

Topic: 10.1 Media Industry		Duration: 10 weeks			Composite: Exam	
Key vocabulary:	Core knowledge questions				Powerful knowledge crucial to commit to long term memory	Links to previous and future topics
The Media Media Sectors Media Products Multimedia Pre-Production Production Post-Production Traditional New media Technical Creative Senior Client Client Brief Audience Demographics Segmentation Accessibility Socio-economic Primary Quantitative Data Qualitative Data Secondary Mise-en-scene Transitions Typography Work Plan Mind Map Mood Board Flowcharts Script Storyboard Visualisation	<ol style="list-style-type: none"> <li>1. What are the different sectors that form the media industry? Traditional (film, TV, radio, print publishing) and New Media (video games, interactive media, internet, digital publishing)</li> <li>2. What are the different types of media products? Video, audio, music, animation, SFX, graphics, social media, video games, comics, graphic novels, websites, ebooks, AR/VR</li> <li>3. What three types of job role are there? Creative, Technical and Senior</li> <li>4. What are examples of Creative jobs? Animator, content creator, copy writer, graphic designer, illustrator, photographer, script writer, web designer</li> <li>5. What are examples of Technical jobs? Camera operator, games developer, sound editor, audio technician, video editor, web developer</li> <li>6. What are examples of Senior job roles? Campaign manager, director, editor, production manager</li> <li>7. What are the five purposes of media products? To Advertise/ Promote, to educate, to entertain, to inform, to influence</li> <li>8. What is 'pre-production'? Pre-production is the planning stage of a media production before it is created.</li> <li>9. Why do we need to plan? To ensure the smooth undertaking of a digital media products development and ensure that all rules and procedures are followed appropriately</li> <li>10. What is the Content, Use and Purpose (CUP) of the following:              Mindmap – To stimulate ideas about a topic as part of the planning process              Moodboard – To stimulate ideas visually and to group ideas according to themes and content              Script – To provide directions and dialogue for cast and crew              Storyboard – To provide a visual representation of how the narrative of a moving image scene might look              Work plan- To outline when all the processes of a production will occur, who is carrying them out and the resources needed to do so.              Visualisation – To plan the layout of a media product to show how a finished product might look</li> <li>11. What is a client? A client is the company or person that commissions you to create a digital product.</li> <li>12. What is a client brief? A client brief is a document that outlines what the customer would require as well as details about existing house style or constraints that need to be kept to such as budget or deadlines.</li> <li>13. What is a target audience? The target audience is the audience who the digital product is aimed at. Often broken down into demographics such as: gender, ethnicity, income, age, location &amp; accessibility</li> <li>14. What is a risk assessment? A risk assessment is a document which outlines potential dangers of a location used to produce a media product (e.g. locations used when shooting a film)</li> <li>15. Which legislation applies to pre-production? Copyright, trademarks, intellectual property and data protection (GDPR)</li> <li>16. What is Copyright? Copyright is legislation that protects a creator's rights to prevent people from taking or using content without permission.</li> <li>17. What is data protection? Data protection is ensuring that any data that is collected for use in a media production is handled appropriately, securely and adhering to the rights of a data subject (the person who the data is about)</li> </ol>				<ul style="list-style-type: none"> <li>• Media evolves with technology</li> <li>• The same products can be used across different sectors</li> <li>• Some job roles are specific to certain sectors e.g. video editor = video</li> <li>• Audience characteristics influence the design and production of media products</li> <li>• Market research is undertaken to understand the needs of an audience</li> <li>• Technical, symbolic and written codes and used to convey meaning to impact or engage audiences</li> <li>• Pre-production is necessary to plan media products</li> <li>• Media producers are required to comply with legal considerations</li> <li>• The need for media products to conform to regulation, certification and classification</li> </ul>	<ul style="list-style-type: none"> <li>• Links to topics in Year 7,8 and 9 (recap)</li> <li>• Creative iMedia has a written exam paper (R081) on pre-production techniques</li> </ul>
<b>We will develop these skills:</b>						
Impressive reading	Impressive speaking	Impressive writing	Resilience	Numeracy via:	Digital Literacy via:	Employability via:
Be able to read a client brief and extrapolate the important points	Discussing in small groups and as a class, how to interpret the client brief. Offering suggestions and opinions and justifying these against the brief	Writing for a specific product using a specified format.	The need to redraft and amend plans	Time planning	Using a range of appropriate software to create these pro-production documents	Teamwork Compromise Meeting a customer's needs

