

Getting Ready for...

OCR Level 2 Cambridge National in iMedia

The media industry is vast, covering different sectors and providing work for freelance creatives as well as large teams in design houses and multinational companies. But there are common aspects to all digital media products. This qualification will help you to develop knowledge, and understanding relating to different sectors, products and job roles that form the media industry.

You will learn how media codes and conventions are applied to create digital media products which engage audiences. You will also learn the purpose of, and reasons for legislation applicable to the media industry and what media producers must do to comply with this legislation. In addition, you will gain an understanding of the properties and formats of media files.

Activities / Research

1. Creative iMedia in the media industry

In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

Topics include:

- o The media industry
- o Factors influencing product design
- o Pre-production planning
- o Distribution considerations

2. Visual identity and digital graphics

This is assessed by completing a set assignment. In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.

Topics include:

- o Develop visual identity
- o Plan digital graphics for products
- o Create visual identity and digital graphics

3. Interactive digital media

This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review interactive digital media products.

Topics include:

- o Plan interactive digital media
- o Create interactive digital media
- o Review interactive digital media

4. Purpose and content of pre-production and production of the following

- 1 Mood boards - Purpose, uses and content. To be able to create.
- 2 Mind maps/spider diagrams - Purpose, uses and content, create
- 3 Visualisation diagrams - Purpose, uses and content, create
- 4 Storyboards - Purpose, uses and content, create
- 5 Scripts - Purpose, uses and content, analyse

5. Plan pre-production

- 1 Client requirements
- 2 Target audiences
- 3 Research
- 4 Work plans and production schedules
- 5 Hardware, techniques and software used to digitise or create preproduction documents
- 6 Health and safety considerations
- 7 Legislation

6. Key terms

Assets	Images, logos, and text information are used as part of the digital graphic.
Audience	People who will see, listen or use a creative product.
Bitmap Graphics	An image created from many individual picture elements (pixels).
Branding	See House Style
Brief	See Client Requirements
Censorship	When an artist is prevented from publishing all or parts of their work.

Certification	Process of informing an audience the suitability of content for different audiences.
Client	The person, organisation or company that you are producing the work for.
Client Requirements	A document (or statement) that describes in detail what is required in a product.
CMY(K)	Cyan, Magenta & Yellow - Primary colours used by printers to produce all possible colours (K can be included to add black ink to ensure
Compression	A process of reducing a file size.
Copyright	An automatic legal protection of the ownership of creative media
Create (Exam questions)	You need to draw the answer.
Creative Commons	A licence agreement where the creator allows use of copyright resources.
Describe (Exam questions)	Your answer must include some characteristics in addition to stating what it is. You could use words to express an overall concept, idea or need so that it is clear for the reader/listener.
Dialogue	Words or speech for actors or other characters
File Formats	Electronic files that are specific to software or document types.
Hardware	Devices or equipment used to create products
House Style	The appearance of a product which has design features that are recognisable as relating to the client.
Identify (Exam questions)	Your answer just states what it is.
Improvements	A description of what is needed to make the product better.
Intellectual Property	A piece of work or invention that could be protected by copyright, trademark or patent.