

# **Creative iMedia Revision Guide**

**R093: Creative iMedia in the media industry  
Section A**

# **Topic Area 1**

**The media industry**

# 1.1 Media industry sectors and products

## Sectors in the media industry

Activity

Using the media sectors provided on the right, identify whether they are examples of new or traditional media.

Traditional media

A media sector that existed before the World Wide Web.


New media

A media sector that existed after the World Wide Web.


**Media sectors**

Computer games

Film

Internet

Radio

Digital publishing

Interactive media

Print publishing

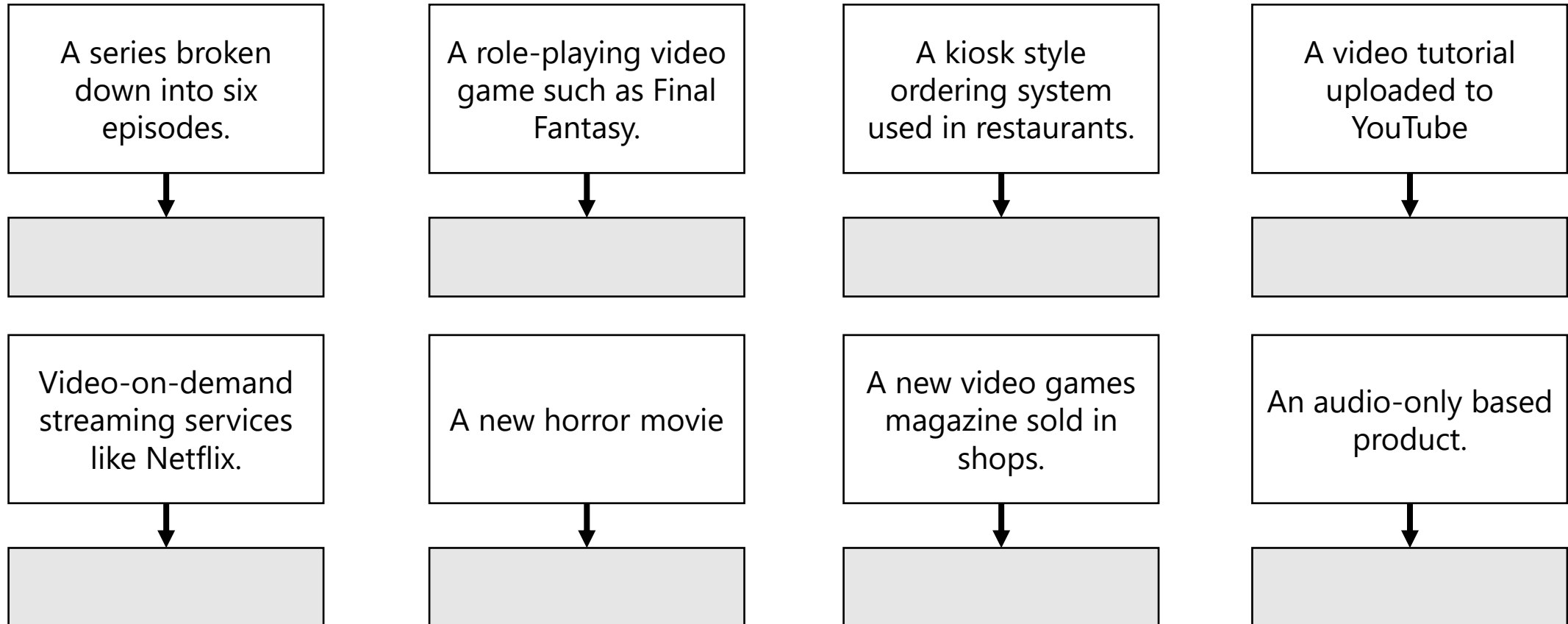
TV

## 1.1 Media industry sectors and products

### Sectors in the media industry

#### Activity

Identify which media sector the following products are associated with.



## 1.1 Media industry sectors and products

### Sectors in the media industry

#### Activity

Each description explains how a media sector has evolved, name the correct media sector by completing the gaps.

**Sector:**

This sector has evolved with the introduction of Video on Demand services, which allow users to stream and download content whenever they want. This has expanded to include additional services such as simulcasting and timeshifting, catering to an audience whose needs and preferences have changed.

**Sector:**

This sector has evolved by making itself accessible via an app. It has also introduced podcasting, allowing listeners to access content whenever they want. The introduction of DAB (Digital Audio Broadcasting) has improved signal quality and provided listeners with more choices.

**Sector:**

This sector optimised their websites and content for mobile devices, recognizing the growing trend of accessing news and articles on smartphones and tablets. E-book publishing and digital magazine formats offered a different reading experience on e-readers and mobile devices.

**Sector:**

This sector offered multiplayer gaming options as the internet evolved. The introduction of smart devices and immersive technologies, such as Virtual Reality (VR) and Augmented Reality (AR), has served to provide a more interactive experience for users.

## 1.1 Media industry sectors and products

### Products in the media industry

#### Activity

Match up each media product to the correct description.

1) Audio
2) Video
3) Music
4) Animation
5) e-books
6) Multimedia

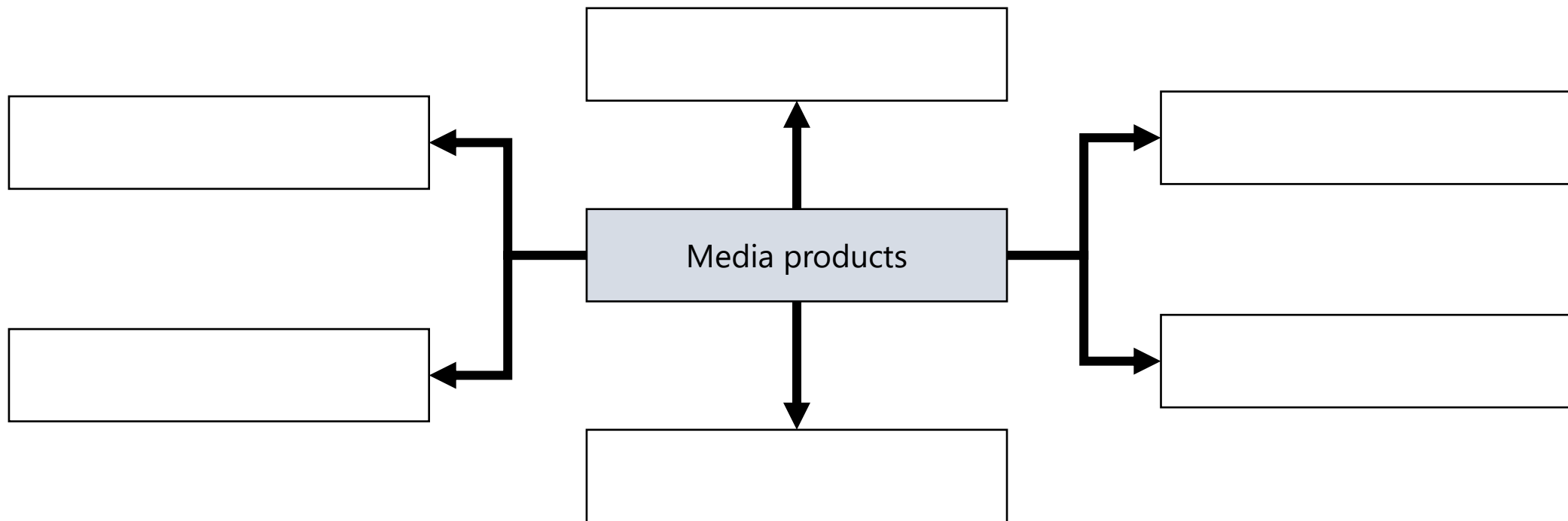
A) Creating harmonious or rhythmic sounds using instruments, voices, or electronic means.
B) Integration of various forms of media, such as text, images, audio, and video
C) Sound-related content, such as music, speech, or sound effects, often used in various media forms.
D) Digital versions of printed books that can be read on e-readers, tablets, or computers.
E) Visual medium that captures moving images and can include audio.
F) The illusion of movement by displaying a series of still images or frames in rapid succession

# 1.1 Media industry sectors and products

## Products in the media industry

### Activity

Using the mind map below, identify **other** media products (not mentioned on the previous slide).



## 1.2 Job roles in the media industry

### Creative job roles

#### Activity

Using the list of job roles on the right, select the ones that match up to each job description below.

Job title: .....

- To develop and produce various types of content for a specific audience or platform.
- To produce content such as: writing articles, shooting videos, recording podcasts and designing graphics.

Job title: .....

- To create written content that persuades, informs, or engages an audience with the goal of promoting a product, service, idea, or brand.
- To create various types of written content, including advertising copy, website content, product descriptions, blog posts, social media posts, brochures and email campaigns.

#### **Job roles:**

- animator
- content creator
- copy writer
- graphic designer
- illustrator/graphic artist
- Photographer
- script writer
- web designer



## 1.2 Job roles in the media industry

### Technical job roles

#### Activity

Identify the job role based on the descriptions provided. You can use a job role more than once.

Operating cameras and capturing video footage.

A deep understanding of camera techniques, including shot types, camera movements and shot transitions.

#### **Job roles:**

- camera operator
- games programmer/developer
- sound editor
- audio technician
- video editor
- web developer

Build websites from scratch or work with existing templates to create web pages.

Operate mixing consoles to ensure the best possible sound quality during recording sessions.

Review and select the best clips or shots from raw video footage and various sources.

## 1.2 Job roles in the media industry

### Senior job roles

#### Activity

Match up each job description to a job role listed on the right.

Job description	Job role
To oversee the logistical and operational aspects of a project's production.	
To oversee the artistic and technical aspects of a production.	
Review and refine various forms of content, including written, audio, or visual materials.	
Responsible for overseeing the creative aspects of a project.	
To plan, execute, and oversee marketing campaigns and strategies.	

#### Job roles:

- campaign manager
- creative director
- director
- editor
- production manager

## 1.2 Job roles in the media industry

### Phases of production

#### Activity

Using the table below, tick **one or more** boxes per row to identify the phases of production each job role is predominantly involved in.

Job role	Pre-production Before the production of a media product.	Production During the production of a media product.	Post-production After the production of a media product.
Animator			
Illustrator/graphics artist			
Director			
Camera operator			
Audio technician			
Campaign manager			
Script writer			
Video editor			

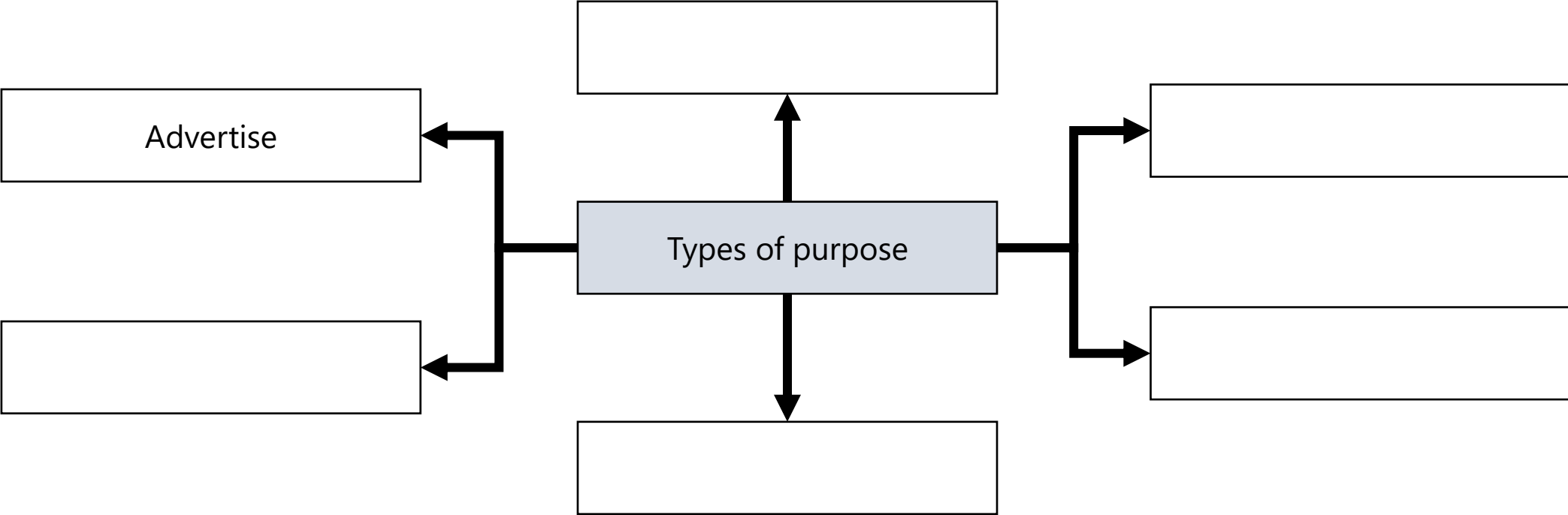
# **Topic Area 2**

**Factors influencing product design**

# 2.1 How style, content and layout are linked to the purpose

## Purpose

Activity  
Using the partially completed mind map below, identify different types of purpose.

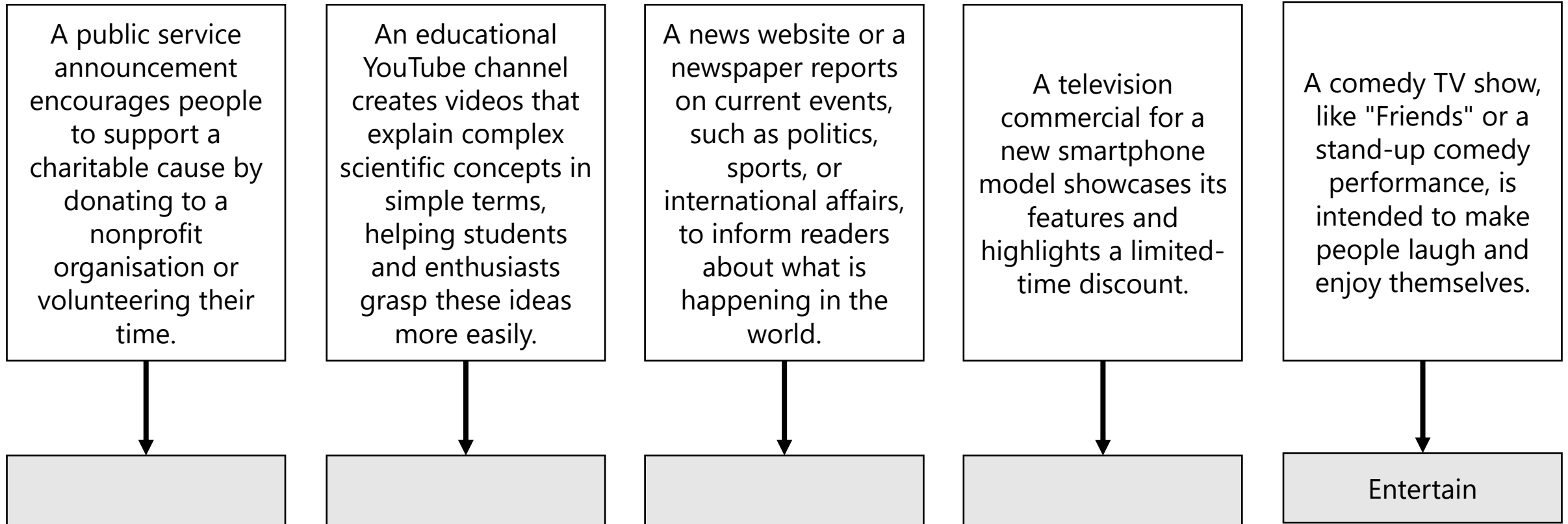


## 2.1 How style, content and layout are linked to the purpose

### Purpose

#### Activity

Identify the different types of purpose using the examples provided.



## 2.1 How style, content and layout are linked to the purpose

### Style, content and layout

#### Activity

Complete the gaps below to reveal the different factors that can affect the style, content and layout of a media product.

\_\_\_ our  
conventions of ge \_\_\_ e  
formal/\_\_\_ formal language  
\_\_\_ sitioning of elements  
style of a \_\_\_ o representation  
style of v \_\_\_ l representation  
T \_\_\_ e of language

## 2.2 Client requirements and how they are defined

### Client requirements

#### Activity

Using the keywords provided on the right, complete the missing headings on the client brief.

#### Client Brief

- .....: A mobile app for fitness and wellness tracking.
- .....: To help users set and achieve their fitness and wellness goals by tracking their exercise, nutrition, and overall health.
- .....: Health-conscious individuals of all ages, from beginners to fitness enthusiasts.
- .....: A company dedicated to promoting a healthy and active lifestyle, prioritizing user-friendly design, and personalised guidance.
- .....: The app should include features for tracking workouts, meal planning, health metrics, and provide educational content on fitness and nutrition.
- .....: Health and Fitness.
- .....: Modern, clean, and user-friendly with a focus on intuitive user interface design.
- .....: The theme should be centred around vitality, with vibrant colours and imagery conveying energy, health, and well-being.
- .....: The client aims for a launch within six months, with ongoing updates and improvements planned.

#### **Headings**

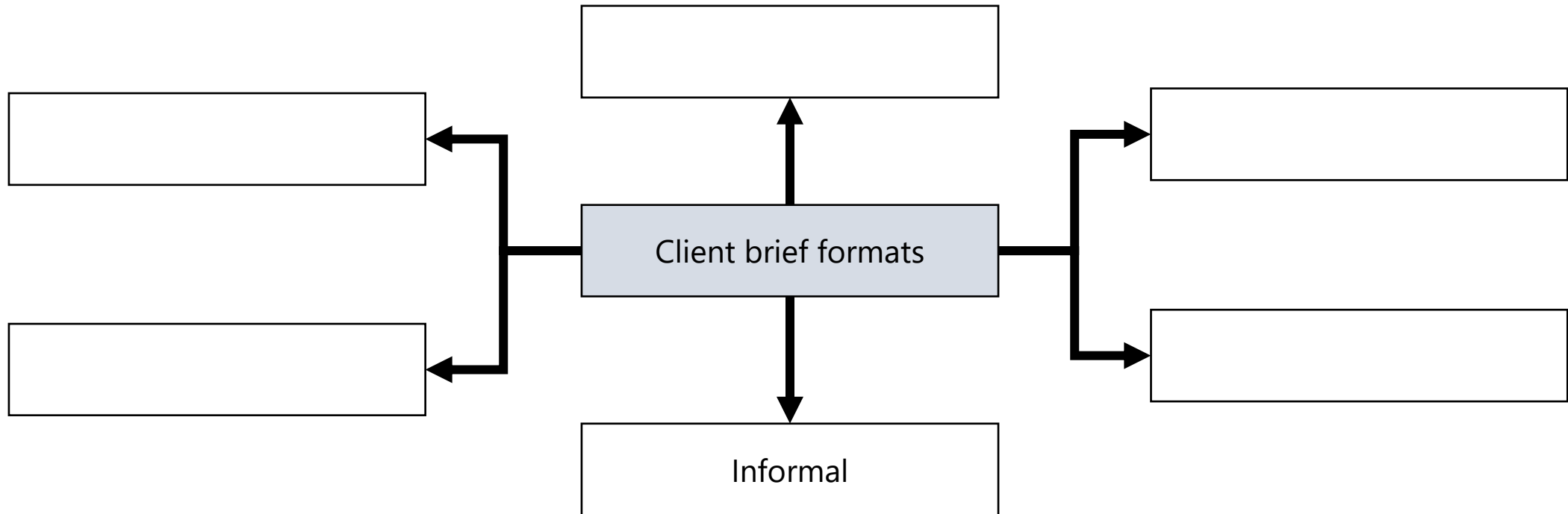
Audience  
Client ethos  
Content  
Genre  
Purpose  
Style  
Theme  
Timescales  
Type of product



## 2.2 Client requirements and how they are defined

### Client brief formats

Activity  
Using the partially completed mind map below, identify different client brief formats.

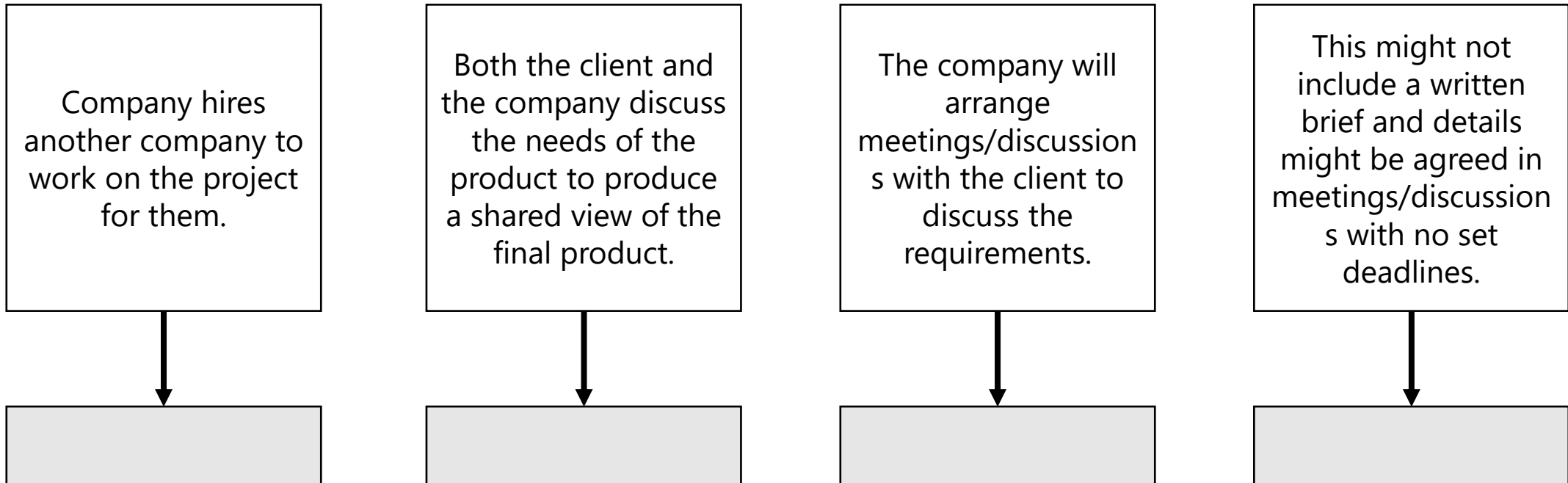


## 2.2 Client requirements and how they are defined

### Client brief formats

#### Activity

Using the descriptions provided below, identify different client brief formats.



# 2.3 Audience demographics and segmentation

## Audience segmentation

### Activity

Using the space around the outside of the pie chart, identify the different segments used to define the target audience.



## 2.3 Audience demographics and segmentation

### Audience segmentation

#### Activity

For the scenario below, identify the segments that have been described.

.....  
Target younger consumers with trendy designs and older individuals with comfort and support features.

.....  
Offer both male and female-specific shoe lines with designs and features tailored to each gender's preferences.

Running shoes



.....  
Promote waterproof running shoes in rainy regions and lightweight, breathable shoes in hot climates.

.....  
Market to fitness enthusiasts with high-performance features and to casual runners with comfort and durability in mind.

## 2.3 Audience demographics and segmentation

### Audience segmentation

#### Activity

For the scenario below, identify the segments that have been described.

Organic food product



.....  
Promote baby food products to young parents and premium organic ingredients to health-conscious adults.

.....  
Emphasise locally sourced organic foods in campaigns for consumers who prioritise sustainability and support for local farmers.

.....  
Offer affordable organic options for budget-conscious consumers and gourmet organic products for higher-income individuals.

.....  
Target eco-friendly consumers with an emphasis on sustainable packaging and farming practices.

## 2.3 Audience demographics and segmentation

### Audience segmentation

Activity

For the scenario below, identify the segments that have been described.

.....  
Create family-friendly content recommendations for parents and edgy, original content for young adults.

.....  
Promote local content libraries and regional shows to subscribers in different countries.

Video streaming service



.....  
Offer tiered subscription options, including affordable plans for students and premium plans for high-income users.

.....  
Market to busy professionals with on-the-go streaming options and binge-watchers with personalised recommendations.

## 2.4 Research methods, sources and types of data

### Primary and secondary research

#### Activity

Tick **one box per row** to identify whether each of these research methods is primary or secondary.

Research method	Primary	Secondary
Books and journals		
Focus groups		
Internet sites/research		
Interviews		
Magazines and newspapers		
Online surveys		
Questionnaire		
Television		

## 2.4 Research methods, sources and types of data

### Research data

Activity  
Identify whether each description card is relating to quantitative or qualitative data.

Closed questions such as Yes or No, Agree/Disagree, Select age.

Research data based on numbers and statistical analysis.

Comments from a focus group.

Research data based on what people think or feel about something.

An open question on a survey to suggest improvements on a product.



## 2.5 Media codes used to convey meaning, create impact and/or engage audiences

### Media codes

#### Activity

Using the key provided on the right, identify which type of media code is being described in each box. The first one has been done as an example.

Storytelling in a comic strip. **W**

Dialogue in a movie.

The use of camera shots and angles.

Actors body language.

Mise en scene

Environment/scene setting

Use of lighting

Audio editing techniques

Audio recording

Colour theory

<b>S</b>	<u>Symbolic</u> This is how something is represented.
<b>T</b>	<u>Technical</u> This is how the equipment is used.
<b>W</b>	<u>Written</u> This is the use of language and how it's written.



# **Topic Area 3**

**Pre-production planning**

## 3.1 Work planning

### Components of a work plan

#### Activity

Using the keyword bank below, fill in the missing gaps.

Initial	Plan	Timescales	Write
Features	Moments	Milestones	Final

The purpose of a work plan is to:

- To ..... out what order the tasks need to happen in.
- To allow the project to meet the ..... deadline by using ..... to stay on track.
- To provide ..... for parts so that you don't spend too long on one thing.

## 3.1 Work planning

### Components of a work plan

#### Activity

Match up each work plan component to the correct description.

1. Activity
2. Contingency
3. Dependencies
4. Milestone
5. Resources
6. Task
7. Time
8. Workflow

A. A plan put in place to deal with any unexpected events.
B. A list of what is needed to complete each activity.
C. A measurement of how long each activity will take.
D. A significant achievement within the project.
E. When an activity cannot start until a previous one is completed.
F. The sequence/order in which the activities are carried out.
G. The main parts of the project that need to be completed.
H. A task within a task – known as a sub-tasks.

## 3.1 Work planning

### Resources

#### Activity

In the table below, identify hardware, software and people required to create a media product. A media product could be a film, video game, digital graphic etc...

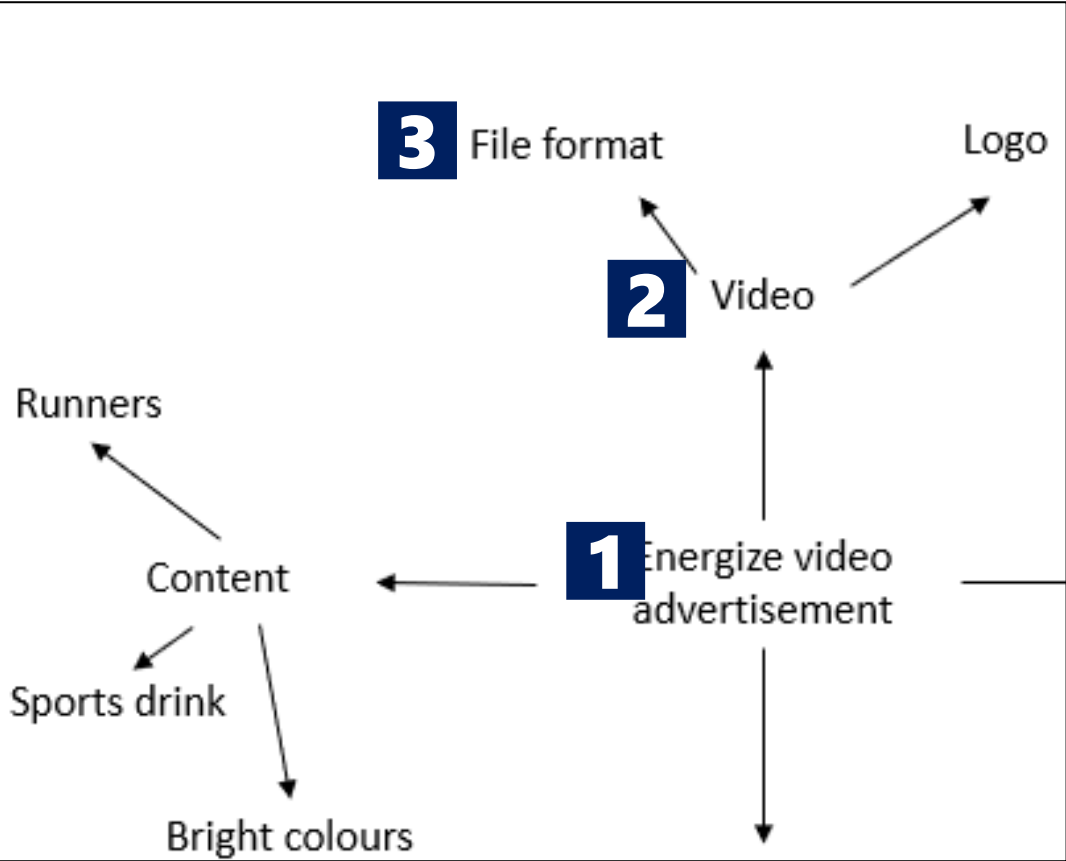
Hardware	Software	People

### 3.2 Documents used to support ideas generation

#### Mind maps

Purpose

A mind map is a visual representation of ideas and concepts that stem from a central theme or concept



Activity A

Using the numbers provided, identify the **three** main conventions.

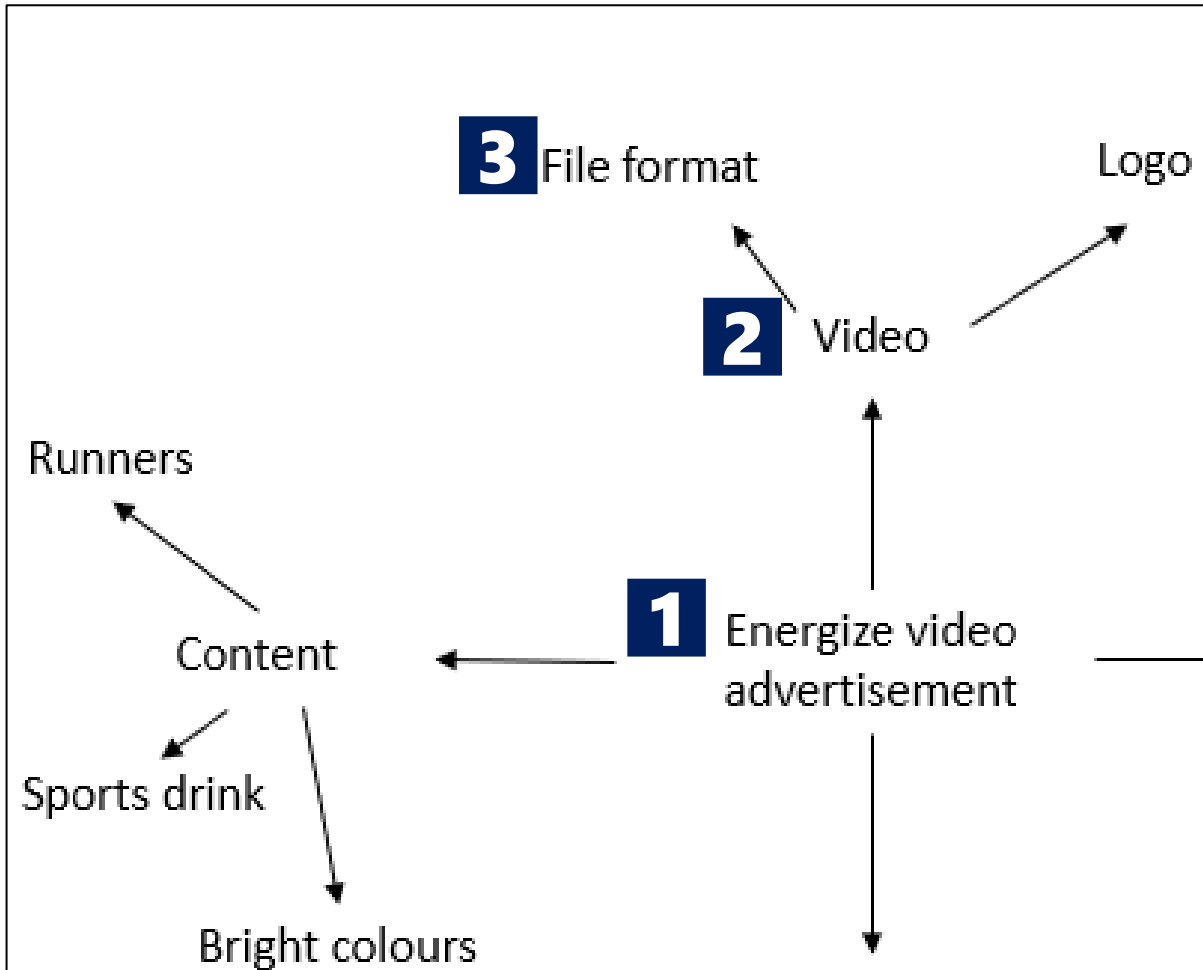
1	
2	
3	

Activity B

Name **up to three** other components that might be included in a mind map.

# 3.2b

## 3.2 Documents used to support ideas generation Mind maps



### Activity A

Name **three** types of hardware that could be used to **view/create** a mind map.

### Activity B

Name **three** types of software that could be used to **create** a mind map.



### 3.2 Documents used to support ideas generation Moodboard



Drink  
Refreshing  
Enjoy  
Learn **4**  
Healthy  
Have fun!

Prep: 5 mins  
no cook

Easy

Serves 1

Nutrition: per serving

kcal	fat	saturates	carbs	sugars	fibre	protein	salt
391	12g	5g	50g	44g	10g	15g	0.4g



**Ingredients**

- 100ml full fat milk
- 2 tbsp natural yogurt
- 1 banana
- 150g frozen fruits of the forest
- 50g blueberries
- 1 tbsp chia seeds
- 1/2 tsp cinnamon
- 1 tbsp goji berries
- 1 tsp mixed seeds
- 1 tsp honey (Stevia Manuka)

**Method**

**STEP 1**  
Put the ingredients in a blender; and blitz until smooth. Pour into a glass and enjoy!



#### Purpose

The purpose of a moodboard is to generate ideas and provide a visual feel for a product

#### Activity A

Using the numbers provided, identify the four components found on the moodboard.

1	
2	
3	
4	



## 3.2 Documents used to support ideas generation

### Moodboard

#### Activity

Tick **one box per row** to identify whether each of these components would be included on a physical (hand-drawn) moodboard or a digital moodboard.

Component	Physical (Hand-drawn)	Digital
Audio		✓
Drawings	✓	
Video		✓
Text	✓	
Animations		✓
Colours	✓	
Textures	✓	
Fabrics	✓	

### 3.2 Documents used to support ideas generation Moodboard



Drink  
Refreshing  
Enjoy  
Learn  
Healthy  
Have fun!

Prep: 5 mins  
no cook

Easy

Serves 1

Nutrition: per serving

kcal	fat	saturates	carbs	sugars	fibre	protein	salt
391	12g	5g	50g	44g	10g	15g	0.4g

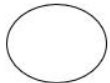


**Ingredients**

- 100ml full fat milk
- 2 tbsp natural yogurt
- 1 banana
- 150g frozen fruits of the forest
- 50g blueberries
- 1 tbsp chia seeds
- 1/2 tsp cinnamon
- 1 tbsp rock berries
- 1 tsp mixed seeds
- 1 tsp honey (ideally Manuka)

**Method**

STEP 1  
Put the ingredients in a blender and blitz until smooth. Pour into a glass and enjoy!



**Newake**

#### Activity A

Name **three** types of hardware that could be used to **view/create** a moodboard.

#### Activity B

Name **three** types of software that could be used to **create** a moodboard.

# 3.3a

## 3.3 Documents used to design and plan media products Asset log

No.	Filename	Description	Properties	Source	Legal issues	Potential use
1	Jug	The jug will be one of the components that make up my logo.		I will create this myself using Adobe Illustrator		I am going to use this in my logo, when the drink pours from the jug it will spell Rejuice which is the company name.
2	Apple.png	The apple will be one of the components that make up my animation.	637 x 720 96 DPI	<a href="https://pixabay.com/vectors/apple-red-fruit-fresh-ripe-juicy-25236/">https://pixabay.com/vectors/apple-red-fruit-fresh-ripe-juicy-25236/</a>	Pixabay License Free to use under the Pixabay license No attribution required	I am going to use the apple to drop into the blender so it can be blitzed into a smoothie.
3	Banana.png	The banana will be one of the components that make up my animation.	960 x 712 72 DPI	<a href="https://pixabay.com/vectors/banana-yellow-fruit-isolated-food-25239/">https://pixabay.com/vectors/banana-yellow-fruit-isolated-food-25239/</a>	Pixabay License Free to use under the Pixabay license No attribution required	I am going to use the banana to drop into the blender so it can be blitzed into a smoothie.
4	Orange.jpg	The orange will be one of the components that make up my animation.	2400 x 2400 96 DPI	<a href="https://openclipart.org/detail/134581/orange--by-chikiyo">https://openclipart.org/detail/134581/orange--by-chikiyo</a>	Open clipart uses a public domain licence for this asset. Free to use without permission.	The orange will be one of the components that make up my animation.

### Purpose

The purpose of an asset log is to store all the assets sourced in preparation for the creation of a media product.

### Activity A

Name **three** conventions of an asset log.

### Activity B

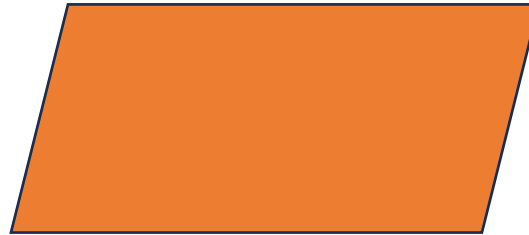
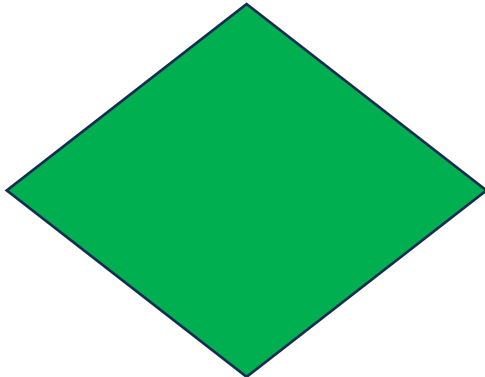
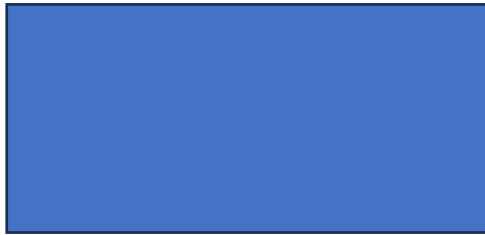
Name **three** types of software that could be used to **create** an asset log.

# 3.3b

## 3.3 Documents used to design and plan media products Flow charts

### Activity A

Using the options on the right, identify different what each flow chart symbol represents.



Decision
Input/Output
Process
Start/Stop

### Activity B

Name **three** types of software that could be used to **create** a flow chart.

## 3.3 Documents used to design and plan media products

### Script

JOKER

AN ORIGIN

Written by

Todd Phillips & Scott Silver

13 April 2018

This story takes place in its own universe. It has no connection to any of the DC films that have come before it.

We see it as a classic Warner Bros. movie. Gritty, intimate and oddly funny, the characters live in the real world and the stakes are personal.

Although it is never mentioned in the film, this story takes place in the past.

Let's call it 1981.

It's a troubled time. The crime rate in Gotham is at record highs. A garbage strike has crippled the city for the past six weeks. And the divide between the "haves" and the "have-nots" is palpable. Dreams are beyond reach, slipping into delusions.

#### Activity A

Identify **three** components that could be included in a script.



#### Activity B

Identify the most appropriate type of software to use when creating a script.



## 3.3 Documents used to design and plan media products

### Script

#### Activity

Below are snippets of the script from the Black Panther movie. Using the list provided on the right, identify the different components. The first one has been done for you.

EXT DEEP SPACE  
EXT. LAKE MERRITT APARTMENT  
INT. COMMAND

Location

The meteorite hits Africa and we see  
plant life and animals affected by  
vibranium.

The camera moves, startling the  
children who quickly flee the hut.

NAKIA  
T'CHALLA  
OKOYE

T'Challa and Nakia sit close , silently  
. Nakia reaches out and touches his  
hand. He looks at her and smiles

Direction

Character names

Timings

Location

Dialogue

Shot types



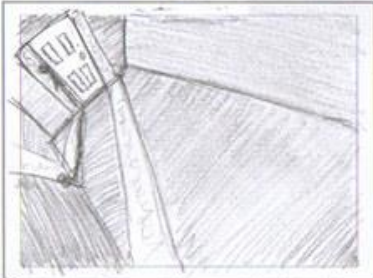
## 3.3 Documents used to design and plan media products

### Storyboard

Russ Fan

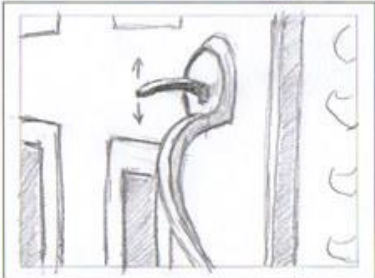
CA 3D-431-0L2

ID: Scene: 1 Sequence:



Est. Park Force Light streaming through windows flanking the door. Silhouette passes in front of the window. (Flip frame, door on right, light on the wall?)

ID: Scene: 2 Sequence:



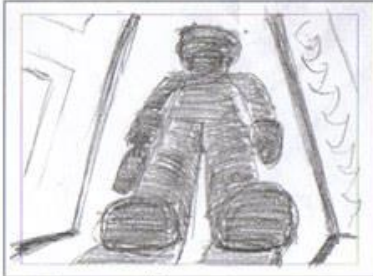
Cut to Door Handle See/Hear Door Jiggle. Then Hear Key Jingle and Key Enter Lock. Turn Click, Thumb switch Moves down

ID: Scene: 3 Sequence:



Door seems open

ID: Scene: 4 Sequence:



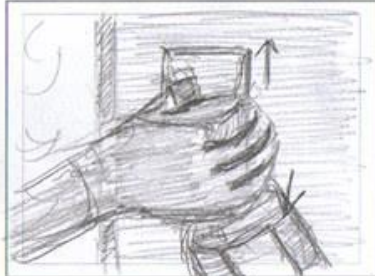
Silhouette of an large imposing man, camera at foot level. Man looks steady but... Omnis music

ID: Scene: 5 Sequence:



Character's knees buckle, slips stage right. Camera zooms in slowly to follow hand holding bottle

ID: Scene: 6 Sequence:



Hand fumbles up and down over the light switch we hear a click as the light switch is flipped.

### Activity A

Identify **three** components you could find in a storyboard.

### Activity B

Name **three** types of software that could be used to **create** a storyboard.



### 3.3 Documents used to design and plan media products

## Storyboard

#### Activity

Below are descriptions of the different components used in a storyboard. Using the list provided on the right, identify the different components. The first one has been done for you.

This is the actual scene, this could in the form of a drawing/image or a description of the scene.

Scene content

Denotes how long each scene will last, this helps to keep track of the duration of the recording.

Whether it's the use of a standard video camera or a virtual camera for 3D animation.

This could be a description of the location or the use of INT (Interior shots) or EXT (Exterior shots)

This could be the use of certain camera shots, movements and angles.

Camerawork

Scene content

Timings

Camera type

Lighting

Location

### 3.3 Documents used to design and plan media products

#### Visualisation diagram

3.3g



#### Activity A

Identify **three** components you could find in a visualisation diagram.

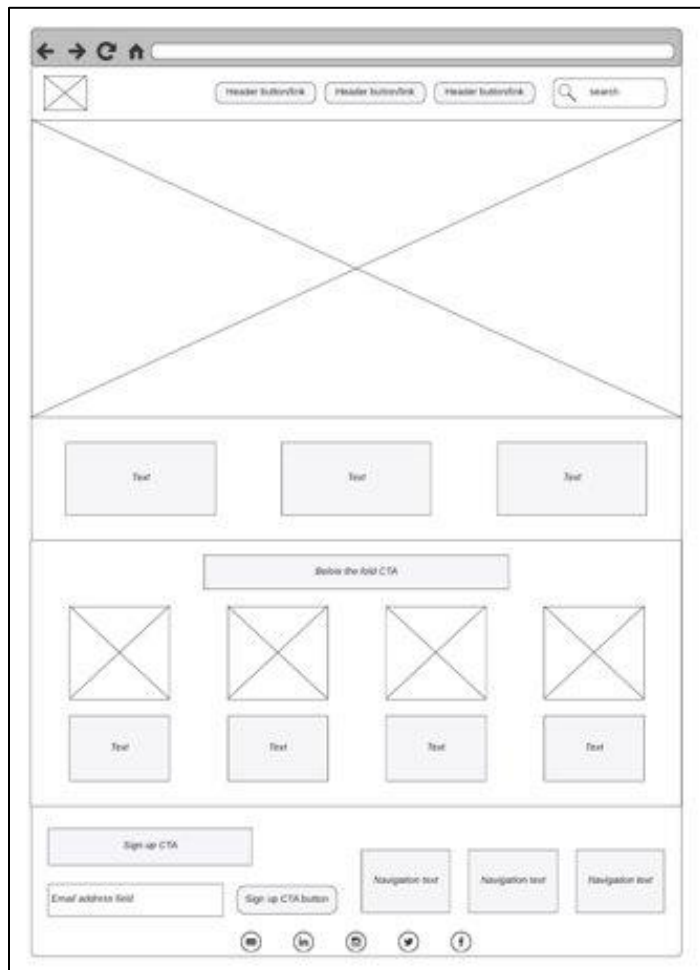
#### Activity B

Name **three** types of software that could be used to **create** a visualisation diagram.

## 3.3 Documents used to design and plan media products

### Wireframe layout

3.3h



#### Activity A

Identify **three** components you could find in a wireframe layout.

#### Activity B

Name **three** types of software that could be used to **create** a wireframe.

## 3.3 Documents used to design and plan media products

### Pre-production planning

#### Activity

Match up each pre-production planning document with the correct description.

1) Asset log
2) Flow chart
3) Script
4) Storyboard
5) Visualisation diagram
6) Wireframe layout

A) A timeline that is designed to illustrate a sequence of events for content that requires movement.
B) A planning document that will show how pages/screens are linked together.
C) To provide a visual representation of the sequence of events that may occur in a media product.
D) To provide the lines for the characters so they know what to say and to provide direction for the crew.
E) To plan the layout of a media product and to show how the final product might look.
F) A document used to store all the assets sourced in preparation for the creation of a media product.

## 3.3 Documents used to design and plan media products

### Pre-production planning

#### Activity

Using the media product examples, identify which pre-production documents they would use. You can use an answer more than once.

Script	Storyboard	Visualisation diagram	Wireframe layout

Audio
Video
Digital games
Animation
e-books
Websites
Apps
Comic book
Graphic novel
Multimedia

## 3.4 The legal issues that affect media

### Legal considerations to protect individual

#### Activity

Using the list on the right, identify the legal issues/considerations for each scenario. Write your answer using the numbers provided for each option.

Scenario	Legal issue/consideration
To ensure users data is kept secure, up-to-date and fit for purpose.	
Filming a new movie in a public car park.	
Filming a scene inside someone's house.	
A false spoken (defamatory) statement with the intention of damaging a person's reputation.	
A false written (defamatory) statement with the intention of damaging a person's reputation.	
The use of employee images so they can be published on the company website.	
People making unkind comments on a gaming forum.	

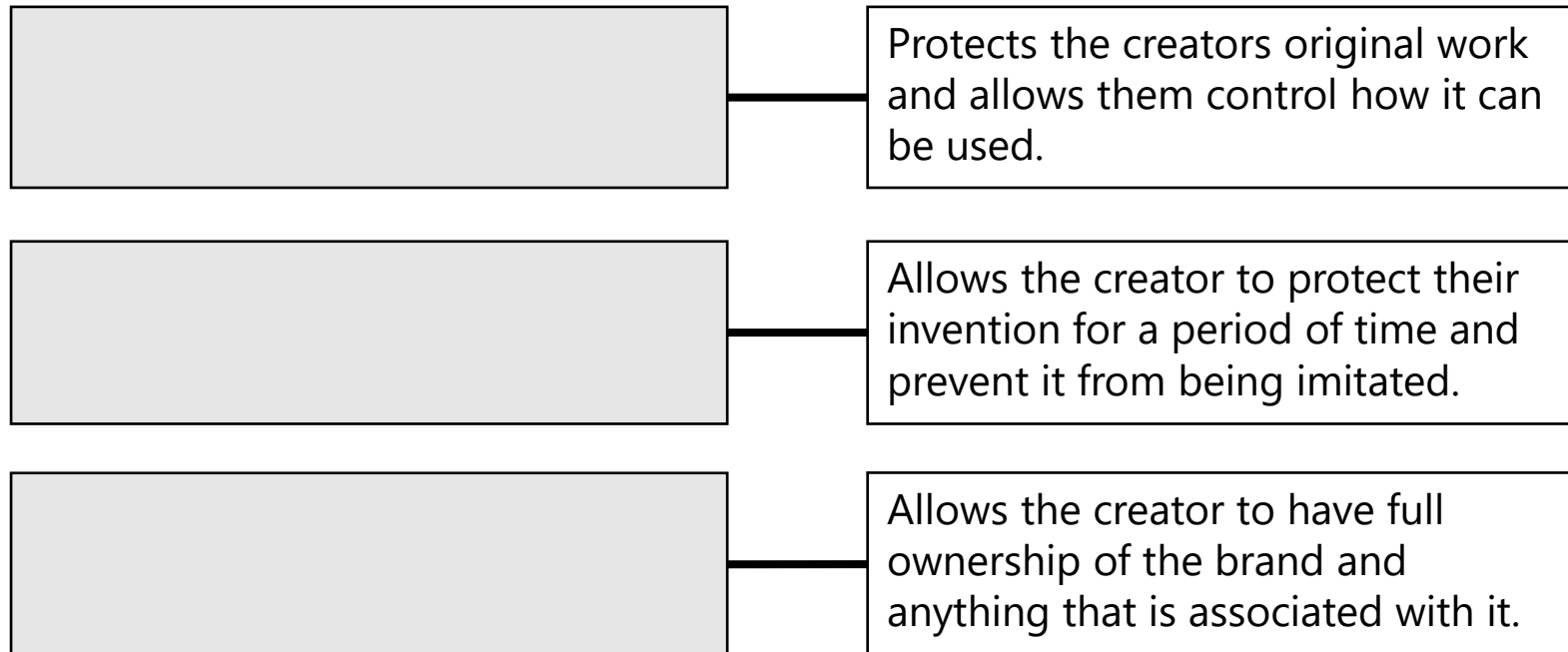
1	Slander
2	Recording images/taking photographs in public places
3	Publishing and commercial use of images and photographs taken.
4	Data Protection Act
5	Libel
6	Recording images/taking photographs on private property
7	Harassment and/or invasion of privacy

### 3.4 The legal issues that affect media

#### Intellectual property rights

Activity

Using the descriptions provided, identify the different types of intellectual property.

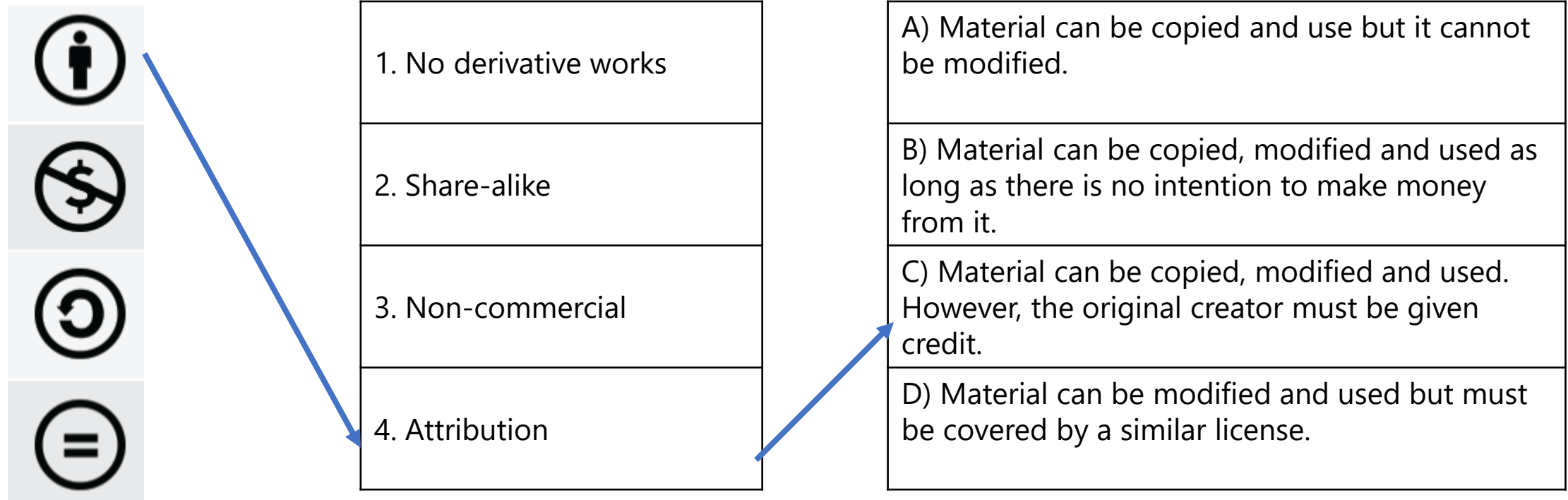


## 3.4 The legal issues that affect media

### Using copyrighted materials

#### Activity

There are four different types of creative commons license – can you identify them? The first one has been done for you.





### 3.4 The legal issues that affect media

#### Using copyrighted materials

##### Activity

Answer the following questions below to identify other ways of using copyrighted material.

Fair dealing	Permissions, fees and licenses	Watermark symbol
<b>Provide an example of what could be considered as 'fair use'?</b>	<b>How can permission be obtained to use an asset that is protected?</b>	<b>Why are watermark symbols added to photos?</b>
<u>Answer:</u>	<u>Answer:</u>	<u>Answer:</u>

### 3.4 The legal issues that affect media Regulation, certification, and classification

#### Activity

There are a range of different media regulators – can you identify them? The first one has been done for you.

BBFC	1. Pan European Game Information	a) It regulates a range of communication services including the TV and radio sectors.
ASA	2. British Board of Film Classification	b) This is a European video game content rating system.
Ofcom	3. Advertising Standards Authority	c) Responsible for the national classification and censorship of films.
PEGI	4. Office of Communications	d) Makes sure ads across UK media stick to the advertising rules.

### 3.4 The legal issues that affect media

#### Health and safety

##### Activity

Use the image below to identify any hazards you can see. Write them down each side.



### **3.4 The legal issues that affect media**

#### **Location recces**

Activity

Part of the risk assessment would require the production team to visit the location first and check not only if it's suitable for what they're going to film, but also that it is a safe and secure working environment.

Using the table below, identify different considerations in a location recce. One has been done for you.



<b>1</b>	Check for any background noise. (e.g. Trains)
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	
<b>6</b>	

# **Topic Area 4**

**Distribution considerations**

## 4.1 Distribution platforms and media to reach audiences

### Distribution platforms and media to reach audiences

#### Activity

Using the list provided on the right, identify if it's an online, physical platform or physical media form of distribution.

Online	Physical platform	Physical media

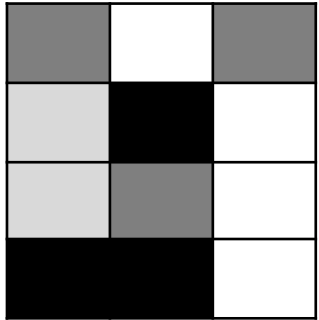
- Apps
- CD/DVD
- Computer
- Interactive TV
- Kiosks
- Memory stick
- Mobile devices
- Multimedia
- Paper based
- Web

## 4.2 Properties and formats of media files

### Static image files

Activity

Using the keyword bank provided, complete the missing gaps.



10	00	10
01	11	00
01	10	00
11	11	00

Every bitmap image is made up a series of .....  
 Each ..... contains a digit known as a ..... number  
 This number corresponds and represents a unique .....

The colour depth of an image is measured in **bits** per pixel.  
 The number of **bits** indicate how many colours are available for each pixel.

For example:  
 1 bit per pixel represents 2 colours.  
 2 bits per pixel represents 4 colours.  
 3 bits per pixel represents ..... colours.  
 4 bits per pixel represents 16 colours.

### Keyword Bank

Pixel(s)	Colour
Metadata	Binary
Bits	8

Any of these keywords can be used more than once!

## 4.2 Properties and formats of media files

### Static image files

#### Activity

Complete the boxes below to describe the impact the change in resolution and colour depth can have on an image.

Keyword:

Resolution

What does it mean?

What happens when resolution is increased?

How does it impact the quality?

How does it impact the size of the file?

Keyword:

Colour depth

What does it mean?

What happens when colour depth is increased?

How does it impact the quality?

How does it impact the size of the file?



## 4.2 Properties and formats of media files

### Static image files

#### Activity

In the table below, identify **up to three** similarities and **up to three** differences between a bitmap image and a vector graphic.



Similarities	Differences

#### Hints:

- What is each made up of?
- What is bitmap used for and what is vector used for?
- What do they have in common?
- Do they share similar features?

## 4.2 Properties and formats of media files

### Static image file formats

#### Activity

In the table below, use the list provided to identify the file format and state whether it stores vector or bitmap images.

File format	Purpose/Description/Characteristic	Vector or Bitmap?
	Supported by web browsers and uses lossy compression to significantly reduce file size.	
	Supports the use of transparency in digital graphics.	
	The industry standard for storing high-quality print graphics.	
	Used for images, manuals and desktop publishing.	
	Native file format for an Adobe Photoshop document.	
	Native file format for an Adobe Illustrator document.	
	Supports animation and transparency.	
	Scalable file format that is commonly used for creating icons and logos.	

#### File formats:

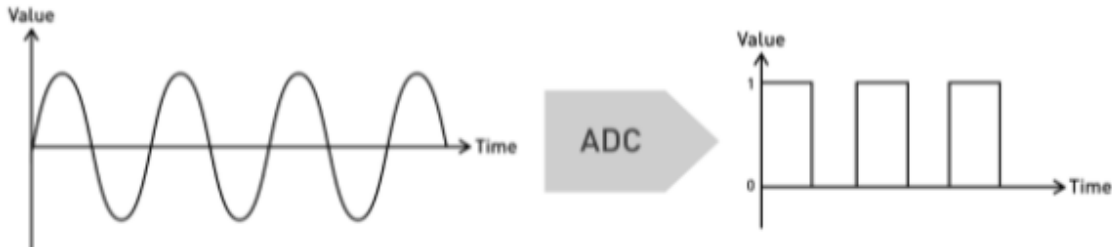
- AI
- GIF
- JPG/JPEG
- PDF
- PNG
- PSD
- SVG
- TIFF

# 4.2 Properties and formats of media files

## Audio files

### Activity

Using the keyword bank provided, complete the missing gaps.



### Keyword Bank

Sound waves	Bits
Regular intervals	Samples
Binary	Analogue

Any of these keywords can be used more than once!

.....are created by vibrations in the air. This means the current format of the sound is .....

When ..... sound is recorded, it measures the .....by taking ..... at .....and are then converted into a digital sound which is represented in ..... form.

When ..... are taken, each one will store a number of ..... which determines how much detail is in the sample itself.

## 4.2 Properties and formats of media files

### Audio files

#### Activity

Complete the boxes below to describe the impact the change in sample rate and bit depth can have on an audio file.

Keyword:

**Sampling**

What does it mean?

What happens when sample rate is increased?

How does it impact the quality?

How does it impact the size of the file?

Keyword:

**Bit depth**

What does it mean?

What happens when bit depth is increased?

How does it impact the quality?

How does it impact the size of the file?

## 4.2 Properties and formats of media files

### Audio file formats

#### Activity

In the table below, use the list provided to identify the file format and state whether it's a compressed or uncompressed file format.

File format	Purpose/Description/Characteristic	Compressed or Uncompressed?
	One of the most widely supported audio formats and can be played on a wide range of devices and software.	
	Provides high-quality audio with smaller file sizes. It's considered to offer better sound quality than MP3 at similar bitrates.	
	It retains all the original audio data. This results in high-quality sound but larger file sizes.	
	Preserves all original audio data for high-quality sound.	

#### File formats:

- AAC
- AIFF
- MP3
- WAV

## 4.2 Properties and formats of media files

### Moving image files

#### Activity A

Using the description card, identify the missing key term.

Frame rate

This is the number of frames that recorded for the duration of a moving image file such as an animation.

#### Activity B

Match up each resolution with the correct description and dimensions.

SD

HD

UHD

4K

8K

Cinematic quality

Ultra-high definition

Standard definition

A newer video resolution, better than 4K

High-definition

1920 x 1080 pixels

720 x 480 pixels

3840 x 2160 pixels

4096 x 2160 pixels

7680 x 4320 pixels

## 4.2 Properties and formats of media files

### Moving image file formats

#### Activity

In the table below, use the list provided to identify the file format and state whether it's a compressed or uncompressed file format.

File format	Purpose/Description/Characteristic	Compressed or Uncompressed?
	Provides smaller file sizes for faster loading.	
	Enables high-quality videos over low-bandwidth connections.	
	Widely used for digital files from digital cameras, provided good quality.	
	High quality files often used when editing videos before they're exported into another format.	
	Supports animation and transparency	

#### File formats:

- AVI
- GIF
- MOV
- MPG
- MP4

## 4.2 Properties and formats of media files

### File compression

#### Activity

Tick **one or more** boxes in each row to identify if the statement matches with Lossy or Lossless compression.

Statement	Lossy	Lossless
Reduces the size of the file.		
File becomes irreversible, meaning it cannot be edited.		
Uses an algorithm to group data together so it can be restored to its original form.		
File is reversible and can be edited.		
Permanently removes data.		



## 4.2 Properties and formats of media files

### File compression

Activity  
In the mind map below, outline common scenarios where compression may be needed

