

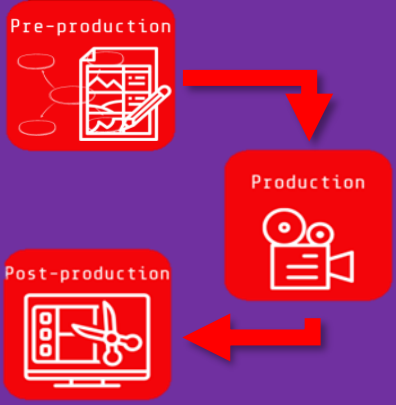
THE MEDIA INDUSTRY

R093 – Creative iMedia in the Media Industry Section 1 – The Media Industry

Traditional Media	New Media
Film	Computer games
Television	Interactive media
Radio	Websites
Print Publishing	Digital Publishing

SPECIAL EFFECTS (SFX)
Effects that happen on set during filming e.g. pyrotechnics, animatronics and prosthetic makeup

VISUAL EFFECTS (VFX)
Effects that are created after filming, using computers e.g. using Green screens and CGI



Pre-production
Planning the media product to ensure the end-product is effective. Pre-production documents include mindmaps, storyboards, work plans and scripts.

Production
The creation of the media product e.g. filming the scenes of a movie or using photoshop to create characters for an animation.

Post-production
Getting the product ready for release. Includes editing video footage or adding special effects for example

Creative Media Vacancies

CREATIVE ROLES	COPYWRITER	PHOTOGRAPHER	ILLUSTRATOR
<p>GRAPHIC DESIGNER</p> <p>Required to create visual concepts for various media products from logos to book covers. You will need to be able to work to a brief and produce designs for your concepts. Skills in graphics editing software a must.</p>	<p>We require a strong, dynamic and meticulous individual to create engaging, clear text ("copy") for advertising and marketing purposes such as websites and print adverts. You will need to be good at researching keywords, producing interesting written content and proofreading your work for accuracy and quality.</p>	<p>We are looking for someone who can capture high-quality, visual images for a wide range of creative, technical, and documentary purposes. You will work closely with your client to meet the brief. Ability to edit images in a post-production desirable. Do you sell your work as stock photography? Then we'd especially like to hear from you!</p>	<p>Required to create original drawings to express ideas and concepts. You will be creative for colour, balance, and layout. Excellent drawing and sketching and painting skills essential.</p>
<p>CONTENT CREATOR</p> <p>Responsibilities include creating content for websites, social media, marketing materials, and blog posts. Skill in creating text, images, video, and audio required. You must be able to conduct research and work to deadlines.</p>	<p>ANIMATOR</p> <p>You will be able to create an extensive series of images that form the animation and simulate movement. Ability to work with clay models to create stop-motion animation desirable.</p> <p>Must be able to create 3D models and a knowledge of computer generated imagery (CGI) essential.</p>	<p>SCRIPTWRITER</p> <p>Are you creative and excellent at narrative? Then why not join us as a scriptwriter?! We are looking for people who can write and develop scripts for film, TV, video games and radio. Ability to adapt a story into a coherent script essential.</p> <p>Other responsibilities include developing and researching ideas for original screenplays.</p>	<p>WEB DESIGNER</p> <p>Responsibilities include designing, planning and creating websites for our clients. Must have experience of editing and maintaining existing websites. Ability to design the websites visual imagery and ensure this is in line with the companies visual identity essential.</p> <p>Experience with coding in HTML, Javascript and CSS, desirable.</p>
	REQUIRED NOW!		PART-TIME

Purposes of Media Products

Media can be used to **advertise** and **promote** a product or service – this could be by billboard, TV or radio advert.

Media can also be used to **inform** people by giving them facts or information e.g. on a poster about traveling abroad during COVID, or **educate** viewers so that they learn something from the product e.g. revision poster.

Most often, though, media is used to **entertain** us with movies, TV series, and games.

Media products often try to **influence** the viewers' beliefs, attitudes and behaviours



Advertise



Educate



Entertain



Inform



Influence

R093 – Creative iMedia in the Media Industry

Section 2 – Factor influencing Product Design

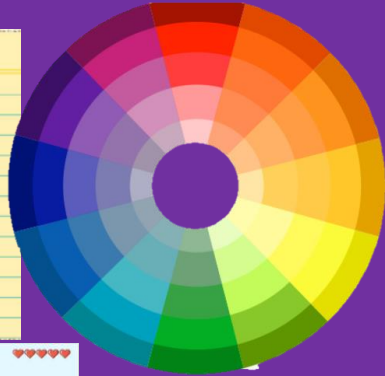
FACTORS INFLUENCING PRODUCT DESIGN

Colour Wheel

Used by graphic designers to choose colours that will be used in a product. Colours help to convey moods and emotions.

*Harmonious colours – found next to each other on the wheel. Give a sense of calm.

*Complementary colours – found opposite each other; give vivid contrast



Choose your audience segmentation...



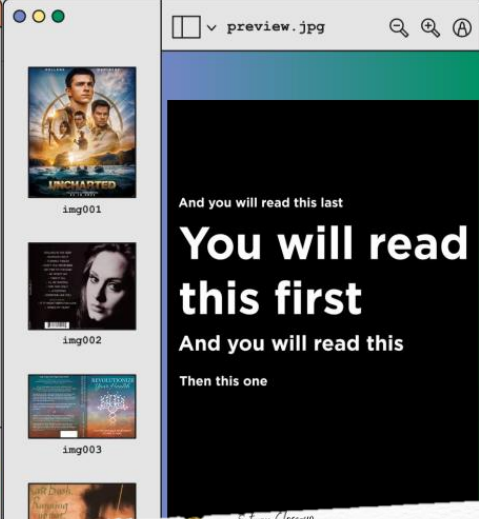
Style, content and layout

The layout of images, text and shapes in digital print media needs careful consideration – this is known as **composition**.

Placing each element in a certain location will create a natural reading flow for the audience—making the advertisement more effective.

- ✓ The **picture** should be the largest part of the advertisement, covering 60–70% of the ad space. Placing this picture in the middle of the page starts the flow of the ad.
- ✓ People read **top to bottom and left to right**—so, below the main picture should be your body copy (text). It should take up about 15% of the ad page.
- ✓ Next to this, in the bottom right or left corner of the page, should be the company **logo**, taking up around 5% of the page.

Different print media will have their own **conventions** of layout e.g. book covers will have the blurb and barcode on the back cover.



Camera Angles



Low Angle

Camera is placed low to the ground, looking up.

Used to make the subject look imposing and the viewer to feel small.

High Angle

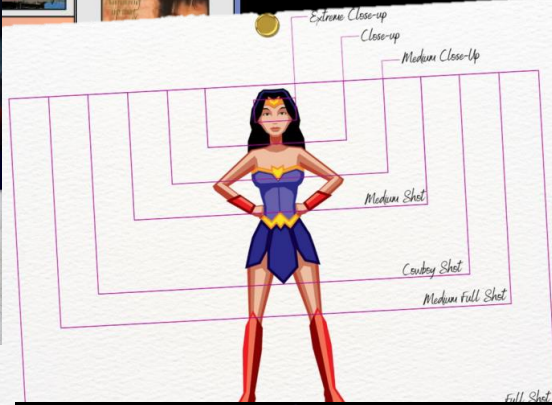
Camera is placed high up above the subject, pointing down.

Used to make the subject seem weak or vulnerable.

Dutch Angle

Also known as the Dutch Tilt. Camera slanted to one side.

Used to create a sense of disorientation.



2.1 Language and Tone



The **language** used in media products will either be formal or informal.

The purpose of the product will affect both language and tone.

Tone typically refers to the mood implied by an author's word choice and the way that the text can make a reader feel. The tone used can evoke a number of emotions and perspectives.

Formal Language

Less personal. Used when writing for professional or academic purposes such as a newspaper or textbook (purpose: to inform). Use of full sentences and perfect grammar.

Colloquialisms and contractions are rarely used.

Tone examples include light-hearted, fun, upbeat, kind, serious and scary. A serious tone might be used to build trust in the reader. A light-hearted tone might appeal more to children in order to persuade them to keep reading.



Informal Language

More casual and spontaneous. Most often used when communicating with friends or family, in writing personal emails or texts. Contractions (don't instead of do not) and colloquialisms will be used.

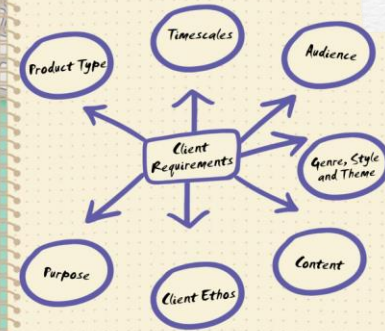
Used in digital media will make the brand feel approachable and is often used in adverts for families or teens. Also seen in comic books (purpose: to entertain).



Client Brief and Requirements

- ★ **Client**
Person who has asked you to create a product
- ★ **Brief**
Written document that provides you with the client requirements
- ★ **Requirements**
What is needed for the task to be signed off by the client as complete
- ★ **Collaboration**
Key people will meet to discuss and produce the final client brief – meetings may be formal or informal, face to face or via video conferencing
- ★ **Constraints**
Limitations or restrictions within the brief e.g. time constraints may be "2 months for design".

Client requirements provided in the brief usually include:



SYMBOLIC CODES	TECHNICAL CODES	WRITTEN CODES
Used to add depth and additional meaning to media products:	Specific to the media being created:	Specific to the printed and spoken language:
<ul style="list-style-type: none"> •Emotions •Setting •Mise En Scene •Colour •Visual Composition 	<ul style="list-style-type: none"> •Camera Angle •Camera Movement •Shot Type •Lighting •Sound Effects •Transitions 	<ul style="list-style-type: none"> •Style of language •Text •Typography •Speech Bubbles •Dialogue

PRE-PRODUCTION PLANNING

R093 – Creative iMedia in the Media Industry Section 3 – Pre-Production Planning

Work Plans

Work plans are important tools that help to plan out a project. They show the whole project, the tasks that it can be broken down, timescales and deadlines as well as the resources that would be needed to complete the project.

For a media product the work plan would cover:

- Pre-production
- Production
- Post-production

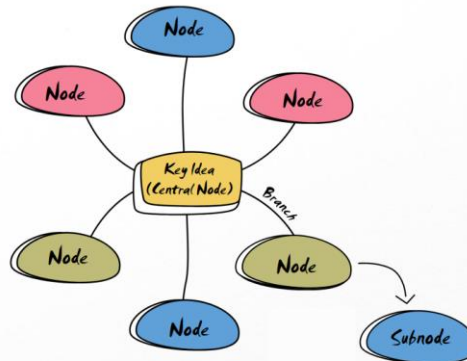
Mindmaps

Purpose:

- ★ Generate ideas quickly and show the links between ideas!

Can include:

- Keywords
- Images
- Title



Scripts V.1.
Show location - INT interior
INT CLASSROOM - DAY TIME

We see a classroom - there are students sat at desks facing a teacher at the front.
Sound Effects
SFX: Light chatter

Dialogue
TEACHER
 (friendly yet firmly)
 Right, class, can anyone tell me what scripts are used for?

A student puts their hand up.

Camera Angle
TEACHER
 (surprised)
 Go on then Billy?

CLOSE UP ON BILLY

Direction
BILLY
 (hesitantly)
 To provide dialogue and stage direction to actors?

TEACHER
 Excellent answer Billy! Does anyone else have anything to add?

Two more students put their hands up.

Scripts

★ Purpose:

To provide dialogue and stage directions to cast or voice-over artists.
 Show sound effects and camera angles to be used - useful for the sound engineers and camera crew.

Contain:

- Dialogue
- Location
- Stage direction
- Sound effects
- Lighting
- Technical info

Conventions:

- INT and EXT - Interior and Exterior
- Use courier font
- Character name in caps and centred
- Dialogue under character name
- Stage directions in brackets
- V.O. - Voice over

Moodboards

Purpose:

★ Visual tool to generate ideas. They can help develop a feeling and visual look for a product that can be shown to the client.

★ Can be digital (on computer) or physical (made by hand)

★ Can contain:

- Images
- Colours
- Fonts
- Headings
- Logo
- Material
- Annotations
- Sound (if digital)
- Video (if digital)
- Animation (if digital)

Storyboards

Purpose:

★ Frame by frame visual plan, with directions, to plan a moving picture e.g. film, game or animation. Used by producers, directors, animators and camera operators.

Contain:

- Scene content
- Scene No.
- Timing
- Location
- Camera Angles
- Sound effects
- Lighting
- Camera Movement
- Transitions
- Character Movement

Notes:

Camera movements are shown with arrows outside the panel.
 Character movement arrows are inside the panel.



EXT: Meadow Wide Angle 10 s
 Light music playing SFX: Birdsong



EXT: Meadow Wide Angle 20 s
 Light music playing SFX: bird song

Visualisation Diagrams

Purpose:

★ This is a rough sketch to show what you want your media product to look like when completed.

★ Usually done by hand.

Contain:

- Colours
- Font (style, size)
- Layout
- Images
- Annotations
- Dimensions

Notes:

Only for static images such as a poster, logo, book cover or magazine advert.
 Can be digitised by scanning on a scanner or taking a photo on a camera and uploading.

Dark blue night sky background with moon and clouds; Valley at bottom

Geometric wolf profile (white)
 21-cm high
 16 cm wide
 50% transparency

210mm wide

Font: Blink Twice
 Size: 75 pt
 White

Font: Blinker
 Size: 14 pt
 Black with glow and drop shadow to right

Box with black double outline and white fill

Liverpool Arena
 September 10th-31st 2022
 Doors Open: 7pm
 www.monosound.co.uk

Font: Garot
 Size: 33 pt
 Black
 Centre Justified

Liverpool Arena
 September 10th-31st 2022
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PRE-PRODUCTION PLANNING

R093 – Creative iMedia in the Media Industry Section 3a – Legal Issues

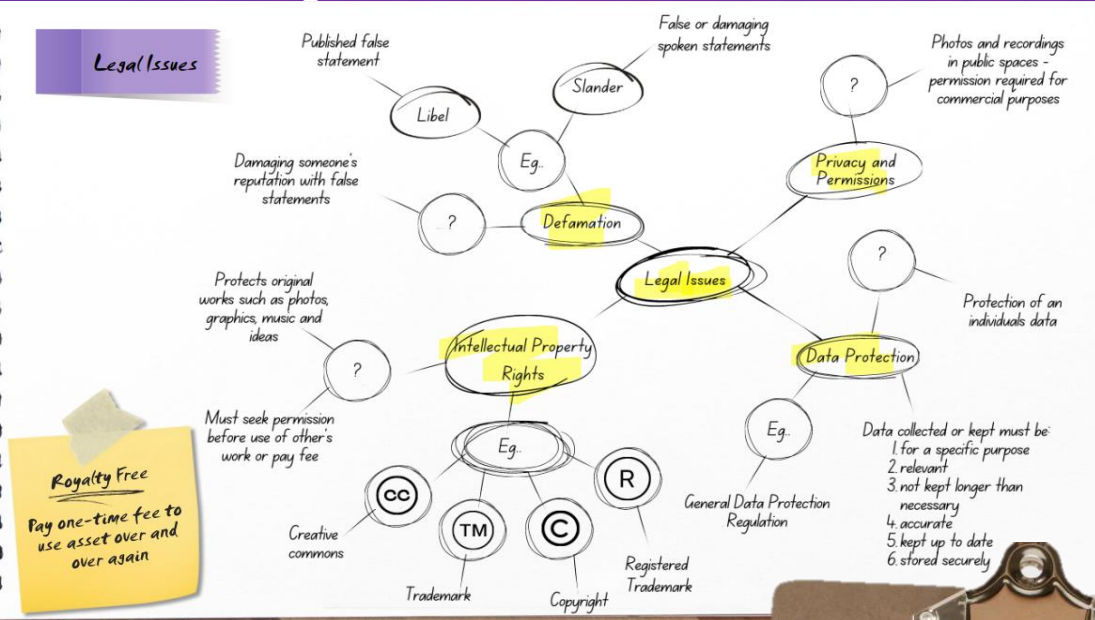
bbfc British Board of Film Classification
www.bbfc.co.uk

This is to certify that
CREATIVE iMEDIA
has been classified for cinema exhibition

The BBFC is responsible for classifying all films and trailers that are shown at cinemas or sold on DVD or Blu-Ray. Age ratings need to be displayed on screen for a minimum of five seconds. On a DVD or Blu-Ray, the symbols must be displayed on the outer packaging as well as on the disc.

U PG 12A 12 15 18

Patric Scaffer, David Austin
President, Chief Executive



PEGI Ratings

PEGI or Pan European Game Information provides age classifications for video games in 38 European countries. They only consider age suitability, not the level of difficulty. There are two levels of information: PEGI Age Labels and Content Descriptors...

3 7 12 16 18

Bad Language, Recommendation, Drugs, Fear, Gambling, In-Game Purchases, Violence, Online

3: This is an example of how the graphics might look on the back of a game cover. They should also appear on the front.

playstation.com
bethesda softworks llc
1370 Piccadilly Drive, Rockville, MD 20850

Learn more: <https://www.youtube.com/user/PEGIgames>

WARNING: IF YOU HAVE A HISTORY OF EPILEPSY OR SEIZURES, CONSULT A DOCTOR BEFORE USE. CERTAIN PATTERNS MAY TRIGGER SEIZURES WITH NO PRIOR HISTORY. BEFORE USING AND FOR MORE DETAILS SEE INSTRUCTIONS FOR THIS PRODUCT.

Regulation and Certification

The Advertising Standards Agency (ASA)

Are YOU in advertising??

Then you need the Advertising Standards Authority (ASA)!

The ASA is the UK's independent advertising regulator. Well make sure adverts across UK media stick to the advertising rules (the Advertising Codes).

Got a COMPLAINT about an advert?? Seen it on TV, film, radio, billboards, the internet, or social media...?

In 2020 alone we resolved 36,342 complaints about ads. They were either changed or removed completely. What are you waiting for? Contact us now!

Visit <https://www.asa.org.uk/>

The office of communications (Ofcom) has your back!

Ofcom was formally established on 29 December 2003. It replaced five organisations to provide wide-ranging powers across TV, radio, telecoms (internet, telephone) and postal sectors.

They make sure:

- people are able to use communications services, including broadband;
- a range of companies provide quality television and radio programmes that appeal to diverse audiences;
- viewers and listeners are protected from harmful or offensive material on TV, radio and on-demand;
- people are protected from unfair treatment in programmes, and don't have their privacy invaded;
- the universal postal service covers all UK addresses six days a week, with standard pricing; and
- the radio spectrum is used in the most effective way.

The Advertising Standards Authority Ltd. (trading as ASA), registered in England and Wales, Registered Number 0733214

Risk Assessments

A risk assessment is a document that evaluates the potential risks that may be involved in the media sector. This is especially important for the cast and crew. The general public may also be affected.

Risk Assessment	Risk-A number	Who is responsible for action?
When bar cards have been identified?	1	Bar staff
Using a loudspeaker	2	Event organiser
Being in the sun	1	Ms. as I am taking care of her
Rebecca being hit	1	Andrew, as he is acting to hit her in the video
Use falling out of a tree	1	Ms. as I will be supervising
Tapping over wire offstage	4	All of us as we set it up

Note! You can only plan for risk, not stop it entirely!

DISTRIBUTION CONSIDERATIONS

R093 – Creative iMedia in the Media Industry

Section 4 – Distribution Considerations

Online

Multimedia content, games, and apps can be distributed over the internet on various different smart devices using dedicated streaming apps and online stores. Media can also be distributed on websites such as companies providing downloadable brochures.



Physical Media

Physical media are things that you can hold and touch. Examples include CDs, DVDs and Blu-Ray Discs. USB storage could also be used, and whilst not as popular now, printed materials, such as magazines and leaflets, are still used.



Physical Platforms

These are the specific devices used to deliver media products. Examples include smartphones, computers, and information kiosks.



Top Picks For You

Penguin's life

Distribution Methods

There are many different ways to get a media product to its audience. These are called "distribution methods" and include physical platforms and media as well as online.

Close

Pirates in the
Island

my5

Home Dashboard

Inputs

4.2.4

FILE COMPRESSION

Compared to text files, media files such as images, audio, and video are very large in file size e.g. a 1 min video clip can be up to 2GB!

Data compression is a way to reduce the file size and change certain attributes including:

- File type
- Resolution
- Dimensions
- Bit Depth

Compression can be either lossy or lossless.

Lossy compression: file size is reduced by taking away redundant data – quality is affected.

Lossless compression: file size is compressed but there is no loss of quality.

Did you know?

Files are better compressed as they not only take up less storage space but they are also quicker to transfer! Additionally, the larger the file, the slower it is to download or upload.

ORIGINAL
976 KB



LOSSLESS
834 KB



LOSSY
212 KB



Notes:

Lossy file types:

JPEG (Images)
MP3, OGG (Sound)
MPEG4, AVC (Video)

Lossless file types:

GIF, RAW, PNG (Images)
WAV, FLAC, AIFF (Sound)
H265 lossless, Quicktime (Video)

★ PDF files

Portable Document File - can include hyperlinks, interactivity, images and text.

ZIP

