CM19: Distribution considerations

Description:

Distribution is the methods by which media products are delivered to audiences, including the marketing campaign.

Online platforms

Apps

- One of the most popular forms of distribution is they can be accessed via mobile devices
- They can be more responsive than website.
- However, some apps require an internet connection to use, even if they're downloaded onto the device.

Websites

- A popular method of distribution because of it's wider audience reach.
- It's ability to distribute content in different ways such as: videos, audio and images.
- Less favoured to apps as some websites aren't as responsive.
- Some website aren't user friendly especially when using mobile devices to access them.

Physical media

Examples:

- CD/DVD – Portable and cheap method of distribution but can be easily damaged.
- Memory stick – Portable method distribution but expensive and easy to misplace/lose.
- Paper-based media – A physical method of distribution, no device needed to access but can be expensive to print and transport.

Physical platforms

Computers

- Lots of people have access to a laptop or desktop computer which makes it a good choice to distribute content.
- Not very portable and may need to be constantly plugged in.

Mobile devices

- A small, lightweight and portable platform that allows users to access content on the go.
- Limited battery life and would need to be charged.

Interactive TV

- Providers users with more flexibility and not tied down to a schedule.
- Have to be physically plugged in to access.

Kiosks

- Automated system that provides users with real-time information.
- Fixed in one position and cannot be moved around.

CM20: Static image files

Description:

Static images are images that have no moving elements.

File formats:

JPG:
- This is a bitmap image file format.
- Uses lossy compression.
- Commonly used to store photographs.

PNG:
- This is a bitmap image file format.
- Uses lossless compression.
- Supports transparency
- Commonly used for web graphics.

SVG
- This is a vector image file format.
- Uses lossless compression.
- Small in file size.
- Commonly used for web graphics.

TIFF
- This is a bitmap image file format.
- Uses lossless compression.
- Large in file size.
- Commonly used for print graphics.

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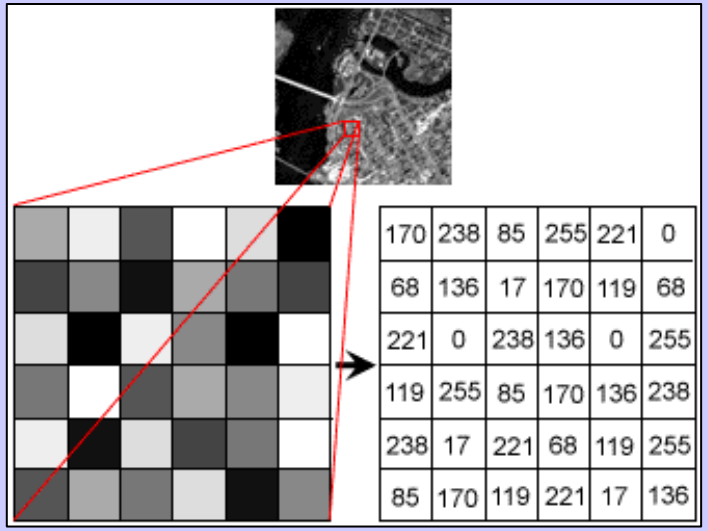
Vector graphics

Examples:
- Made up of lines of curves using mathematical equations to determine the scale of the graphic.
- It doesn't use pixels and is not dependent on resolution.
- Commonly used to create logos.

Bitmap images

Description:
Made up of pixels which help to determine the dimensions of an image which is measured by the number of pixels in height x number of pixels in length.



Resolution:
- The number of pixels stored in an image.
- Measured in PPI (Pixels per inch)/DPI (Dots per inch)
- Higher the resolution, the much sharper the quality of the image will be.
- Recommended resolution for a print graphic is 300 DPI.
- Recommended resolution for a web graphic is 72 DPI.

CM20: Compression

Description:

Compression is an algorithm designed to reduce the size of a file. There are two types of compression: Lossy and Lossless.

Lossy and Lossless Compression:

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Impact on size:

cafe wonderland teaparty	08/09/2020 12:38	JPG File	84 KB
cafe wonderland teaparty	10/05/2019 10:51	Adobe Photoshop...	2,449 KB

Example:

The top file has been compressed using lossy and this will:

- Save space on the device it's being stored.
- Use less bandwidth if file is transferred over a network (i.e. e-mail)

Impact on quality:

Example:

As you can see above, the image at the top has been saved in a lossless format whereas the image below, has been saved in a lossy format. You can see that the quality of the image below has reduced because data has been permanently removed.

Remember:

- Lossy and Lossless can impact audio and moving images.

CM21: Audio files

Description:

Audio can be in the form of music, dialogue and sound effects.

File formats:

MP3:
- This is a lossy file format.
- Small file size
- Stored on portable devices.

WAV:
- This is a lossless file format.
- No quality is lost.
- Used for studio recordings.

AAC:
- This is a lossy file format.
- Maintains a high quality of sound.
- The format for standard music for iTunes, Android etc…

FLAC:
- This is a lossless file format.
- Maintains all the data so quality retained.
- Can reduce file size.

Bit depth

Uncompressed audio formats

Bit Depth	Sample Rate	Application
16 bit	44.1 kHz	CD quality audio
24 bit	48 kHz	High quality music production
24 bit	96 kHz	Archival quality audio

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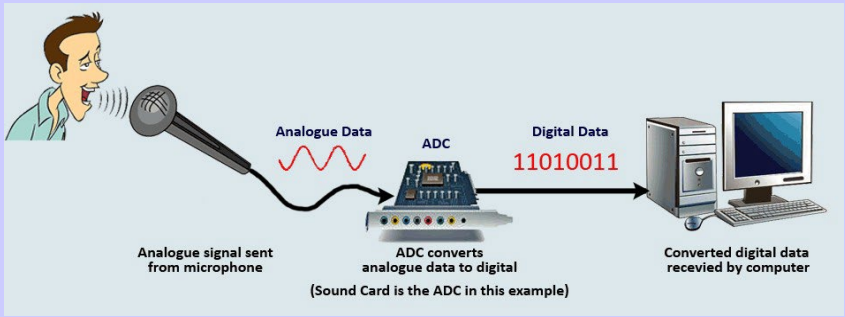
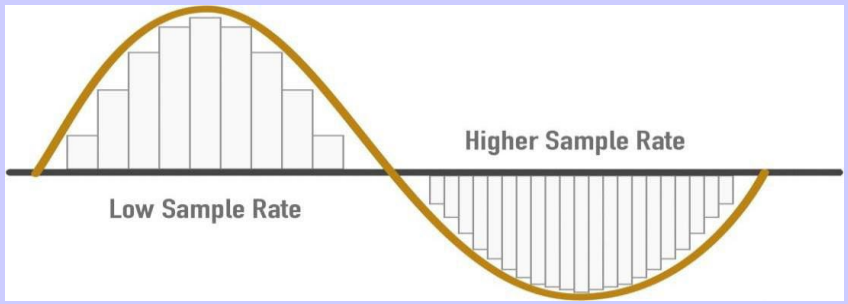
Description
Bit depth is the number of bits available for each sample . If the bit depth increases it can increase the dynamic range of volume (this affects how loud the sound will be). This will also contribute to the quality of the sound file improving.

How sound becomes digitised



Analogue to Digital
During the conversion process, samples are taken that are then converted from analogue into a digital recording.



Sampling
When sound is recorded, samples are taken at regular intervals as you can see in the diagram on the right. The sample rate is measured in Hz (Hertz). The more samples taken improves the playback quality.

CM22: Moving image files

Description:

Moving images can be in the form of a video or animation.

File formats:

MP4:
- This is a lossy file format.
- Small file size
- Used for streaming videos and films.

AVI:
- This is a lossless file format.
- No quality is lost.
- Used for editing raw footage.

MPEG:
- This is a lossy file format.
- Maintains a high quality of sound.
- Used to be broadcasted on TV and released on DVD's

MOV:
- This is a lossy file format.
- Only compatible on Apple devices such as iPhone, iPad etc..

GIF and SVG

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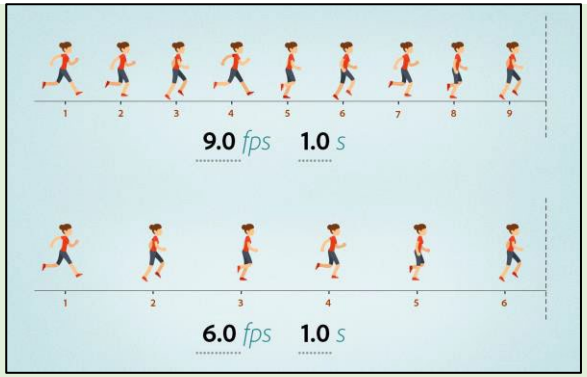
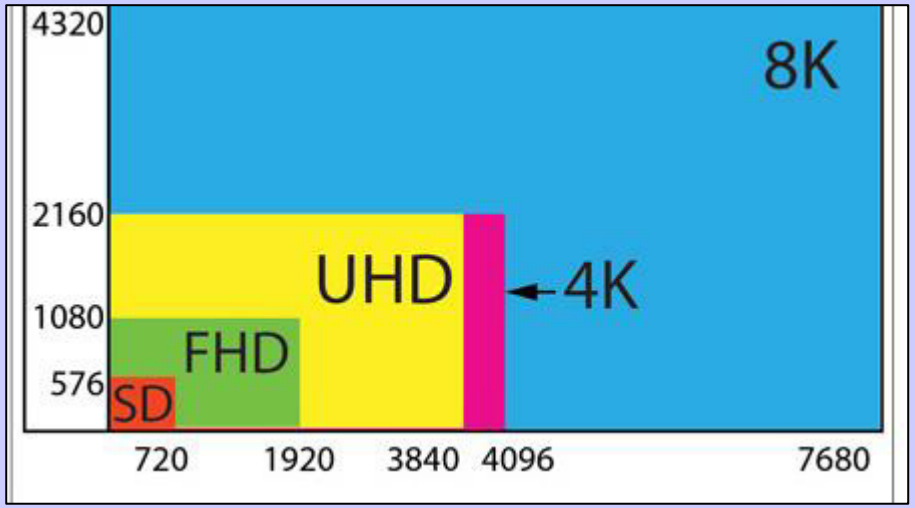
Frame rate



Description
Frame rate (frames per second or fps) is the speed at which individual still photo (frames) are projected onto a screen.

Impact
- A higher frame rate leads to a smoother motion.
- If the frame rate is too fast it will blur the details of the animation.
- If the frame rate is too slow will have a start/stop and jittery non-fluid effect.

Resolution



Description
Video resolution determines the amount of detail in your video, or how realistic and clear the video appears and is measured by the number of pixels. Examples include:
- SD (Standard)
- HD (High Definition)
- 4K UHD (4K Ultra High Definition)
- 8K UHD (8K Ultra High Definition)