Creative iMedia Revision Plan PPE 1 November

Week	Topic	Activity	Pages/Link	Exam Question EXTENSION
1	Types of Media Target Audience and segmentation	Mind map the media types and give examples for each type. Take existing products and define the target audience for each using the main criteria.	TYPES: Media Types.pptx TARGET AUDIENCE: https://www.youtube.com/watch?v=Ic0IF5qVK0I	1. The media industry can be divided into two main sectors: traditional media and new media. For each of these sectors: a. write a definition of the sector [4 marks] b. list the four sub-sectors for that sector [4 marks] c. for each sub-sector, give examples of products they produce [4 marks] 2. Name one other segment of Target Audience other than gender and age. [1mark]
2	Job Roles Health and Safety	Colour code card sort for different sectors of jobs.	JOB ROLES http://www.bluesquarething.co.uk/imedia/r093/mediablock1.htm HEALTH AND SAFETY Health and safety assignment on teams	1. What are the 4 main sectors of job roles. [1 mark] 2. A graphic designer would fit into which section of job roles? [1 mark] 3. Location recces are recommended before filming TV adverts. Explain one benefit of carrying out a location recce before filming starts. [2 marks]
3	Intellectual Property Protecting data	Keyword cards for Copyright, Trademark, registered Trademark and Creative Commons etc..	LEGAL: http://www.bluesquarething.co.uk/imedia/r093/mediablock2.htm PROTECTING DATA	1. Write a definition of Intellectual Property [2 marks] 2. Explain why intellectual property (IP) is important for content creators [2 marks]

				3. Describe **one** way that organisations must comply with data protection legislation when storing the personal data of people who sign up to promotional campaigns [2 marks]
4	Research- Primary and Secondary sources and methods	Create example cards of each type of research with categories etc.	RESEARCH METHODS rmkey.pdf (bluesquarething.co.uk)	1. Identify one electronic source of information where you could research about bikes [1 mark] 2. Explain what primary research you would carry out to help you research about bikes and their upgrades. [2 marks]
5	Creating impact with graphics and text	Look at examples and be able to identify techniques used.	IMPACT Section on emphasis- ideas to make something stand out.. Understanding the Principles of Design	Graphic Design Basic (youtube.com)	 1. Using the image above identify and explain why part of the text has been emphasized. [1 mark] 2. Justify the choice of image [2 marks]
6	Planning Tools- mind maps, Visualisation diagrams and Storyboards	Flash cards for each planning tool- focus on the **PURPOSE** of each planning toll, the **AUDIENCE** (who would use it) and the **CONTENT** you would expect to see in the planning tool	MIND MAPS http://www.bluesquarething.co.uk/imedia/imarchive/prod2mind.htm VIS D http://www.bluesquarething.co.uk/imedia/imarchive/prod1vis.htm STORYBOARDS http://www.bluesquarething.co.uk/imedia/imarchive/prod4story.htm	1. Identify two groups of people who could be the audience for a pre-production mind map [2 marks] 2. List five things that a visualisation diagram should include: [5 marks] 3. Describe, in 25 words or less, what the job of a storyboard is. [2 marks]