

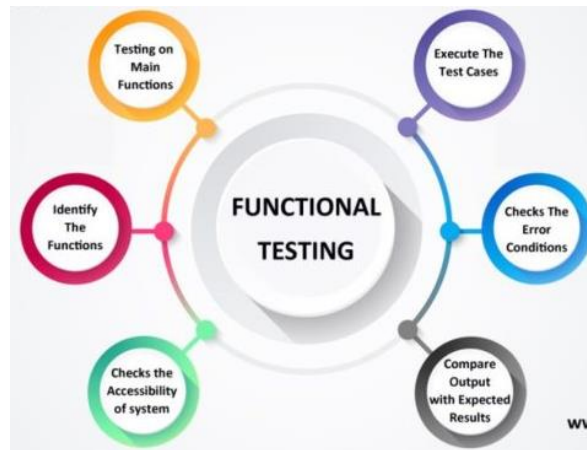
Key Vocabulary...

Term	Definition
Asset	Things created and stored digitally that has or provides value. Assets include images, animations, videos, text or audio.
Resolution	The image quality produced by a printer or displayed on a monitor. It is measured by the number of pixels or dots that is displayed horizontally or vertically. The higher the resolution, the better the quality of image and the larger the file size.
Folder management	The organisation of files and documents. All files and documents should have a suitable name.
Functionality testing	Testing each part of a digital interactive media product to ensure that they work correctly. For example, if you click a button, does it take you to the intended place?
Aesthetics	How a product looks. This is a combinations of colours, layout and white space.
Copyright, Designs and Patents Act 1988	A law that prevents different types of media from being copied by others. Anything borrowed that does not belong to you needs to be recorded in the assets table to avoid plagiarism.
Suitability	Designing and creating a product appropriate for the target audience, using the client brief.
SWOT analysis	A study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.



Picture This...

Assets



Always Remember...

It is important to make sure your documents, images, audio, videos and animations are saved with an appropriate name to make them easily identifiable and to locate.

All assets should be recorded in an assets table, especially assets that are not originally created by you. This is one way of ensuring we avoid issues with plagiarism.



Copyright symbol

Functionality testing is an important part of creating a product. If the production does not function correctly, this will have a negative impact on its success. You can test the functionality of buttons, menus, animations, videos and transitions.



Questions

1. Define the term asset.
2. List 3 things that could be an asset in an interactive digital media product.
3. Name 3 things that should be included in pre-production documentation when planning for content.
4. Identify 2 pieces of software you can create assets on.
5. Why do you record assets in an asset table?
6. What does SWOT stand for?
7. What is the purpose of a SWOT analysis?

Deeper Learning...

The Copyright, Designs and Patents Act 1988 prevents others from making copies and claiming it as their own. This law covers all media including images, videos, animations, films, art, music and publications such as books. In the music industry artists such as Vanilla Ice have been sued for their track 'Ice, Ice, Baby' sounding very much like Queen and David Bowie's song 'Under pressure'. It cost Vanilla Ice £2.8m. Ed Sheeran has had a few cases, one of which cost him 13.8m in 2017 because his hit song 'Photograph' was similar to Matt Cardle's song 'Amazing'.



Activity – Use the school website and conduct a SWOT analysis.

Key Vocabulary...

Term	Definition
Traditional media	This includes media such as television, film, radio and print publishing.
New media	This is methods of communication that uses digital technologies for publication and distribution. This includes computer games, interactive media, digital publishing and websites delivered via the internet.
Multimedia product	Allows the user to interact with the product in several different ways. They usually include text, videos, animations, sounds and buttons. Examples include self service checkout like those in Tesco, Asda or McDonald's.
Animation	A series of still images that are combined one after another to create the illusion of movement.
Social media platform	Digital technology that allows for sharing text and multimedia. Examples of this include, Facebook and Whatsapp.
AR – Augmented reality	Superimposes images and information onto a live view from a smart phone or a tablet. It is used in gaming like Pokemon Go and historical architecture to show how a building was once stood.
VR –Virtual reality	Uses a headset to show the user a full 360-degree game or video. The image alters as the user moves their head and creates a 3D game. It can also be used in medical training for doctors to practice without causing risk or physical harm.
SFX - Special effects	It includes any effects that can happen on set when filming. This includes pyrotechnics (fire), explosions or gory wounds.

Picture This...

THE TYPES OF TRADITIONAL MEDIA



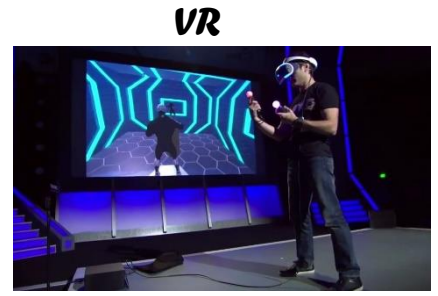
The types of new media



SFX – Pyrotechnics



SFX – Prosthetics



Always Remember...

Media is the methods we use to communicate. This is split into two sectors:

- Traditional media
- New media

Business and companies also have a digital footprint and need to be aware of they are posting or sharing online.


Products include videos, animations, images, sounds and text. When combined these create multimedia products. Each product made can be used by different sectors. For example, an advert for a company can appear on the radio, television and on a website using the internet.



Questions

1. Define the term traditional media.
2. Define the term new media.
3. Give 2 examples of traditional media.
4. Give 3 examples of new media.
5. Which sector does computer games/ desktop publishing/ interactive media/ television/ radio belong to?
6. State 5 products that are produced and used by the industry.
7. Give an example of a product that can be used by different sectors.

Deeper Learning...

 Special effects are used to create a lot of the films we love and appeal to all different ages. Examples include:
 Children - Avatar
 Teenagers – Guardians of the Galaxy
 Adults – Game of Thrones



Activity – Create a mindmap showing the products each different type of media use.