Cambridge Nationals Level 1/2

Creative iMedia

OCR J835

Unit R093:

Creative iMedia in the media industry

Revision Checklist

Exam Date:	
Exam Time:	
Exam Duration:	**1 hour 30 minutes**

External Assessment [Written Examination]
70 Marks
Topic Areas to be assessed: **1:** The media industry **2:** Factors influencing product design **3:** Pre-production planning **4:** Distribution considerations
Performance Objectives to be assessed: **PO1:** Recall knowledge and show understanding **PO2:** Apply knowledge and understanding **PO3:** Analyse and evaluate knowledge, understanding and performance

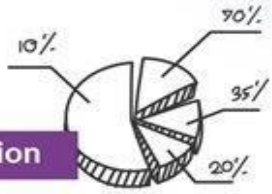
the training room

REVISION TIPS



With exam season just on the horizon, you may start to feel a growing sense of anxiety as you begin to tackle your revision pile! Here at The Training Room, we recognise that your success during the exam period depends largely on how well you prepare, this is why we've put together some revision tips to help you achieve the results you want during this exam period!

1 Get a headstart on revision



The best way to prepare for the exam period is by getting a head start on your revision. By making a head start on your revision you can benefit from practising past papers, creating a timetable around your life and even enjoying much-needed breaks, all of which helps minimise pre-exam anxiety.

2 Get the blood going



Physical activity during the exam period can play an important in increasing productivity! By doing things like going for a run, heading to the gym or even going for a brisk walk you can stay mentally fresh and ready for the big day!

3 Find your spot



Find a revision spot that works for you! A great tip for success during the exam period is to find a spot which enables you to revise comfortably without distractions. It can be your bedroom, the local library or even a spot in your school, just remember the lesser the distractions the better!

4 Put notes around your house



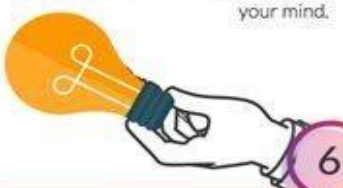
Place notes around your house to help you with revision. It might sound silly but sticking notes around your house in places like the living room, the kitchen or even the toilet, will help you remember things and keep them fresh in your mind.

5 Get the right snacks



During the exam period it can be quite easy to fall into bad habits with your eating, especially when it comes to snacks, so if you're going to snack, snack right! By eating healthy snacks such as vegetables and fruits to oily fish you can keep your brain going for longer through good nutrients!

6 Do it your awesome way



At the end of the day, everyone has their own way of learning when it comes to revising during the exam period, this is why you should take the time you understanding your way of learning! Not only will this make it easier for you to study it will also help you recall information in the long run.

7 Think positive!



Think positive during the exam season as it can go a long way in helping reduce stress and anxiety, all of which helps with feeling relaxed on the day! Often overlooked, for us thinking positive during the exam period is a great way to put your yourself in the right frame of mind.



R093 Examination Command Words

Word(s)	Students will…
Analyse	▪ Separate or break down information into parts and identify their characteristics or elements ▪ Explain the pros and cons of a topic or argument and make reasoned comments ▪ Explain the impacts of actions using a logical chain of reasoning
Annotate	▪ Add information, for example, to a table, diagram or graph until it is final ▪ Add all the needed or appropriate parts
Calculate	▪ Get a numerical answer showing how it has been worked out
Choose	▪ Select an answer from options give
Circle	▪ Select an answer from options given
Compare and contrast	▪ Give an account of the similarities and differences between two or more items or situations
Complete	▪ Add all the needed or appropriate parts ▪ Add information, for example, to a table, diagram or graph until it is final
Create	▪ Produce a visual solution to a problem (for example: a mind map, flowchart or visualisation)
Describe	▪ Give an account including all the relevant characteristics, qualities or events ▪ Give a detailed account of
Discuss	▪ Present, analyse and evaluate relevant points (for example, for/against an argument)
Draw	▪ Produce a picture or diagram
Evaluate	▪ Make a reasoned qualitative judgement considering different factors and using available knowledge/experience
Explain	▪ Give reasons for and/or causes of ▪ Use the words or phrases such as ‘because’ or ‘therefore’ or ‘this means that’ in answers
Fill in	▪ Add all the needed or appropriate parts ▪ Add information, for example, to a table, diagram or graph until it is final
Identify	▪ Select an answer from options given ▪ Recognise, name or provide factors or features
Justify	▪ Give good reasons for offering an opinion or reaching a conclusion
Label	▪ Add information, for example, to a table, diagram or graph until it is final ▪ Add all the necessary or appropriate parts
Outline	▪ Give a short account, summary or description
State	▪ Give factors or features ▪ Give short, factual answers

Topic Revised Key:

D	Developing
S	Secure
M	Mastered

TA1: The media industry

TA	Topic	D	S	M
1.1.	**Media industry sectors and products**			
	Know the different **sectors** that form the media industry and how these are evolving			
	Know the types of products produced by, and used in, **traditional media – film**			
	Know the types of products produced by, and used in, **traditional media – television**			
	Know the types of products produced by, and used in, **traditional media – radio**			
	Know the types of products produced by, and used in, **traditional media – print publishing**			
	Know the types of products produced by, and used in, **new media – computer games**			
	Know the types of products produced by, and used in, **new media – interactive media**			
	Know the types of products produced by, and used in, **new media – internet**			
	Know the types of products produced by, and used in, **new media – digital publishing**			
	Know what **type** of **products** which are used in the media industry			
	Know that the **same** product can be used by **different** sectors			
1.2.	**Job roles in the media industry**			
	Know the different **types** of **creative job roles** in the media industry			
	Animator: How this job contributes to the creation of media products			
	Animator: Main responsibilities			
	Content creator: How this job contributes to the creation of media products			
	Content creator: Main responsibilities			
	Copy writer: How this job contributes to the creation of media products			
	Copy writer: Main responsibilities			
	Graphic designer: How this job contributes to the creation of media products			
	Graphic designer: Main responsibilities			
	Illustrator/graphic artist: How this job contributes to the creation of media products			
	Illustrator/graphic artist: Main responsibilities			
	Photographer: How this job contributes to the creation of media products			
	Photographer: Main responsibilities			
	Script writer: How this job contributes to the creation of media products			
	Script writer: Main responsibilities			
	Web designer: How this job contributes to the creation of media products			
	Web designer: Main responsibilities			
	Know the different **types** of **technical job roles** in the media industry			
	Camera operator: How this job contributes to the creation of media products			

	Camera operator: Main responsibilities			
	Games programmer/developer: How this job contributes to the creation of media products			
	Games programmer/developer: Main responsibilities			
	Sound editor: How this job contributes to the creation of media products			
	Sound editor: Main responsibilities			
	Audio technician: How this job contributes to the creation of media products			
	Audio technician: Main responsibilities			
	Video editor: How this job contributes to the creation of media products			
	Video editor: Main responsibilities			
	Web developer: How this job contributes to the creation of media products			
	Web developer: Main responsibilities			
	Know the different **types** of **senior job roles** in the media industry			
	Campaign manager: How this job contributes to the creation of media products			
	Campaign manager: Main responsibilities			
	Creative director: How this job contributes to the creation of media products			
	Creative director: Main responsibilities			
	Director: How this job contributes to the creation of media products			
	Director: Main responsibilities			
	Editor: How this job contributes to the creation of media products			
	Editor: Main responsibilities			
	Production manager: How this job contributes to the creation of media products			
	Production manager: Main responsibilities			
	Know that some job roles are **specific** to pre-production, production or postproduction phases			
	Know that some job roles span **multiple** production phases			
	Why the size and scale of projects/productions means that individuals may perform **more than one** role			

TA2: Factors influencing product design

TA	Topic	D	S	M
2.1.	**How style, content and layout are linked to the purpose**			
	Know the different **purposes** of **media products**			
	Know the different **style, content and layout** that can be applied in media products			
	How style, content and layout are **adapted** to meet each purpose			
2.2.	**Client requirements and how they are defined**			
	How to recognise **keywords and information** in client briefs			
	Know the **types** of **requirements** in client briefs that inform planning			
	Why requirements in client briefs can **constrain** planning and production			
	How to **interpret** requirements in client briefs to generate ideas and plan			
	Know the different ways that client briefs are **communicated**			
2.3.	**Audience demographics and segmentation**			
	Know the **different** categories of **audience segmentation**			
	Age: Know examples of the way audiences are grouped for this audience segmentation type			
	Gender: Know examples of the way audiences are grouped for this audience segmentation type			
	Occupation: Know examples of the way audiences are grouped for this audience segmentation type			
	Income: Know examples of the way audiences are grouped for this audience segmentation type			
	Education: Know examples of the way audiences are grouped for this audience segmentation type			
	Location: Know examples of the way audiences are grouped for this audience segmentation type			
	Interests: Know examples of the way audiences are grouped for this audience segmentation type			
	Lifestyle: Know examples of the way audiences are grouped for this audience segmentation type			
	The **reasons** for, and **benefits** of, **audience segmentation**			
	How audience characteristics **influence** the design and production of media products			
2.4.	**Research methods, sources and types of data**			
	The **reasons** for, and **benefits** of, **conducting research**			
	Know the **types** of **research methods**			
	The **advantages** of **primary** research and data			
	The **disadvantages** of **primary** research and data			
	Focus groups: How the research is carried out using this method			
	Focus groups: Advantages			
	Focus groups: Disadvantages			
	Interviews: How the research is carried out using this method			
	Interviews: Advantages			
	Interviews: Disadvantages			

	Online surveys: How the research is carried out using this method			
	Online surveys: Advantages			
	Online surveys: Disadvantages			
	Questionnaires: How the research is carried out using this method			
	Questionnaires: Advantages			
	Questionnaires: Disadvantages			
	The **advantages** of **secondary** research and data			
	The **disadvantages** of **secondary** research and data			
	Books and journals: How the research is carried out using this method			
	Books and journals: Advantages			
	Books and journals: Disadvantages			
	Internet sites/research: How the research is carried out using this method			
	Internet sites/research: Advantages			
	Internet sites/research: Disadvantages			
	Magazines and newspapers: How the research is carried out using this method			
	Magazines and newspapers: Advantages			
	Magazines and newspapers: Disadvantages			
	Television: How the research is carried out using this method			
	Television: Advantages			
	Television: Disadvantages			
	Know the **types** of **research data**			
	The differences between **qualitative** and **quantitative** data/information			
2.5.	**Media codes used to convey meaning, create impact and/or engage audiences**			
	Know the different **technical codes** used to convey meaning, create impact and/or engage audiences			
	Know the different **symbolic codes** used to convey meaning, create impact and/or engage audiences			
	Know the different **written codes** used to convey meaning, create impact and/or engage audiences			
	How codes are **used** to convey meaning, create impact and/or engage audiences			
	How the codes used **relate** to audience, purpose and context			
	How the combination of **content and codes work together** to convey meaning, create impact and engagement			

TA3: Pre-production planning

TA	Topic	D	S	M
3.1.	**Work planning**			
	The **purpose** of **work planning**			
	Know the **components** of workplans			
	The role of the **pre-production phase** in work planning			
	The role of the **production phase** in work planning			
	The role of the **post-production phase** in work planning			

	The role of **tasks** in work planning			
	The role of **activities** in work planning			
	The role of **workflow** in work planning			
	The role of **timescales** in work planning			
	The role of **milestones** in work planning			
	The role of **contingencies** in work planning			
	The role of **resources** in work planning			
	The **advantages** of using workplans			
	How workplans are used to **manage** time, tasks, activities and resources for **individuals**			
	How workplans are used to manage time, tasks, activities and resources for **large teams**			
3.2.	**Documents used to support ideas generation**			
	Know the types of **documents** used to support **ideas generation**			
	Mind map - digital: Purpose			
	Mind map - digital: Components and conventions			
	Mind map - digital: Hardware and software used to create this document			
	Mind map - digital: Users of the document			
	Mind map - digital: When it is appropriate to use			
	Mind map - digital: What makes this document effective			
	Mind map - hand drawn: Purpose			
	Mind map - hand drawn: Components and conventions			
	Mind map - hand drawn: Hardware and software used to create this document			
	Mind map - hand drawn: Users of the document			
	Mind map - hand drawn: When it is appropriate to use			
	Mind map - hand drawn: What makes this document effective			
	Mood board - digital: Purpose			
	Mood board - digital: Components and conventions			
	Mood board - digital: Hardware and software used to create this document			
	Mood board - digital: Users of the document			
	Mood board - digital: When it is appropriate to use			
	Mood board - digital: What makes this document effective			
	Mood board - physical: Purpose			
	Mood board - physical: Components and conventions			
	Mood board - physical: Hardware and software used to create this document			
	Mood board - physical: Users of the document			
	Mood board - physical: When it is appropriate to use			
	Mood board - physical: What makes this document effective			
	How to improve the effectiveness of documents for users in given contexts			
3.3.	**Documents used to design and plan media products**			
	Know the types of **documents** used to **design and plan** media products			
	Asset log: Purpose			
	Asset log: Components and conventions			

	Asset log: Hardware and software used to create this document			

	Asset log: Users of the document			
	Asset log: When it is appropriate to use			
	Asset log: What makes this document effective			
	Flow chart: Purpose			
	Flow chart: Components and conventions			
	Flow chart: Hardware and software used to create this document			
	Flow chart: Users of the document			
	Flow chart: When it is appropriate to use			
	Flow chart: What makes this document effective			
	Script: Purpose			
	Script: Components and conventions			
	Script: Hardware and software used to create this document			
	Script: Users of the document			
	Script: When it is appropriate to use			
	Script: What makes this document effective			
	Storyboard: Purpose			
	Storyboard: Components and conventions			
	Storyboard: Hardware and software used to create this document			
	Storyboard: Users of the document			
	Storyboard: When it is appropriate to use			
	Storyboard: What makes this document effective			
	Visualisation diagram: Purpose			
	Visualisation diagram: Components and conventions			
	Visualisation diagram: Hardware and software used to create this document			
	Visualisation diagram: Users of the document			
	Visualisation diagram: When it is appropriate to use			
	Visualisation diagram: What makes this document effective			
	Wireframe layout: Purpose			
	Wireframe layout: Components and conventions			
	Wireframe layout: Hardware and software used to create this document			
	Wireframe layout: Users of the document			
	Wireframe layout: When it is appropriate to use			
	Wireframe layout: What makes this document effective			
	How to improve the **effectiveness** of documents for users in given contexts			
3.4.	**The legal issues that affect media**			
3.4.1.	**Legal considerations to protect individuals**			
	Know the **legal** considerations to protect **individuals**			
	Privacy and permissions: Purpose (and reasons)			
	Privacy and permissions: What is required of media producers to comply with this legal consideration			
	Defamation: Purpose (and reasons)			

	Defamation: What is required of media producers to comply with this legal consideration			
	Data protection: Purpose (and reasons)			
	Data protection: What is required of media producers to comply with this legal consideration			
	The **impact** on individuals and media producers of media producers using and publishing inaccurate personal information			
3.4.2.	**Intellectual property rights**			
	Know what is meant by **intellectual property**			
	The **purpose** of, and **reasons** for, legislation to protect intellectual property			
	What is **required** of media producers to **respect** intellectual property rights			
	How and **when** intellectual property can be protected			

	The **implications** for media producers of using copyrighted materials without permission			
3.4.3.	**Regulation, certification, and classification**			
	Know the types of **products** covered by **regulation, certification and classification**			
	The **purpose** of, and **reasons** for regulation, certification and classification			
	Know the organisations responsible for **regulation**			
	ASA (Advertising Standards Authority): Role			
	ASA (Advertising Standards Authority): Areas of responsibility			
	Ofcom (The Office of Communications): Role			
	Ofcom (The Office of Communications): Areas of responsibility			
	Know the **classification systems and certifications** for media production			
	BBFC (British Board of Film Classification) certifications: Purpose			
	BBFC (British Board of Film Classification) certifications: Examples of the way media products are classified with this certification			
	PEGI (Pan European Game Information) certifications: Purpose			
	PEGI (Pan European Game Information) certifications: Examples of the way media products are classified with this certification			
	The **impacts** of regulation, certification and classification on media production			
3.4.4.	**Health and safety**			
	Know **common risks and hazards** in media production			
	What is required of media producers to **mitigate** health and safety risks and hazards			
	What **risk assessments** are			
	The **purpose** of risk assessments			
	What **location** recces are			
	The **purpose** of location recces			

TA4: Distribution considerations

TA	Topic	D	S	M
4.1.	**Distribution platforms and media to reach audiences**			
	Know the **types** of **online distribution** platforms and media to reach audiences			
	Apps: Characteristics			
	Apps: Advantages			
	Apps: Disadvantages			
	Multimedia: Characteristics			
	Multimedia: Advantages			
	Multimedia: Disadvantages			
	Web: Characteristics			
	Web: Advantages			
	Web: Disadvantages			
	Know the types of **physical distribution** platforms and media to reach audiences			
	Computer: Characteristics			
	Computer: Advantages			
	Computer: Disadvantages			
	Interactive TV: Characteristics			
	Interactive TV: Advantages			
	Interactive TV: Disadvantages			
	Kiosks: Characteristics			
	Kiosks: Advantages			
	Kiosks: Disadvantages			
	Mobile devices: Characteristics			
	Mobile devices: Advantages			
	Mobile devices: Disadvantages			
	Know the types of **physical media** distribution platforms and media to reach audiences			
	CD/DVD: Characteristics			
	CD/DVD: Advantages			
	CD/DVD: Disadvantages			
	Memory stick: Characteristics			
	Memory stick: Advantages			
	Memory stick: Disadvantages			
	Paper based: Characteristics			
	Paper based: Advantages			
	Paper based: Disadvantages			
	How the **characteristics** of platforms affect the selection of final product file formats in given scenarios			
4.2.	**Properties and formats of media files**			
4.2.1.	**Image Files**			
	Know what is meant by **DPI/PPI**			
	How DPI/PPI relates to **resolution and image quality**			

	The **relationship** between **pixel** dimensions and **quality** for different image uses			
	Know examples of **raster/bitmap files**			
	Know examples of **vector image files**			
	Uncompressed: Properties for image files			
	Uncompressed: Limitations for image files			
	Compressed - Lossy: Properties for image files			
	Compressed - Lossy: Limitations for image files			
	Compressed - Lossless: Properties for image files			
	Compressed - Lossless: Limitations for image files			
	Raster/bitmap: Properties for image files			
	Raster/bitmap: Limitations for image files			
	Vector static: Properties for image files			
	Vector static: Limitations for image files			
	How file format choice relates to **use and context** for image files			
4.2.2.	**Audio Files**			
	Know what is meant by **sample rate**			
	Know what is meant by **bit depth**			
	How sample rate and bit depth **relate** to sound quality			
	What **audio compression** is			
	How audio compression affects **quality**			
	Know the **types** of **audio file formats**			
	Uncompressed: Properties for audio files			
	Uncompressed: Limitations for audio files			
	Compressed - Lossy: Properties for audio files			
	Compressed - Lossy: Limitations for audio files			
	Compressed - Lossless: Properties for audio files			
	Compressed - Lossless: Limitations for audio files			
	How file format choice relates to **use and context** for audio files			
4.2.3.	**Moving Image Files**			
	Know what is meant by **frame rate**			
	Know the **types** of **resolution**			
	Know what is meant by **SD**			
	Know what is meant by **HD**			
	Know what is meant by **UHD**			
	Know what is meant by **4K**			
	Know what is meant by **8K**			
	How frame rate affects the **quality** of a product			
	Know the **types** of **moving image file formats**			
	Animation files: Examples			
	Animation files: Properties			
	Animation files: Limitations			
	Video files: Examples			
	Video files: Properties			

	Video files: Limitations			
	Uncompressed: Properties for moving image files			
	Uncompressed: Limitations for moving image files			
	Compressed - Lossy: Properties for moving image files			
	Compressed - Lossy: Limitations for moving image files			
	Compressed - Lossless: Properties for moving image files			
	Compressed - Lossless: Limitations for moving image files			
	How file format choice relates to **use and context** for moving image files			
4.2.4.	**File compression**			
	Know what is meant by **lossy compression**			
	Why lossy compression is **used**			
	Know what is meant by **lossless compression**			
	Why lossless compression is **used**			