

# R093: Creative iMedia in the Media Industry

Foundation Knowledge for Creative Media Professionals

48 GLH • Exam Unit • Term 1

## Media Industry Sectors & Products

- **Traditional Media:** Film, television, radio, print publishing
- **New Media:** Computer games, interactive media, internet, digital publishing
- **Cross-Sector Products:** Same content used across multiple platforms

**Industry Convergence:** Modern media companies operate across traditional and new media boundaries

Video Audio Animation SFX/VFX Social Media Games  
AR/VR eBooks

## Media Industry Job Roles

### Creative Roles

Animator, content creator, copywriter, graphic designer, script writer

### Technical Roles

Camera operator, games programmer, sound editor, video editor

### Senior Roles

Creative director, production manager, campaign manager

### Multi-Phase Roles

Some roles span pre-, production, and post-production

- **Role Flexibility:** Smaller projects require individuals to perform multiple roles
- **Production Phases:** Pre-production, production, post-production specialisation

## Client Requirements & Audiences

- **Purpose Categories:** Advertise/promote, educate, entertain, inform, influence
- **Demographics:** Age, gender, occupation, income, education, location
- **Psychographics:** Interests, lifestyle, values, attitudes
- **Primary Research:** Interviews, surveys, focus groups, observations
- **Secondary Research:** Books, internet, magazines, industry reports
- **Data Reliability:** Evaluate source credibility and relevance

**Pro Tip:** Style, content, and layout must align with product purpose and target audience

## Media Codes & Communication

### Technical Codes

Camera techniques, lighting, transitions, editing

### Symbolic Codes

Colour psychology, mise-en-scène, movement

### Written Codes

Typography, graphics, interactivity

### Audio Elements

Dialogue, music genre, sound effects, silence

- **Typography:** Font size, typeface, emphasis, readability, brand consistency
- **Colour Impact:** Emotional response, brand identity, accessibility
- **Code Combinations:** Multiple codes work together for maximum impact

## Pre-Production Planning

- **Work Plans:** Pre/production/post phases, timescales, milestones, resources
- **Ideas Generation:** Mind maps, mood boards
- **Design Documents:** Asset logs, flow charts, scripts, storyboards
- **Layout Planning:** Visualisation diagrams, wireframes
- **Document Effectiveness:** Appropriate for users and production phase
- **Contingency Planning:** Risk mitigation and alternative workflows

**Industry Standard:** Professional productions rely on comprehensive pre-production documentation

## Legal & Ethical Considerations

- **Privacy & Permissions:** Recording rights, private property, commercial use
- **Defamation:** Libel (written) and slander (spoken) protection
- **Data Protection:** GDPR compliance for personal data collection
- **Intellectual Property:** Copyright, patents, trademarks
- **Fair Usage:** Creative Commons licences, fair dealing, permissions
- **Classification:** BBFC film ratings, PEGI game ratings
- **Regulation:** ASA (advertising), Ofcom (broadcasting)

**Critical:** Using copyrighted material without permission can result in legal action and financial penalties

## Distribution Platforms

- **Online Platforms:** Apps, multimedia websites, streaming services
- **Physical Platforms:** Computers, interactive TV, kiosks, mobile devices
- **Physical Media:** CD/DVD, memory sticks, paper-based materials
- **Platform Characteristics:** Bandwidth, storage, user interface limitations
- **Audience Reach:** Platform selection affects target demographic access
- **Cost Considerations:** Distribution costs vary by platform type

**Strategy:** Multi-platform distribution maximises audience reach but requires format optimisation

## File Properties & Formats

- **Image Files:** Raster/bitmap vs vector graphics
- **Resolution:** DPI/PPI for print, pixel dimensions for digital
- **Compression:** Lossy vs lossless, file size vs quality trade-offs
- **Video Properties:** Frame rates (24fps film, 30fps broadcast, 60fps gaming)
- **Audio Quality:** Bit rates, sample rates, stereo vs mono
- **Platform Requirements:** Format compatibility with target devices
- **File Size Management:** Bandwidth and storage limitations

**Technical:** Format selection must balance quality, compatibility, and file size for optimal user experience