





GCSE Creative iMedia J834 Specification

Topic Checklists – R093 (Written Exam)

Topic Area 1: The Media Industry

Topics		Specification			Revise
Topic 1: The Media Industry	<u>1.1: Media Industry sectors and products</u>	1.1.1 Sectors of the Media Industry (Traditional and New Media) <i>Know the different sectors that form the media industry and how these are evolving</i>			
		1.1.2 Products in the Media Industry <i>Know the types of products produced by, and used in, different sectors</i> <i>Know that the same product can be used by different sectors</i>			
	<u>1.2 Job Roles in the Media Industry</u>	1.2 Creative Job Roles Technical Job Roles Senior Job Roles <i>To know how each role contributes to the creation of media products</i> <i>Know the main responsibilities of each role in the creation of media products</i> <i>Know that some job roles are specific to Pre-Production, Production or Post-Production</i> <i>Know that some job roles span multiple Production phases</i> <i>Why the size and scale of projects/productions mean that individuals may perform more than one role</i>			



Topic Area 2: Factors influencing Product Design

Topics		Specification			Revise
Topic 2: Factors influencing product Design	<u>2.1:</u> <u>How style, content and layout are linked to Purpose</u>	2.1 Purpose – Advertise/Promote, Educate, Entertain, Inform and Influence Style, Content and Layout – Colour, Conventions of Genres, Formal/Informal Language, Positioning of Elements, Style of Audio Representation, Style of Visual Representation and Tone of Language <i>Know the different purposes of media products</i> <i>How style, content and layout are adapted to meet each purpose</i>			

	<p><u>2.2 – Client Requirements and How they are defined</u></p>	<p>2.2</p>	<p>Client Requirements: Type of Product, Purpose, Audience, Client ethos, content, genre, style, theme, timescales</p> <p>Client Brief Formats: Commission, Formal, Informal, Meeting/discussion, negotiated, Written</p> <p><i>How to recognize keywords and information in client briefs</i></p> <p><i>Know the requirements in client briefs that inform planning</i></p> <p><i>Why requirements in client briefs can constrain planning and production</i></p> <p><i>How to interpret requirements in client briefs to generate ideas and plan</i></p> <p><i>Know the different ways that client briefs are communicated</i></p>			
	<p><u>2.3 – Audience Demographics and Segmentation</u></p>	<p>2.3.1</p>	<p>Categories of Audience Segmentation: Age, Gender, Occupation, Income, Education, Location, Interests and Lifestyle</p> <p><i>Know the different categories of audience segmentation</i></p> <p><i>Know examples of the way audiences are grouped for each type</i></p> <p><i>The reasons for, and benefits of, audience segmentation</i></p> <p><i>How audience characteristics influence the design and production of media products</i></p>			
	<p><u>2.4 – Research Methods, Sources and Types of Data</u></p>	<p>2.4</p>	<p>Primary Research Methods</p> <p>Secondary Research Methods</p> <p>Research Data – Qualitative/Quantitative</p> <p><i>Know the reasons for and benefits of conducting research</i></p> <p><i>Advantages and Disadvantages of primary and secondary research and data</i></p> <p><i>How the research is carried out using different methods and/or sources</i></p> <p><i>Advantages and disadvantages of each primary research method and secondary research source</i></p> <p><i>Differences between qualitative and quantitative data/information</i></p>			
	<p><u>2.5 – Media Data Representation</u></p>	<p>2.5.1</p>	<p>Media Codes (Technical, Symbolic, Written)</p>			

		2.5.2	<p>Ways that meaning, impact and/or engagement are created using:</p> <p>Animation, Audio, Camera Technique, Colour, Graphics, Interactivity, Lighting, Mise-en-Scene, Movement, Transitions, Typography</p> <p><i>Know the different technical, symbolic and written codes used to convey meaning, create impact and/or engage audiences</i></p> <p><i>How codes are used to convey meanings, create impact and/or engage audiences</i></p> <p><i>How the codes are used to relate audience, purpose and content</i></p> <p><i>How the combination of content and codes work together to convey meaning, create impact and engagement</i></p>			
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Topic Area 3: Pre-Production Planning

Topics		Specification				Revise
Topic 3.: Pre-Production Planning	<u>3.1:</u> <u>Work Planning</u>	3.1.1	<p>Components of work plans</p> <p>Phases, Tasks, Activities, Workflow, Timescales, Milestones, Contingencies, Resources</p> <p>Students will need also understand the purpose of a work plan.</p> <p>Know the components of a workplan</p> <p>The role of workplan components in work planning</p> <p>The advantages of using a workplan</p> <p>How workplans are used to manage time, tasks, activities and resources for individuals and large teams</p>			
	<u>3.2:</u> <u>Documents used to support ideas generations</u>	3.2	<p>Mind map (Digital/Hand drawn)</p> <p>Mood board (Digital / Physical)</p> <p><i>Know the purpose of each document</i></p> <p><i>Know the components and conventions of each document</i></p> <p><i>Know the HW and SW used to create each document</i></p> <p><i>Know the users of each document</i></p> <p><i>What each document is appropriate for use</i></p> <p><i>What makes each document effective?</i></p> <p><i>How to improve the effectiveness of the document</i></p>			

	<u>3.3 Documents used to design/plan media Products</u>	3.3.1	<p>Asset Log</p> <p>Flow Chart</p> <p>Script</p> <p>Storyboard</p> <p>Visualisation Diagram</p> <p>Wireframe Layout</p> <p><i>Know the purpose of each document</i></p> <p><i>Know the components and conventions of each document</i></p> <p><i>Know the HW and SW used to create each document</i></p> <p><i>Know the users of each document</i></p> <p><i>What each document is appropriate for use</i></p> <p><i>What makes each document effective?</i></p> <p><i>How to improve the effectiveness of the document</i></p>			
	<u>3.4. The Legal Issues that affect Media</u>	3.4.1	<p>Legal Considerations to protect individuals:</p> <p>Privacy and permissions</p> <p>Defamation</p> <p>Data Protection</p> <p><i>The purpose of and reasons for each legal consideration</i></p> <p><i>What is required of Media producers to comply with each legal consideration</i></p> <p><i>The impact on individuals and media producers using and publishing inaccurate personal information</i></p>			
		3.4.2	<p>Intellectual Property Rights</p> <p>Protecting Intellectual Property (IP) – Copyright, Ideas, Patent, Trademarks</p> <p>Using Copyrighted Materials – Creative commons license, Fair Dealing, permissions, fees and licenses, Watermarks and symbols.</p> <p><i>Know what is meant by intellectual property</i></p> <p><i>The purpose of, and reasons for, legislation to protect IP</i></p> <p><i>What is required of media producers to respect intellectual property rights</i></p> <p><i>How and when intellectual property can be protected</i></p> <p><i>Implications for media producers of using Copyrighted materials without permission.</i></p>			
	3.4.3	Regulation, Certification and Classification				

		<p>Organizations responsible for Regulation (ASA and OFCOM)</p> <p>Classification Systems and certification (BBFC and PEGI)</p> <p>Know the types of products covered by regulation, certification and classification</p> <p>The purpose of, and reasons for regulation, certification and classification</p> <p>Know the roles of regulatory bodies and areas of responsibility.</p> <p>Examples of the way medica products are classified</p> <p>Impact of regulation, certification and classification on media production.</p>			
	3.4.4	<p>Health and Safety</p> <p>Health and Safety Risks and Hazards in all phases of production</p> <p>Actions to mitigate H/S risks and Hazards</p> <p>Risk Assessments</p> <p>Location Recces</p> <p>Know common risks and hazards in media production</p> <p>What is required of producers to mitigate H/S Risks and Hazards</p> <p>What risk assessments are and their purpose.</p> <p>What location Recces are and the purpose of the Location Recces.</p>			

Topic Area 4: Distribution Considerations

Topics		Specification			Revise
Topic 4: Distribution Considerations	<p>4.1: <u>Distribution Platforms and media to reach audiences</u></p>	<p>4.1</p> <p>Online (Apps, Multimedia and Web)</p> <p>Physical Platforms (Computer, Interactive TV, Kiosk, Mobile Devices)</p> <p>Physical Media (CD/DVD, Memory Stick and Paper Base)</p> <p><i>Students should know the characteristics of the types of platform and media used to deliver products</i></p> <p><i>Advantages and Disadvantages</i></p> <p><i>How the characteristics affect the scenario of final product file format in given scenario</i></p>			
	<p>4.2 – Properties and File Formats</p>	<p>4.2.1</p> <p>Image Files</p> <p>The Properties of digital static image files: DPI/PPI Resolution and Pixel Dimension</p>			

		<p>Know what is meant by DPI/PPI</p> <p><i>How DPI/PPI relates to resolution and image quality</i></p> <p><i>The relationship between pixel dimensions and quality for different image uses</i></p> <p><i>Know examples of raster/bitmap and vector image files</i></p> <p><i>The properties and limitations of uncompressed and compressed (lossy, lossless) file formats</i></p> <p><i>The properties and limitations of raster/bitmap and vector static image file formats</i></p> <p><i>How file format choice relates to use and context</i></p>			
	4.2.2	<p>Audio Files</p> <p>Properties of Digital audio files (Bit depth and Sample Rate)</p> <p>Audio File Formats (Compressed/Uncompressed)</p> <p>Know what is meant by sample rate and bit depth</p> <p>How sample rate and bit depth relate to sound quality</p> <p>What audio compression is and how it affects quality</p> <p>Properties and limitations of uncompressed and compressed file formats</p> <p>How file format choices relate to use and context</p>			
	4.2.3	<p>Moving Image Files</p> <p>Properties of digital moving image files (frame rate and resolution (SD HD UHD, 4K and 8K)</p> <p>Moving image file formats (Animation, Video, Uncompressed and compressed)</p> <p>Know what is meant by frame rate</p> <p>Know what is meant by SD, HD, UHD, 4K and 8K</p> <p>How frame rate affects the quality of a product</p> <p>Know examples of digital video and animation files</p> <p>Properties and limitations of video and animation file formats</p> <p>Properties and limitations of uncompressed and compressed file formats</p> <p>How file format choice relates to use and context</p>			
	4.2.4	<p>File Compression</p> <p>Know what is meant by lossy compression</p> <p>Know what is meant by lossless compression</p> <p>Know why both types of compression are used</p>			

