

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.

1.1

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



Video

Definition/Meaning

A product that includes moving images and in most cases an auditory element. It's also referred to as an audio-visual product.

Animation

Definition/Meaning:

A product that converts still images into moving elements to illustrate a sequence of events.

Visual effects (VFX)

Definition/Meaning:

Technology is used to incorporate effects that may be too dangerous or impossible to add any other way. For example, a spaceship flying across the screen.

Audio

Definition/Meaning

A product that is recorded or transmitted in the form of sound. For example, sound effects.

Music

Definition/Meaning:

A product that records audio as a way to express emotion.

Special effects (SFX)

Definition/Meaning:

Special effects that can be created on set. This includes physical character creation, puppetry, animatronics or humans wearing prosthetic make-up and costumes.

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:

Websites and applications that enable users to create and share content or to participate in social networking.

Apps

Definition/Meaning:

A mobile application or app is a computer program or software application designed to run on a mobile device such as a phone, tablet, or watch.

1.1

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



Comics and graphic novels

Definition/Meaning

A product that is designed to tell stories in a more visual way through illustrations and speech bubbles for dialogue.

Multimedia

Definition/Meaning:

A product that combines a range of assets such as text, images, video, animation and sound.

Virtual reality (VR)

Definition/Meaning:

Virtual reality is a computer-generated simulation in which a person can interact within an artificial three-dimensional environment.

Websites

Definition/Meaning

A product that combines a range of multimedia elements to create a webpage that can be accessed with an internet connection.

eBooks

Definition/Meaning:

A product that is available in electronic form and accessible via apps or e-readers (e.g. Kindle)

Augmented reality (AR)

Definition/Meaning:

Augmented reality allows the user experience the real world, which has been digitally augmented or enhanced in some way.

CM1: Media sectors

Description:

The main means of mass communication (broadcasting, publishing, and the internet) regarded collectively. The industry itself branches out in 'traditional' media and 'new' media.

How has the traditional media industry evolved?

Examples:

- Special effects (SFX, VFX)
- Digital imaging and graphics
- Social media platforms/apps
- Digital games
- Websites
- Multimedia
- eBooks
- Augmented Reality (AR)
- Virtual Reality (VR)
- 3D technology
- Digital Audio Broadcasting (DAB)

1.1

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



Traditional media

Definition/Meaning

Traditional media refers to non-digital methods of communication. These methods have been long used to create awareness of a product and existed before the internet.

Sectors

- TV (Television)
- Radio
- Film
- Print publishing

Interactive media examples:

Examples include:

Website, apps, e-learning products, information points and digital maps

New media

Definition/Meaning

On-demand content accessed via the internet through digital devices, such as personal computers and smartphones. New media can involve interactive elements such as audience engagement and feedback.

Sectors

- Interactive Media
- Video games
- Internet
- Digital publishing

Key terms:

Media
Distribution
Multimedia
Streaming
Downloading



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)

1.2

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



Illustrator/graphics artist

Responsibilities:

- combining hand-drawing and painting with digital media to create complete illustrations.
- refining designs.
- using various colours, graphics and effects to better convey each concept.

Phase of production

- Pre-production

Web designer

Responsibilities:

- creating website designs.
- producing sample sites.
- meeting with clients to discuss requirements and/or project progress.
- digital retouching and image editing.

Phase of production

- Pre-production, Production

Scriptwriter

Responsibilities:

- developing believable plots and character.
- preparing short summaries of your ideas and selling (known as 'pitching') them to producers or development executives.

Phase of production

- Pre-production

Animator

Responsibilities:

- creating a series of images known as frames, to simulate movement.
- develop timing and pacing of motion.
- work with the story editors to merge various layers of animation.

Phase of production

- Production

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)

1.2

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



Graphics designer

Responsibilities:

- design graphics for use in media products such as magazines, labels, advertising etc..
- developing concepts, graphics and layouts for product illustrations, company logos and websites.

Phase of production

- Pre-production, Production

Copywriter

Responsibilities:

- creates text for advertising/marketing purposes.
- writing content used in print media, radio advertising, product descriptions and social media posts.

Phase of production

- Production

Content creator

Responsibilities:

- create content for websites including social media.
- using assets such as text, video and audio designed for a particular audience.
- aiming to generate interest/raise awareness for a brand.

Phase of production

- Production

Photographer

Responsibilities:

- captures high-quality images.
- collaborate with client to ensure right content is captured.
- sell their content in stock image libraries for others to purchase.

Phase of production

- Production, Post-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:

- assembling raw footage and transferring or uploading to a computer.
- following a script, screenplay or outline
- inputting sound to enhance footage.

Phase of production:

- Post-production

Web developer

Description:

- write code for how the website looks and how it works.

Phase of production

- Production

1.2

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



Camera operator

Responsibilities:

- assembling and setting up equipment.
- planning, preparing and rehearsing scenes
- following camera scripts.
- creatively framing and capturing action
- responding quickly to directions.

Phase of production

- Production

Audio technician

Responsibilities:

- preparing and operating sound equipment.
- running audio equipment so everything is properly connected.
- testing audio equipment for volume, tone, and clarity.

Phase of production

- Post-production

Sound editor

Responsibilities:

- create, update, maintain and add to sample and sound libraries.
- develop the sound concept for a project and a sound map or storyboard from a script or project description.

Phase of production

- Post-production

Games programmer

Responsibilities:

- writing/testing code for new programs.
- updating existing programs.
- identifying/correcting coding errors.
- secure programs against cybersecurity threats.

Phase of production

- 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:

- track campaign performance by compiling regular reports.
- organise trade shows, exhibitions and promotional events.
- recruit and train talent so they can be allocated roles.
- meet with all new clients to identify campaign strategies.

Phase of production:

- Post-production

1.2

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



Creative director

Responsibilities:

- developing concepts for advertising or promotional campaigns.
- pitching ideas to clients if working for an agency or present to directors.
- steering or writing scripts.
- overseeing photo or TV shoots.

Phase of production

- Pre-production, Production

Director

Responsibilities:

- read scripts and work with writers and provide feedback on the further development of scripts.
- select actors - working with casting directors and producers during this selection process.
- agree the budget and schedule of the film with the producer.

Phase of production

- Pre-production, Production and Post-production.

Sound editor

Responsibilities:

- planning and organising production schedules.
- assessing project and resource requirements.
- estimating, negotiating and agreeing budgets and timescales with clients and managers.

Phase of production

- Pre-production

Editor

Responsibilities:

- coordinate online or print publishing cycle and manage content areas.
- suggest stories and generate headline ideas.
- comply with media law and ethical guidelines.

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)

1.2

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



Input and Output devices

Description:

Input devices allows the computer to receive data.

Description:

Output devices that allows the computer to send data.

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.

1.2

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



Different types of Software:

Word processing software	Allows the user to create, edit, format, and print written documents.	Database software	Used for storing, manipulating, and managing data.
Spreadsheet software	Displays data in a grid format and allows the user to enter and manipulate data using formulas.	Diary management software	Used to manage emails, calendars and set up appointments.
Presentation software	Used to show information, normally in the form of a slide show.	Graphics editing software	Used to manipulate or enhance digital images.
Desktop publishing software	Designed for creating visual communications in print form. (e.g. posters)	Audio editing software	Allows editing and generating of audio data.
Video-editing software	Involves putting together raw footage of various shots to create a sequence or scene.	Web browser software	Allows users to open and display web pages.
Web-authoring software	A type of desktop publishing tool that allows users to create websites.	Animation software	Allows for the creation of motion on a frame-by-frame basis.