Creative iMedia Revision Plan PPE 2

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	Planning Tools- mind maps, Visualisation diagrams and work plans	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 WORK PLAN http://www.bluesquarething.co.uk/imedia/imarchive/prod6plan.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. Why are contingencies used on work plans? [2 marks] 4. Explain the difference between tasks and activities on a work plan. [2 marks]
3	Planning Tools- storyboards and scripts	Flash cards for each planning tool- focus on the **PURPOSE** of each planning toll, the **AUDIENCE** (who would use it)	STORYBOARD http://www.bluesquarething.co.uk/imedia/imarchive/prod4story.htm	1. Describe, in 25 words or less, what the job of a storyboard is. [2 marks]

		and the **CONTENT** you would expect to see in the planning tool	SCRIPTS http://www.bluesquarething.co.uk/imedia/imarchive/prod5script.htm	2. What does the term dialogue mean? [1 mark] 3. What is a voice over? How is it different from dialogue? [2 marks]
4	Fonts, Files and Legal issues	Mind map the 4 main font categories and add examples of each type. Mind map suitable file types for each product (focus on audio and video but also images) Keyword cards for Copyright, Trademark, registered Trademark and Creative Commons etc..	FONTS: https://www.youtube.com/watch?v=Ic0IF5qVK0I FILES: https://www.youtube.com/watch?v=fnJnLXOpLok LEGAL: http://www.bluesquarething.co.uk/imedia/r093/mediablock2.htm	1. Which category of font would be most suitable for the body text in a children's book? [1 mark] 2. Identify the most appropriate file format for exporting an audio clip [1 mark] 3. Write a definition of Intellectual Property [2 marks] 4. Explain why intellectual property (IP) is important for content creators [2 marks]
5	Job Roles Requirements and Constraints	Colour code card sort for different sectors of jobs. Highlight requirements and constraints within exam scenarios.	JOB ROLES http://www.bluesquarething.co.uk/imedia/r093/mediablock1.htm R&C https://www.youtube.com/watch?v=aBydkiLEQ8c	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. Time and what are the most common constraints in any brief? [1 mark]