Unit R093: Creative iMedia in the media industry
TA1: The Media Industry

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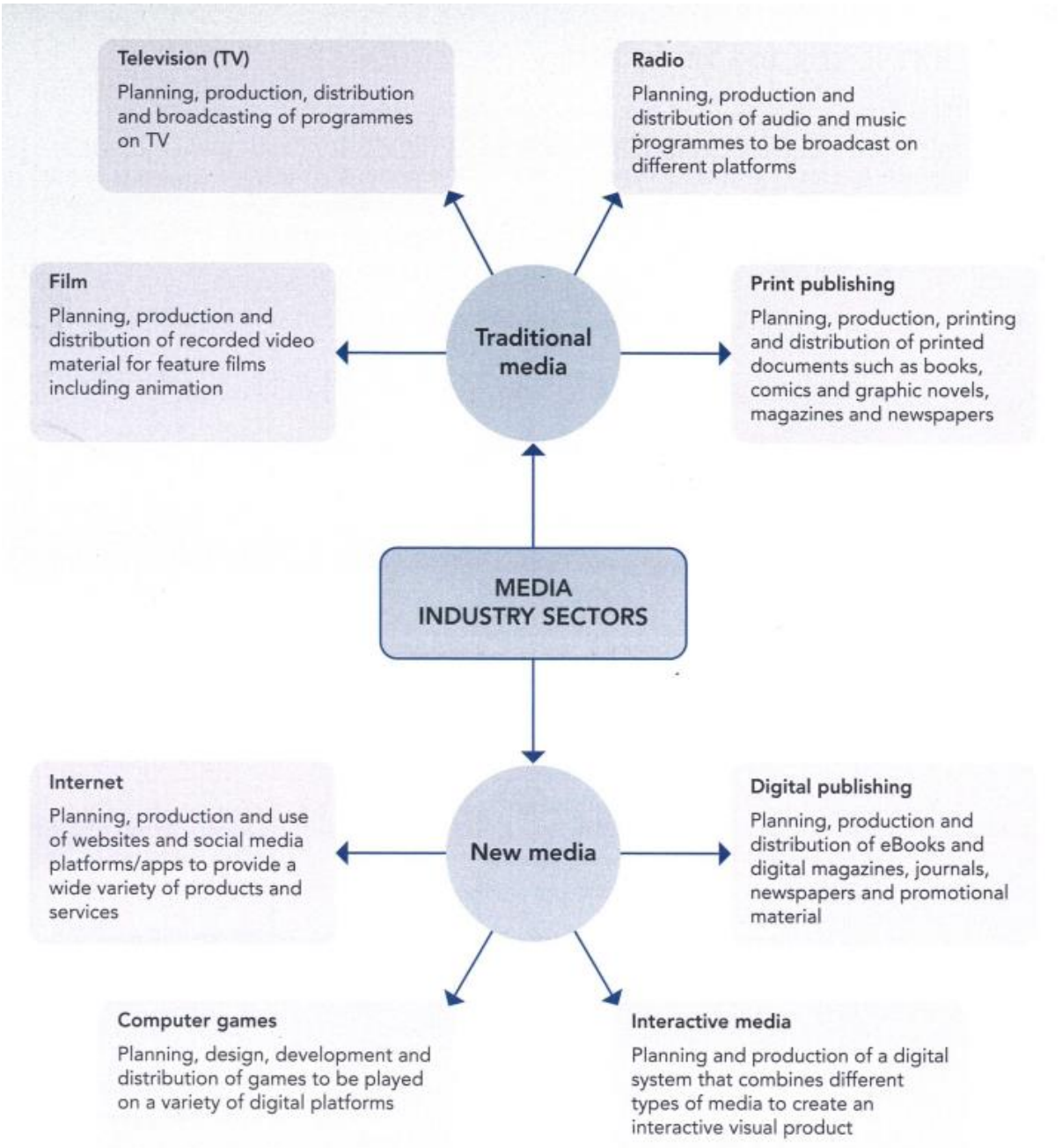
Topic Area 1: The media industry

Teaching content	Breadth and depth
1.1 Media industry sectors and products	
Sectors of the media industry □ Traditional media ▪ film ▪ television ▪ radio ▪ print publishing □ New media ▪ computer games ▪ interactive media ▪ internet ▪ digital publishing Products in the media industry □ Video □ Audio □ Music □ Animation □ Special effects (SFX, VFX) □ Digital imaging and graphics □ Social media platforms/apps □ Digital games □ Comics and graphic novels □ Websites □ Multimedia □ eBooks □ AR/VR	To include: • Know the different sectors that form the media industry and how these are evolving • Know the types of products produced by, and used in, different sectors • Know that the same product can be used by different sectors
1.2 Job roles in the media industry	
□ Creative ▪ animator ▪ content creator ▪ copy writer ▪ graphic designer ▪ illustrator/graphic artist ▪ photographer ▪ script writer ▪ web designer □ Technical ▪ camera operator ▪ games programmer/developer ▪ sound editor ▪ audio technician ▪ video editor ▪ web developer □ Senior roles ▪ campaign manager ▪ creative director ▪ director ▪ editor ▪ production manager	To include: • How each role contributes to the creation of media products • Know the main responsibilities of each role in the creation of media products • Know that some job roles are specific to pre-production, production or post-production 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 Does not include: • Specific skills required for job roles

1.1 Media Industry Sectors and Products

Sector: The name of the groupings of **media industries**. Split into **traditional media sectors** and **new media sectors**



Evolution of Media Sectors: It is important to understand that media sectors are constantly changing and evolving through time. In your exam you may be asked how a specific media sector has evolved. Fill in the table below to develop your understanding.

Keywords:

Digital: Products made possible through the use of technology
Technological Convergence: The ability to access a range of different technologies and products on one device.
Pre production: The generating of ideas and planning stage of production
Post production: The putting together of produced elements
Distribution: How the product is released for audience consumption
Marketing: How the audience hear about the product

	Pre production Developments	Post Production Developments	Technological Developments	Changes to distribution and marketing
Film				
Radio				
Television				
Print Publishing				
Internet				

Computer Games				
Interactive				
Digital Publishing				

Media Product: a media product is the final item that is released to the audience for **consumption**.

It is important to understand that **different media sectors can produce the same media products**. For example an animated product may be created by a company within the film sector for a film or alternatively by a company in the game sector for a cutscene in a game.

Below are a list of media products, fill in the table to say which media sectors they can be created by:

Name and description of product	**Sectors that may use these products**		**Examples:**
	Traditional	**New**	
Video: Recording, editing and production of moving images			Film, TV Programme, advert, video game cutscene, trailer
Audio: Recording, editing and production of vocal and/or other sounds or noises			Radio programme, podcast, soundscape, advert, audiobook
Music: Recording, arrangement of production of vocal and/or instrumental sounds			Jingle, soundtrack, music video, TV intro/outro, underscoring

Animation: Digital photographing or computer generation of drawings and models to create the illusion of movements		Advert, film, TV programme, phone app, animated banners
Special Effects (SFX): An illusion created by props, camerawork or lighting		Models, pyrotechnics, green screen, text overlays
Visual Effects (VFX): Computer-generated imagery to enhance a video recording		
Digital imaging and graphics: Creation of pictures or designs using digital software, a digital camera or scanner		Book covers, billboards, logos, van wraps, album artwork, magazines, web graphics
Social media platforms/apps: Digital-based programmes that encouraged connections and communication between their users, using the internet and digital devices		Facebook, Instagram, TikTok, Twitter, LinkedIn, TuneIn, BBC Sounds
Digital Games: Games that are played using digital technology		For web, mobile phone and tablet, PC, games console

1.1 Media Industry Sectors and Products - Exam Questions

Complete the following questions on 1.1:

1 Identify **one** product produced by the digital publishing sector.

.....

[1]

Quixsport are releasing a new, high-end, sports clothing range. It will be targeted at 18 to 30-year old's who take their health and fitness seriously and make it an important part of their lifestyle.

The clothing has embedded smart technologies which monitor the wearer when taking part in physical activity.

The clothing range will be released at the start of November 2023. It is hoped that the clothing will be bought as gifts at the end of the year. A promotional campaign will run from August 2023.

You are the campaign manager for the campaign to promote the new clothing range.

9 **(a)** Identify **two** appropriate media sectors, other than **digital publishing**, that could be used for the promotional campaign.

1. .....

2. .....

[2]

(b) Identify **three** appropriate products, other than a **TV advert** or **static digital advert** that could be used to promote the clothing range.

1. .....

2. .....

3. .....

[3]

1 Identify **one** product in the internet sector.

..... **[1]**

9 (a) Progressive Museums take mobile museums into primary schools around the country, using buses and lorries. Progressive Museums try to bring the history curriculum to life and are developing a new product called 'Life in Roman Britain'. You have been employed to develop the interactive presentations for the museum. You have also been asked to provide ideas about how the new 'Life in Roman Britain' product can be promoted.

Identify **two** appropriate media products that could be used to promote 'Life in Roman Britain'.

1 .....

2 .....

[2]

1.2 Job Roles in the Media Industry

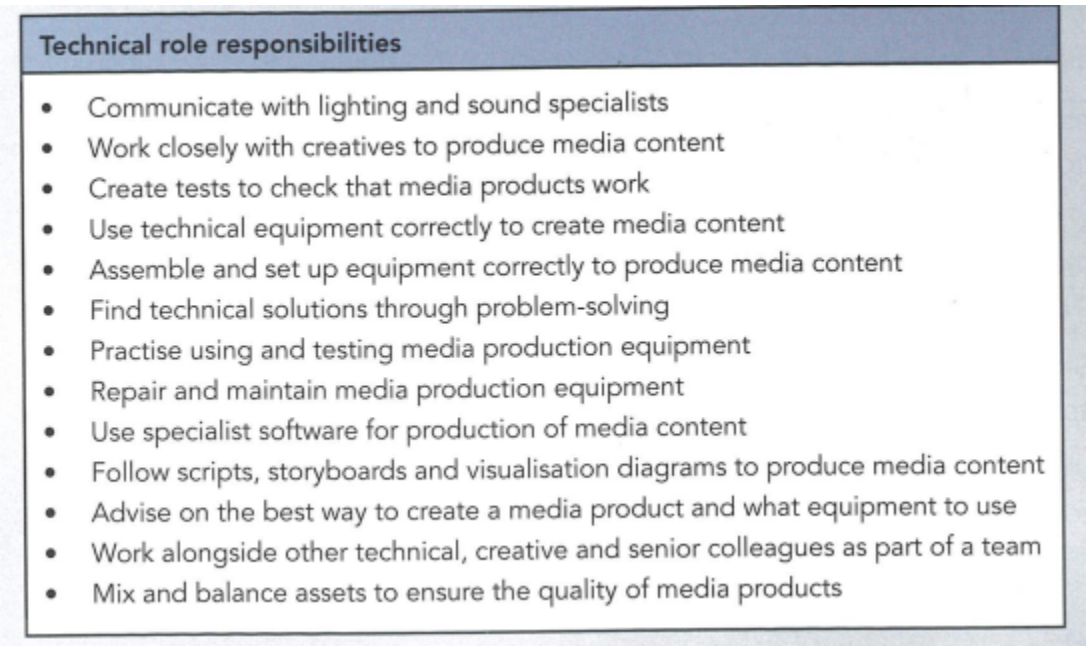
Job roles in the media industry can be split into three different areas: creative, technical and senior. It is important for the exam to know the **phases of production that these roles normally work in** and their **key responsibilities.**

Creative: in these jobs you will have to **generate and develop ideas** for the targeted consumers, these roles are most used in **pre-production** and **production**.

Creative role responsibilities

- Prepare drafts and models of product ideas for review by clients
- Communicate ideas to other members of the creative team
- Tailor ideas to ensure target audience needs are met
- Research target audience and competitor products
- Work alongside other creative, technical and senior colleagues as part of a team
- Create visually appealing or interesting media content
- Develop creative ideas following feedback
- Work with other creatives to come up with and develop ideas
- Meet production deadlines for creative content
- Liaise with clients about production of products and address feedback
- Ensure that client requirements of the brief are met
- Produce professional, original media content which meets client requirements
- Produce and select creative ideas for media products
- Use specialist software to create media products

Technical: in these jobs you will be using **technology and equipment to develop, improve and finalise a product**. Generally most used in **production** and **post-production** phases.



Technical role responsibilities

- Communicate with lighting and sound specialists
- Work closely with creatives to produce media content
- Create tests to check that media products work
- Use technical equipment correctly to create media content
- Assemble and set up equipment correctly to produce media content
- Find technical solutions through problem-solving
- Practise using and testing media production equipment
- Repair and maintain media production equipment
- Use specialist software for production of media content
- Follow scripts, storyboards and visualisation diagrams to produce media content
- Advise on the best way to create a media product and what equipment to use
- Work alongside other technical, creative and senior colleagues as part of a team
- Mix and balance assets to ensure the quality of media products

Senior: In these jobs you will oversee the creation and development of products and projects. You will support and manage staff in technical and creative roles. You will take part in all phases of production: **pre production**, **production** and **post production**. You will also manage the **distribution** of a product.

Senior role responsibilities

- Set quality control procedures in place
- Give advice and guidance to creative and technical colleagues
- Evaluate success of products and projects
- Formulate and run projects or campaigns
- Manage a team of creative and technical colleagues
- Understand the target audience and market
- Decide how to promote and market media products
- Motivate a team of creative and technical colleagues
- Make sure the final product of a media project meets client requirements
- Liaise with the clients about projects
- Manage media project budgets
- Supervise all stages of media projects
- Hire and brief technical and creative colleagues
- Ensure that health and safety regulations are met
- Monitor progress of media projects and report to clients

Specific Jobs: For the exam you must know the specific jobs in media industries, the roles they play and what phases of production they participate in, fill in the table below to check your understanding (The first one is done for you)

Creative Jobs:

Job:	**Description of Job:**	**Phases of production:**
Animator	An artist that draws or creates images, called frames, that are put next to each other to create an animation. They would be given a storyline or brief to fulfil	Production
Content creator		
Copy writer		
Graphic designer		

Illustrator/Graphic artist		
Script writer		
Web designer		
Photographer		

Technical Jobs:

Job:	**Description of Job:**	**Phases of production:**
Camera operator	Uses camera technology to film video footage. Often uses a storyboard or shot list, and takes direction from the director.	Production
Games programmer/ developer		
Sound editor		
Audio technician		
Video editor		

Web developer		

Senior Jobs:

Job:	**Description of Job:**	**Phases of production:**
Campaign manager	Creates and runs marketing and advertising projects for products once they are almost ready to be distributed. This sometimes happens during production so the product is ready to be sold when finished.	Production, post production, distribution
Creative director		
Director		
Editor		
Production manager		

Multiple Jobs:

A person's job will normally be affected by the size of a production. On a **small production** a person may have to fulfil **multiple job roles**, for example you may be a camera operator and an editor later on. On a large production there will be **multiple people** fulfilling the **same job roles**, for example there may be a group of editors working on a product.

1.2 Job Roles in the Media Industry - Exam questions

Complete the following questions on 1.2:

6 Which of the following roles is responsible for creating engaging text for printed advertisements?

Tick (✓) the correct box.

A animator ☐

B copy writer ☐

C graphic designer ☐

D script writer ☐

[1]

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The clothing has embedded smart technologies which monitor the wearer when taking part in physical activity.

The clothing range will be released at the start of November 2023. It is hoped that the clothing will be bought as gifts at the end of the year. A promotional campaign will run from August 2023.

You are the campaign manager for the campaign to promote the new clothing range.

(c) Explain **two** ways that a **campaign manager** could contribute towards the creation of the Quixsport promotional campaign.

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[6]

6 Which of the following roles is responsible for planning a marketing campaign

Audio technician ☐

Camera operator ☐

Campaign manager ☐

Director ☐

[1]

SAMPLE