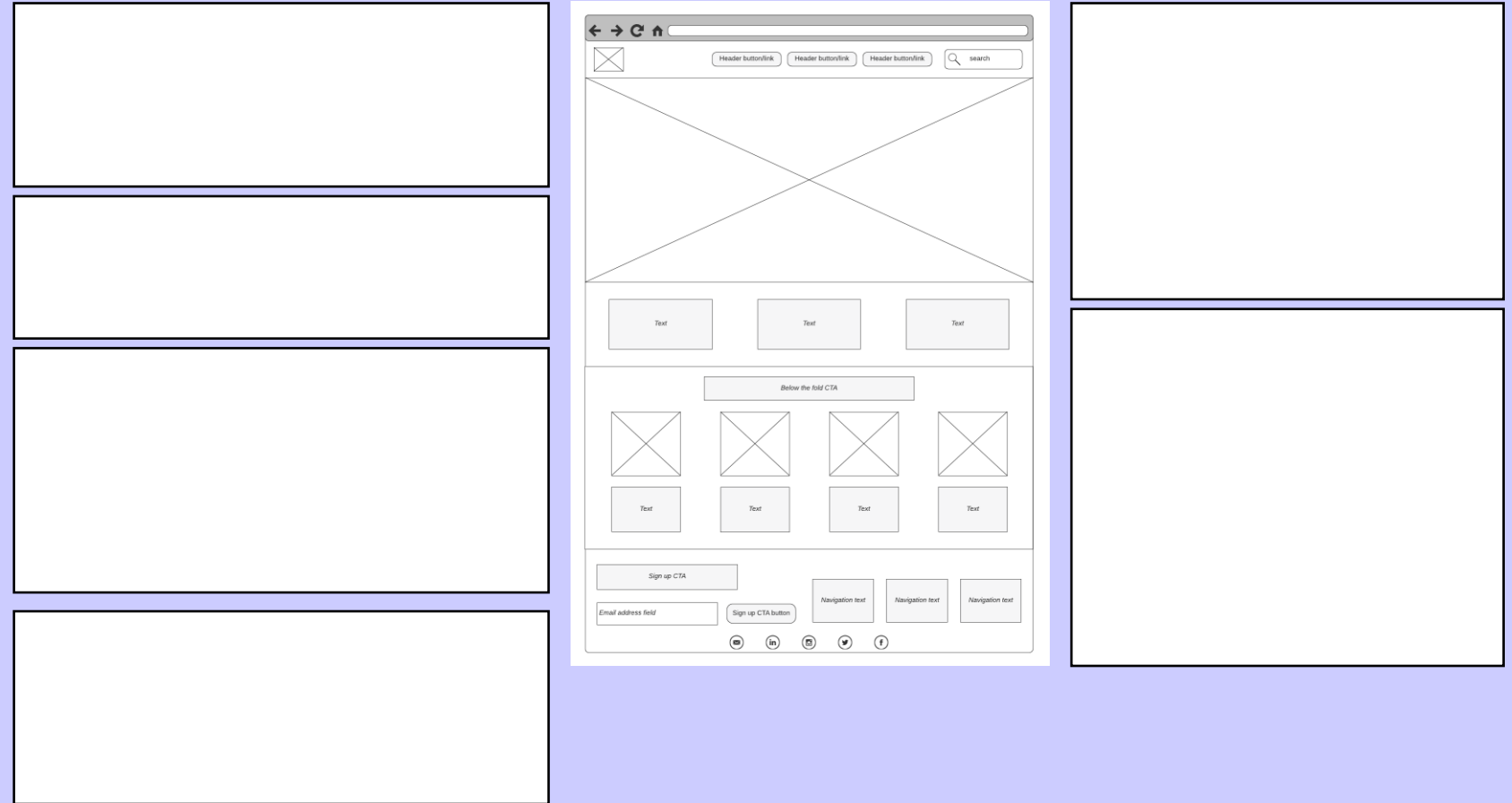
- Word processing software
- Desktop publishing software

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Components of a wireframe



Who would use the wireframe?

Photographer, Web designer, Illustrator, Graphics artist, Web developer

CM14: Flow chart

Description:

A diagram that represents the entire process from start to finish. It's illustrated in a logical step by step sequence using shapes that each have their own function. Flow charts focuses more on how the website will work and will be used by a back-end web developer.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Graphics tablet
- Laptop/Computer

Software:

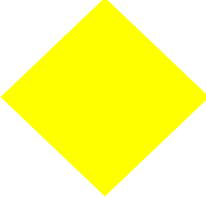
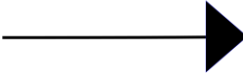
- Word processing software
- Desktop publishing software
- Flow chart software

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Flow chart symbols

			
			
		Why use flow charts?	

Who would use the flow chart?

Games programmer, Web designer, Web developer.

CM16: Asset log

Description:

A pre-production document that is used to record all the assets that are potentially used when creating a media product and understand any legislative constraints there may be.

Hardware & Software used:

Hardware:

- Mouse
- Keyboard
- Monitor
- Touch screen
- Laptop/Computer

Software:

- Word processing software
- Spreadsheet software

Key term:

Assets: in the context of digital media, refers to the different components that can be used in a product such as: text, images, videos, animation and audio.

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Components of an asset log

No/Asset ID

Filename

Description

Properties

Source

Legal issues

Use

No.	Filename	Description	Properties	Source	Legal issues	Use
1	Pizza.jpg	Image of a pizza.	800 x 1022 96 DPI	https://clipart.world/pizza-clipart/simple-pizza/	Should only be for personal use.	To be used in the YePizza logo.
2	Pizza paddle.jpg	Pizza paddle	450 x 450	https://www.123rf.com/photo_134983275_pizza-cooking-shovel-icon-isometric-style.html?vti=nbubvpvytl89e1e66y-1-2	Subscription required to download which will remove the watermark.	To be used in the YePizza logo.
3	Phone icon.png	Image of a phone	320 x 431	Client image	Not applicable	To be used to represent contact details on a poster.
4	Wood_fire_pizza.jpg	Image of a pizza that has been in a wood fire oven.	6016 x 4016 96 DPI	https://www.pexels.com/photo/baked-pizza-on-pizza-peel-in-oven-905847/	Free to use	To be included in the promotional poster.
5	Tomatoes.jpg	Image of fresh tomatoes	640 x 320	I took the image myself	Free to use as I'm the original owner.	To be included in the promotional poster to promote how fresh the ingredients are.

Who would use the asset log?

Graphic artist, Web designer, Games programmer, Animator

CM15: Legislation for individuals

Description:

Legislation is the process of enacting laws so if they're breached then it can become a criminal offence. Some laws are in place to protect individuals when they make a contribution to the creation of a media product.

Permissions when filming

Key facts:

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Key term:

Defamation the action of damaging the good reputation of someone; slander or libel. Slander is a verbal statement and Libel is a written statement.

Slander

Description:

Libel

Description:

Data protection

Description:

Principles:

CM16: Legislation for assets

Description:

Intellectual property is legislation designed stop your work from being copied and distributed without your permission and there are three types of intellectual property: Copyright, Trademarks and Patents which aim to protect ideas.

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Trademarks

Description:

Using copyrighted materials

Examples:

Copyright

Description:

Books

Music

Art

Images

Sound

Software

Fair use

Creative commons licence

Description:



Attribution:



Non-commercial:



Share-a-like:



No derivative works:

CM17: Regulation, Classification and Certification

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Description

The control or guidance of media content by governments and other bodies. This means media production and consumption are monitored.

Example:

Name:

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CM17: Regulation, Classification and Certification

3.4 The legal issues that affect media

Feedback:

18TM

www.pegi.info

BBFC

Description:

Ofcom

Description:

ASA

Description:

PEGI

Description

Key terms:

Certification

Key terms:

Classification

CM18: Health and safety

Description:

Health and safety is about stopping you getting hurt at work or ill through work. Your employer is responsible for health and safety and they have a legal obligation to follow this through.

Healthy and safety in production:

Camera risks

- In some cases, camera operator may need to walk backwards? Or if they're suspended from a harness?

Lifting hazards

- May need to move equipment or props so manual handling training might be required.

Trip hazards

- Lots of cameras and other equipment will lead to more cables.

Electrocution

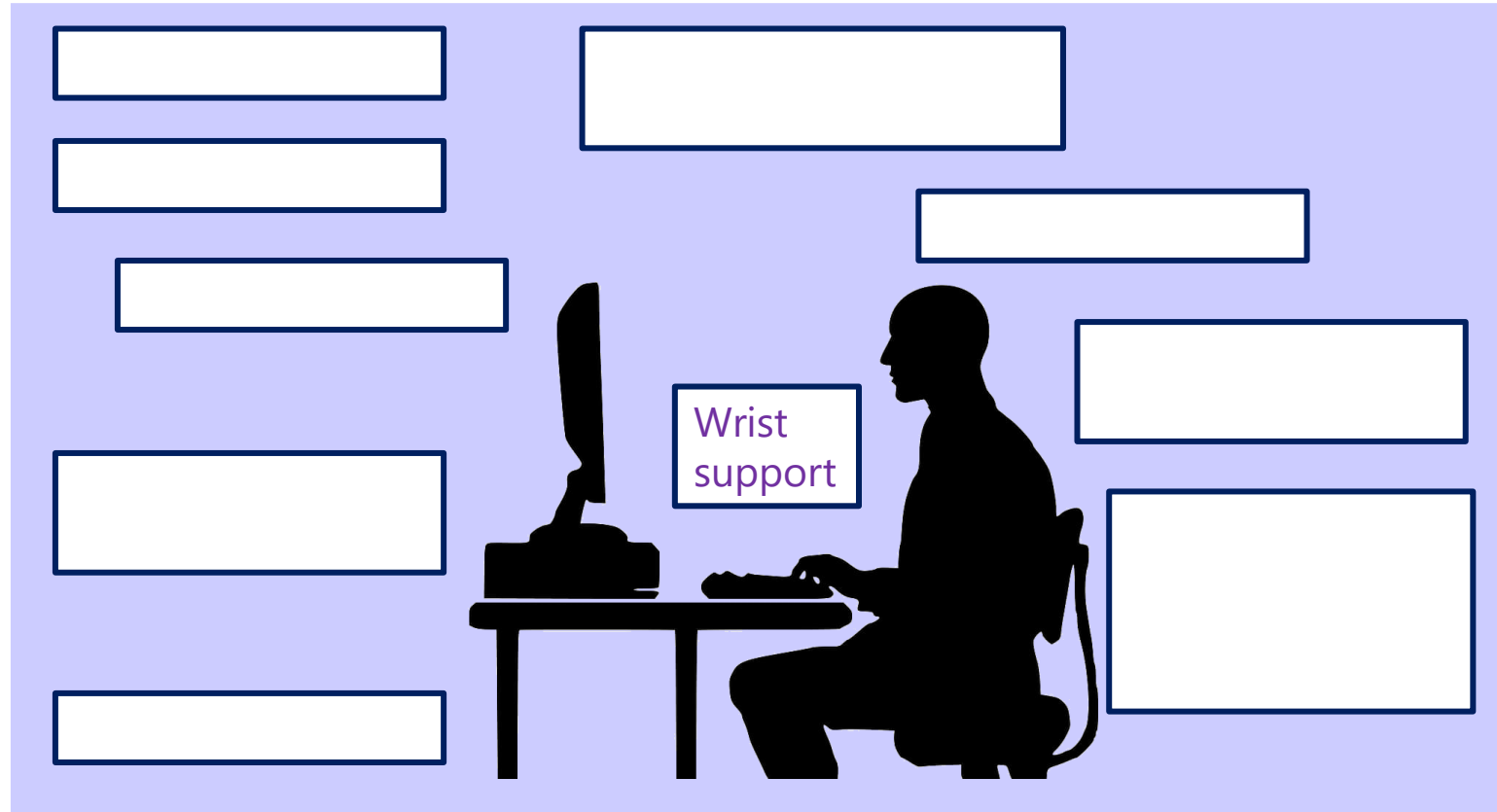
- If devices fail or are not connected correctly so people may need training.

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Healthy and safety in pre and post-production



Key term:

Mitigate: make (something bad) less severe, serious, or painful. In the context of health and safety, mitigating risks is all about reducing the risk of an accident happening.



CM18: Location recces

Description:

A location recce involves members of a production company visiting a potential location for filming and use a set of measures to assess it's suitability.

Risk assessment

Components of a risk assessment.

- Activity
- Hazard – what might cause danger or injury?
- Risk – what are the consequences of the hazard? Normally an injury.
- Prevention – what measure can be put in place to reduce the risk.

Key term:



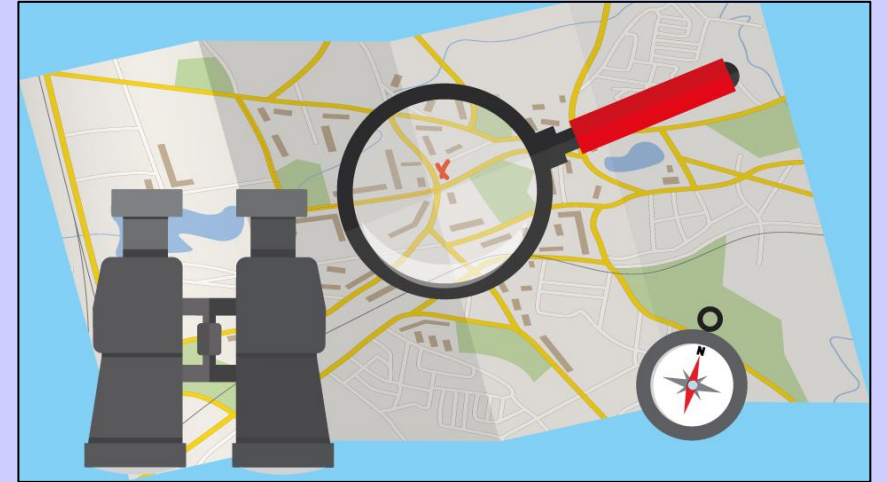
Risk assessment: This is a document that identifies the hazards, the risks they pose and what can be put in place to mitigate these risks.

3.4

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Location recce checklist



Who would be involved in the location recce?

Director, Camera operator, Audio technician, Photographer

CM19: Distribution considerations

Description:

Distribution is the methods by which media products are delivered to audiences, including the marketing campaign.

Online platforms

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4.1

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Physical media

Examples:

Physical platforms

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CM20: Static image files

Description:

Static images are images that have no moving elements.

File formats:

JPG:

PNG:

SVG

TIFF

4.2

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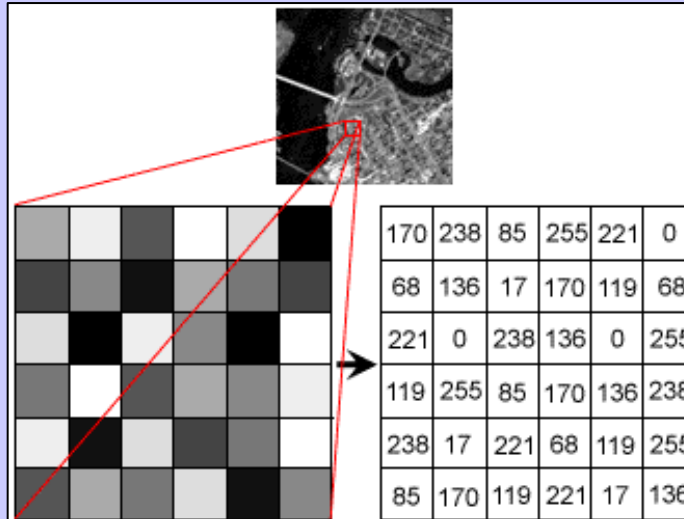
Vector graphics



Examples:

Bitmap images

Description:



Resolution:

CM20: Compression

Description:

Compression is an algorithm designed to reduce the size of a file. There are two types of compression: Lossy and Lossless.

Lossy and Lossless Compression:

Lossy Compression	Lossless Compression

4.2

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Impact on size:

 cafe_wonderland_tea-party	08/09/2020 12:38	JPG File	84 KB
 cafe_wonderland_tea-party	10/05/2019 10:51	Adobe Photoshop...	2,449 KB

Example:

Impact on quality:

Example:

Remember:



CM21: Audio files

Description:

Audio can be in the form of music, dialogue and sound effects.

File formats:

MP3:

WAV:

AAC:

FLAC:

4.2

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Bit depth

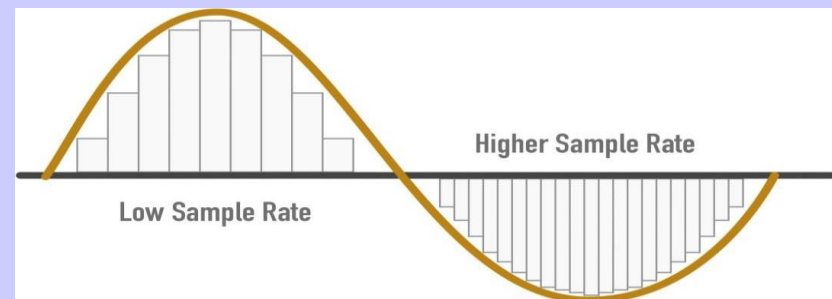
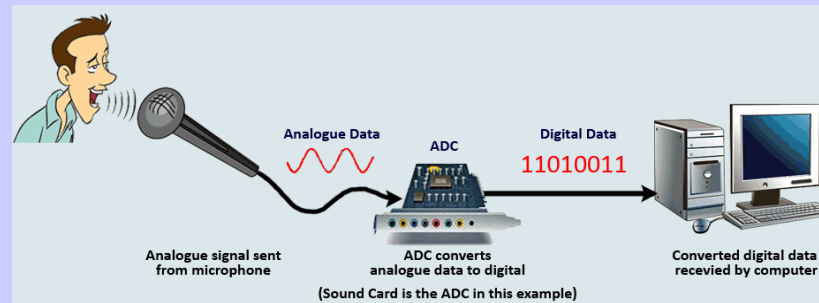
Uncompressed audio formats

Bit Depth	Sample Rate	Application
16 bit	44.1 kHz	CD quality audio
24 bit	48 kHz	High quality music production
24 bit	96 kHz	Archival quality audio

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Description

How sound becomes digitised



Analogue to Digital

Sampling

CM22: Moving image files

Description:

Moving images can be in the form of a video or animation.

File formats:

MP4:

AVI:

MPEG:

MOV:

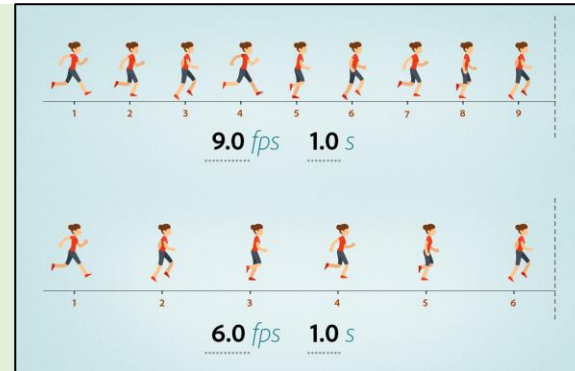
GIF and SVG

4.2

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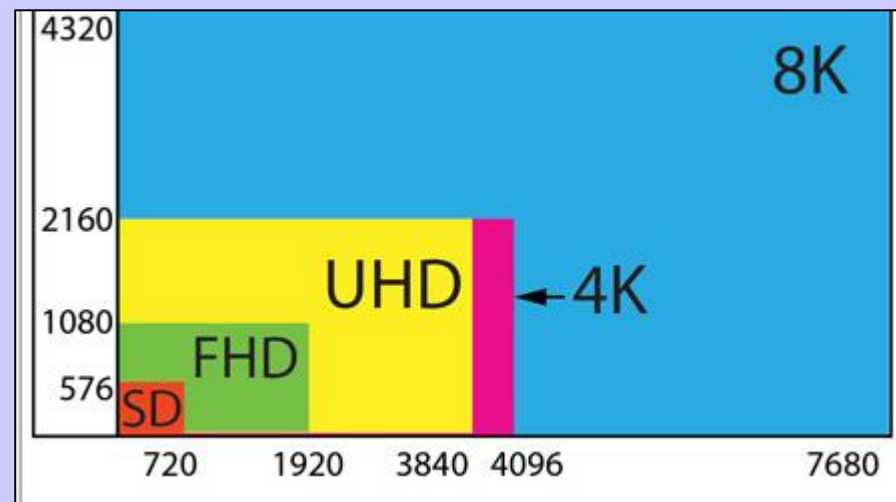
Frame rate



Description

Impact

Resolution



Description