

CM5: Purpose

Description:

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

Inform

Description:

- To display information normally in a formal language because it's important.

Examples:

- Maps
- Books
- Leaflets

Influence

Description:

- To persuade consumers to change their behaviour.

Examples:

- Health advertisements
- Educational advertisements
- Political advertisements

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Entertain

Description:

- This is to provide a narrative/plot/storyline that entices the user to consume the content.

Examples:

- Films
- TV shows
- Books
- Apps
- Video games

Educate

Description:

- This is to provide consumers with information that enables them to learn/gather new information

Examples

- Text books
- YouTube videos
- Online learning platforms

Advertise/Promote

Description:

- This is to persuade the consumer into committing to a product or service.

Examples:

- Posters
- Billboards
- TV advertisements
- Radio advertisements
- Banners on webpages
- Social media posts

Job roles:

Content creator
Copywriter
Campaign manager
Photographer
Web developer
Web designer
Animator
Games developer



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

Conventions are a commonly accepted way of doing things. Advertisements will share a common set of characteristics.

Tone of language

Definition/Meaning:

The tone can help to identify how serious the message may be. This depends on the type of media product.

Audio representation

Definition/Meaning:

A media product that can be represented in the form sound such as the use of music, dialogue and sound effects.

Visual representation

Definition/Meaning

The content used in the media product that helps the consumer to make a connection with that and the product that is being advertised.

Positioning of elements

Definition/Meaning:

Content will be placed at certain parts of product because that is where consumers may naturally be drawn to.

Formal/Informal language

Definition/Meaning:

The purpose of the product can affect the nature of the language used. For example, informal language is used for adverts where formal language may be used for educational purposes.

Client requirements

Description

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

Client brief

Types:

- **Formal** - A scheduled meeting that will take place between the client and the producer.
- **Informal** - Client will discuss requirements during a telephone call, no do documentation provided. More of a verbal agreement.
- **Negotiated** - The client and the producer work together to develop a brief for a media product.
- **Commissioned** - A client will hire a separate independent company to create the media product for them.

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 constraints

- Conflict of interest when it comes to design choices.
- A client brief can restrict what the production company can do.

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

- Clearly defined target audience
- Increased chance of sales
- Personalised approach to marketing/advertising.
- Increased level of interest.

Lifestyles/Interests

Definition/Meaning:

This is linked to hobbies and what people actually enjoy. For example, a person who loves horror films will be more interested in products of this genre.

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Location

Definition/Meaning

This is how accessible the product is. It might be available within a certain radius, in a city/town, a country or it may have a wider reach if it's an online service.

Age

Definition/Meaning:

This can be an age range such as 18-25 or broader categories such as teenagers, adults, retired people.

Occupation/Income

Definition/Meaning:

The type of job can determine the level of disposable income that person has and therefore shapes their consumer behaviour depending on what they can afford.

Ethnicity

Definition/Meaning

This focuses on cultures, country, religion or language. For example, some software used in the UK is designed using US English language instead.

Gender

Definition/Meaning:

Some products may be aimed at one gender more than the other.

Education

Definition/Meaning:

The population have different levels of education such as: degree level, A-level or GCSE and this can define the sort of language used in media products.

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

Valid set of results
Less time-consuming than a survey.
Additional feedback can be gathered in the session.

Cons

Sample size too small.
Small samples can lack validity.
Moderator might not record all responses.

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Interview

Description:

- A meeting of people face to face or online.

Pros

Allow for more in-depth data collection and comprehensive understanding.
Can be used for quantitative research

Cons

Interviews are more time consuming to recruit and conduct.
Expensive form of research.
Limited scope: you might miss out on interesting data

Online surveys

Description:

- A structured form that is completed over the internet.

Pros

Cost-effective and can capture a large sample very quickly.
Quick to gather large sample sizes.

Cons

Need an internet connection to participate in a survey.
Some respondents might lack technical skills to complete survey.

Questionnaires

Description:

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

Pros

No technological constraints as it's paper-based so it's easy for everyone to access.
Can include open and closed questions.

Cons

Paper can easily be misplaced/lost
Time consuming
Expensive to employ surveyors.

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

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Books

Pros	Cons
Indicate areas of professional interest Up to date coverage of news and opinion	Can become outdated quickly. Can include subjective content.

Television

Pros	Cons
Present information in different formats. Can include facts and opinions. Can be an up-to-date source of information.	Can be biased May not give further references to follow up. May not always give a fair representation of a subject. Often created for entertainment purposes.

Websites

Pros	Cons
Quick access to information Can be kept up to date easily	Not quality checked – anyone can create a website Not always reliable or of an academic standard

Questionnaires

Pros	Cons
Present information in different formats. Can include facts and opinions. Can be an up-to-date source of information.	Can be biased May not give further references to follow up. May not always give a fair representation of a subject. Often created for entertainment purposes.

Collecting data

Description:

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

Quantitative v Qualitative

Quantitative:

Qualitative:

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

Binary answer (Yes/No)

proxiMUS

0% 100%

English

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

Certainly not Certainly

0 1 2 3 4 5 6 7 8 9 10

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:

- Time – this is used to established when this was taking place.
- Location – the physical location of where the scene is taking place can help support the narrative. Social structures/Economy – Does the story reflect a certain social status. For example, does it suggest the characters are wealth or poor?
- Moral attitudes – The narrative can help to determine the actions taken by the characters.

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Colour

Description:

- The colour palette used in a film can help tell a story. This helps the viewer feel certain emotions, such as the use of red blood in a horror movie, or a shade of green for jealousy.
- Colour in film also helps draw the attention of the user to a specific detail, like a red handle on a white door.
- Colour can help the film identify character traits, such as having a greedy businessman wear green or a sad character wearing yellow.

Mise en scene

Description:

- Set/location
- Props (Items that would be used in the scene)
- Costumes (What they wear)
- Make-up (How they look – think back to the previous example of the Joker where makeup is quite prominent)
- Motif - a repeated narrative element that supports the theme of a story. (e.g. James Bond theme)
- Composition - The placement or arrangement of visual elements.

Actors

Description:

- Body language
- Gestures
- Facial expressions
- Vocal intonation which means the way someone's voice rises and falls as they're speaking.
- Personality actor (Their personality fits the role)
- Star actor (An actor who can adapt. For example, equally adept at playing a hero or villain.)

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:

- Establishing shot
- Long shot
- Crowd shot
- One shot
- Medium shot
- Medium close-up
- Close-up
- Extreme close-up
- Over the shoulder shot
- Wide shot

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Camera angles

Description:

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

Examples:

- Eye-level shot
- Low angle
- High angle
- Dutch angle
- Shoulder level
- Hip level
- Ground level

Camera operator

Description of the role:

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

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:

- Dolly and Track
- Pan
- Zoom
- Crane
- Handheld
- Pedestal

Director

Description of the role:

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

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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:

- Continuity editing: Cutaway shot, Shot reverse shot, Eyeline match, Cross cutting,
- Non-continuity editing: Flashback, flash forward, montage.
- Transitions: Wipe, Dissolve, Fade and Cut

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Audio

Description:

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

Examples:

- Diegetic and non-diegetic sounds
- Foley (artificial audio recording)
- Soundtrack
- Silence
- Dialogue
- Sound effects

Sound editor

Description of the role:

- 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.

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:

- High-key lighting
- Low-key lighting
- Back lighting
- Fill lighting

Audio technician

Description of the role:

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

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:

- Taking still images and creating a sequence of moving images that follow a timeline.

Examples:

- 3D Animation – this can include the use of Computer Generated Imagery (CGI)
- 2D Animation – hand drawn characters frame by frame.
- Vector 2D Animation – a rigged character.
- Animated graphics/text
- Motion capture – Claymation, puppet, silhouette.

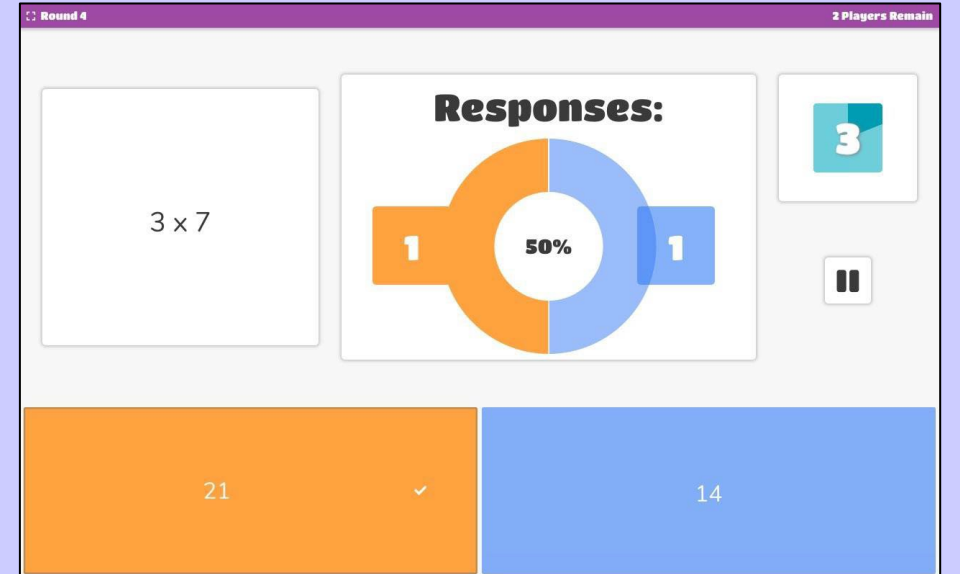
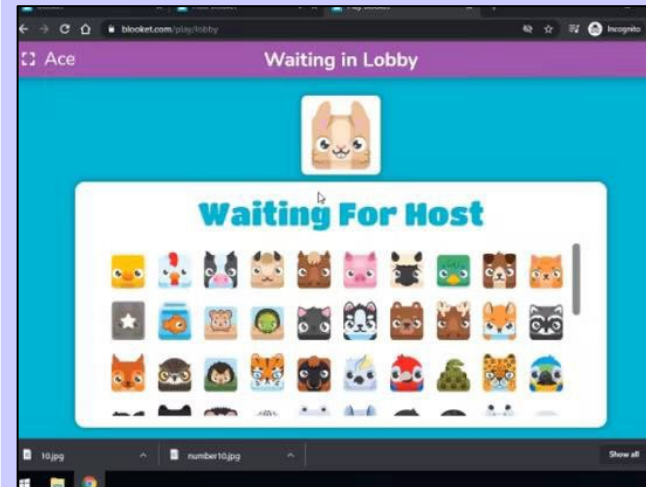
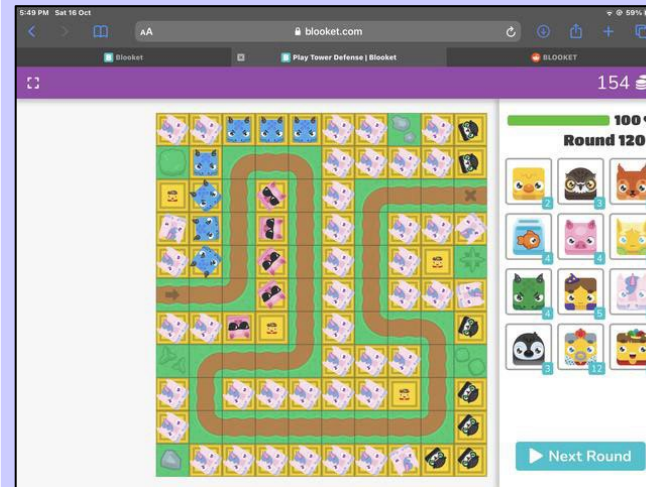
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Apps & Websites

Worked example: Blooket



Examples:

- Icons
- Graphics
- Animations
- Audio
- Video
- Music
- Navigation – buttons, icons, hyperlinks, rollovers, hotspots.