

Topic Area 1

1.1 Media industry sectors and products

- Traditional media
- New media
- Products in the media industry

1.2 – Job roles in the media industry

- Job roles in the media industry creative, technical, senior roles

Topic Area 2

2.1 – How style, content and layout are linked to the purpose

- Purposes of media – advertise/promote, educate, entertain, inform, influence
- Style, content and layout – colour, conventions of genre
- Formal / informal language, positioning of elements, style of audio / visual representation, tone of language

2.2 – Client requirements and how they are defined

- Client requirements – type of product, purpose, audience, client ethos, content, genre, style, theme, timescales
- Client brief formats – commission, formal, informal, meeting/discussion, negotiated, written

2.3 – Audience demographics and segmentation

- Categories of audience segmentation – age, gender, occupation, income, education, location, interests, lifestyle

2.4 – Research methods, sources and types of data

- Primary research methods – focus groups, interviews, online surveys, questionnaires
- Secondary research methods – books and journals, internet sites / research, magazines and newspapers, television
- Research data – qualitative and quantitative information

2.5 – Media codes used to convey meaning, create impact and engage audiences

- Media codes
- Ways that meaning, impact or engagement are created
- Camera techniques
- Colour
- Graphics
- Interactivity
- Lighting
- Mise-en-scene
- Movement
- Transitions
- Typography

Topic Area 3

3.1 – Pre-production 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
- Visualisation diagram
- Wireframe layout

3.4 – The legal issues that affect media

3.4.1 – Legal considerations to protect individuals

- Privacy and permissions
- Defamation
- Data protection

3.4.2 – Intellectual property rights

- Protecting intellectual property
- Using copyrighted materials

3.4.3 – Regulation, certification and classification

- Organisations responsible for regulation
- Classification systems and certifications

3.4.4 – Health and Safety

- Health and safety risks and hazards in all phases of production
- Actions to mitigate health and safety risks and hazards
- Risk assessments
- Location recess

Topic Area 4

4.1 – Distributed platforms and media to reach audiences

- Online
- Physical platforms
- Physical media

4.2 Properties and formats of media files

4.2.1 – Image files

- The properties of digital static image files
- Static image file formats

4.2.2 – Audio files

- The properties of digital audio files
- Audio file formats

4.2.3 – Moving Image files

- The properties of digital moving image files
- Moving image file formats

4.2.4 – File compression

- Lossy compression
- Lossless compression