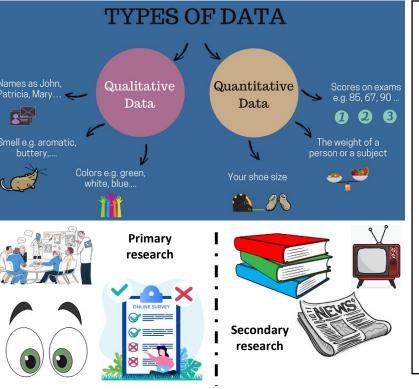
Key Vocabulary...

Always Remember...

Term	Definition
Job role	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.
Client requirements	A document that outlines the outcomes of a project or product.
Target audience	The group of people that you are aiming your product at.
Audience segmentation	Audiences can be separated into categories including age, gender, occupation, income, education, location, interests and lifestyle.
Primary research	The information which you collect 'firsthand' from the original source. These are usually more reliable.
Secondary research	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.
Qualitative data	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.
Quantitative data	Data that can be written in numbers, for example, the heights of children.
Media codes	The three media codes are technical, symbolic and written. These give meaning, create impact and engage audiences.
Mise-en- scene	The arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film.



Picture This...

Questions

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

(All according to The National Careers Service)

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.



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



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