

**Key Vocabulary...**

Term	Definition
<b>Job role</b>	This refers to job responsibilities. For example, camera operators shoot the footage, but it is the responsibility of the editor to put the footage together to make one complete video, clip or film.
<b>Client requirements</b>	A document that outlines the outcomes of a project or product.
<b>Target audience</b>	The group of people that you are aiming your product at.
<b>Audience segmentation</b>	Audiences can be separated into categories including age, gender, occupation, income, education, location, interests and lifestyle.
<b>Primary research</b>	The information which you collect 'firsthand' from the original source. These are usually more reliable.
<b>Secondary research</b>	The information which has been obtained 'second hand' or where somebody else has already put their own interpretation on the information. Accuracy should always be checked.
<b>Qualitative data</b>	Data that can only be written in words, not numbers, for example, the colours of cars in a car park. This provides more detailed information such as an explanation.
<b>Quantitative data</b>	Data that can be written in numbers, for example, the heights of children.
<b>Media codes</b>	The three media codes are technical, symbolic and written. These give meaning, create impact and engage audiences.
<b>Mise-en-scene</b>	The arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film.

**Picture This...**

**TYPES OF DATA**

**Qualitative Data**

- Names as John, Patricia, Mary...
- Smell e.g. aromatic, buttery,....
- Colors e.g. green, white, blue....

**Quantitative Data**

- Scores on exams e.g. 85, 67, 90 ...
- The weight of a person or a subject
- Your shoe size

**Primary research**

- Illustration of people in a meeting.
- Illustration of an online survey.

**Secondary research**

- Illustration of books and a TV.
- Illustration of a newspaper.

**Always Remember...**

Creative roles - animator, content creator, copy writer, graphic designer, illustrator/graphic artist, photographer, script writer, web designer.

Technical roles - camera operator, games programmer/developer, sound editor, audio technician, video editor, web developer.

Senior roles - campaign manager, creative director, director, editor, production manager.

The client brief contains all the requirements that need to be met by a product. Client brief can be communicated via commission, informal, formal, negotiation, meeting/discussion or written.

Media products have different purposes which include entertainment, education, influential, informative and advertisement.

**Questions**

1. Name 2 jobs from the creativity role/ technical role/ senior role.
2. What is meant by the term client requirements?
3. State 2 ways client briefs can be communicated.
4. What does audience segregation mean?
5. Give 2 categories that audiences could be segregated by.
6. What is the difference between primary and secondary research?
7. Give 2 example of primary/secondary research.
8. What is the difference between qualitative and quantitative data.
9. Name the 3 media codes.

**Deeper Learning...**

Salaries in technology are currently on the rise. The first figure is what a beginner would expect to receive in their first year at the job. The latter figure is the one given to those who have been doing the job several years and therefore have experience.

- Digital graphic designer earns £18,000 – £35,000
- Web designer earns £18,000 – £40,000
- Web developer earns £20,000 – £60,000
- Video Editor earns £18,000 - £45,000

(All according to The National Careers Service)

**Activity – Create a client brief for a new game that has just been released with the theme of space.**