Creative Media Production Year 10 Cycle 3(b)

1.1 Print media

magazine	a periodical **publication** containing articles and illustrations, often on a particular subject or aimed at a particular readership
brochure	a small **book or magazine** containing pictures and information about a product or service
leaflet	a **printed** sheet of paper containing information or advertising and usually distributed free
flyer	a **small pamphlet** advertising an event or product
newspapers	a **printed publication** (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.
newsletter	a **bulletin issued periodically** to the members of a society or other organization.
scholarly journals	**periodical publication** in which scholarship relating to a particular **academic discipline** is published.
physical prints	**Anything printed** on paper/card

1.2 magazine terminology

name	description
masthead	The **title** of a newspaper or magazine
main image	Uses direct-address, often takes up over **50% of the cover**
headline	**Text at the top** of the publication, often in a **much larger font**
buzz words	**Attract the audience's attention**. Usually 'exclusive' or 'free'
representation	how **people**, **places** and **events** are showcased
mise-en-scène	everything **seen on the page**
coverlines	**short statements** that allude to articles inside
giveaway	**offers** something to the reader
left-side third	important **information to attract readers**. Useful if magazine placed horizontally
celebrity endorsement	someone **recognised** by the audience. **Increases sales**
plug	information **placed strategically** to sell
market penetration	The **% of potential readers** who buy the magazine

2.0 Audience profiling theory

Young and Rubicam	Cross-cultural consumer characterisation model
Mosaic	Places consumers into 15 groups and 66 types
VaLs	Ideals, achievement and self-expression of consumer
UGT	Uses and gratifications theory
demographics	What you can see about a consumer
psychographics	Hobbies, interests, behaviours, beliefs

1.3 Pre-Production

mind map	contains a **central idea, nodes and sub-nodes**
mood board	an arrangement of images to evoke a certain **mood**
questionnaire	purpose-driven questions to **obtain data**
house style	**colours, fonts and style**
typography analysis	deciding upon most **effective font**
mock-up	**first draft** of product
article writing	written in-keeping with current theme
thumbnail	**Small version** of product
colour palette	deciding on **complimentary colours**
logo creation	icon to represent the company

3.2 Production

image editing	**changing the aesthetics** of an image
sources	**obtaining images** either primary or secondary
creating	**design the product entirely**
testing	**analysing** the success **against the brief**
prototype	producing a **full design for approval**

3.3 Post- Production

editing	**adding** or **removing** content to improve
composition	how everything is arranged on the page
exporting	save as a **suitable** file format
submit for approval	Showcase to **client** and **obtain feedback**
assess	relate back to project –**requirements met?**

2.1 representation

r	Race/ethnicity
e	events
g	gender
i	issues
n	National/ regional identity
a	age

3.0 Image editing

Photoshop	Image **editing software**
filter	Alter **appearance**
effect	**Improve/** enhance
composition	**layout**
brightness	**well-lit** image
contrast	**Differences in colour**

Creative Media Production Year 10 Cycle 3(a)

1.1 Creating media

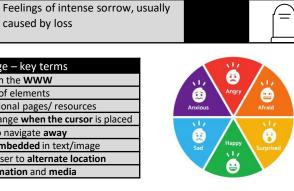|	
codes	how equipment is used to **tell a story**
conventions	elements **expected** in media
techniques	**how equipment** is positioned/ manipulated to convey meaning

1.2 communicating meaning

name	description	colour	symbolism
humour / facetiousness	Finding something amusing or comical		
suspense / tension	anxious, uncertain about upcoming event		
joy / elation	great happiness or exhilaration		
frustration / anger	Upset or annoyed, strong feelings of hostility/volatility		
calm / idyllic	peaceful, tranquil, picturesque feeling		
melancholy / sadness	a feeling of pensive woe		
madness / disorder	a feeling or disarray, lack of control or dysfunction		
romance / charm	Feelings of excitement and mystery associated with love		
grief / mournfulness	Feelings of intense sorrow, usually caused by loss		

2.0 Webpage – key terms

web page	a document on the **WWW**
structure	**arrangement** of elements
navigation	**route** to additional pages/ resources
roll over	formatting change **when the cursor** is placed
buttons	hyperlinked to navigate **away**
hotspot	hyperlinked **embedded** in text/image
hyperlink	code to take user to **alternate location**
content	**images, information** and **media**

3.1 Pre-Production

mind map	Contains a **central idea, nodes and sub-nodes**
wire frame	**Outline** of a web page, with no information
structure chart	Shows the **layout** of a webpage
mood board	an arrangement of images to evoke a certain **mood**
visualisation	a **mock-up** or **sketch** of the prototype
Gantt chart	uses **horizontal lines** to show completion
milestone planning	planning that is focussed on the **milestones**
task plan	planning all activities, ranking based on **importance**
storyboard	a **sequence of drawings**
script writing	the written text for a play, film or broadcast
sourcing image	finding, or creating, **images** to be used in production
critical path diagram	how tasks/milestone rely on each other

3.2 Production

camera angles	the direction the camera is **pointing**
camera movement	where the camera is **positioned**
sound	**diegetic** and **non-diegetic** noise to be filmed, or added
lighting	how the location will be **lit** to create the desired effect
acting	how the actors should **perform**

3.3 Post- Production

editing	**adding** or **removing** content to improve
music arrangement	creating **sound** to react to the filmed scenes
rendering	**suitable** file format
submit for approval	showcase - **client** and **obtain feedback**
assess	relate back to project –**requirements met?**

4.0 Key Terms

planning	Accurately considering and **designing** a product
sound	Diegetic and non-diegetic
script	Text to be read by actors
thumbnails	Small, **low-resolution** image
design comps	A **comprehensive layout** or design for a product
footage	Part of a film **recording**
image manipulation	changes to a digitized image
file formats	The **encoding** type for that data file
mock-ups	The design **outline** of a product
assets	A thing of **value** to a product
textures	The feel, appearance, or consistency of
rendering	The processing of an outline image
composition	The artistic arrangement of the parts of a picture
prototype	A **first version** of a product
consistency	The **same**, over a period of time
accessibility	Easy to use for **all**
playability	How **easy** the game is to play
audio-visual	Using both **sight** and **sound**
file type	The name given to a **specific** type of file

5.0 camera angles

long shot	full body shot of subject in the background
close-up	subject takes up most of the frame
medium long shot	subject fill up most of the frame vertically
extreme close-up	shows great detail in the frame
medium close-up	shows the subject clearly, without being too close
medium shot	taken from a medium distance
overhead	a shot from above
over shoulder	framed from behind a person
point of view	to show what the character can see
straight on	looking straight at the subject, centred
high angle	looking down on a subject
low angle	looking up at a subject

5.1 camera movement

panning	left to right
tilting	vertical camera movement
tracking	camera mounted on a dolly and moved along tracks
zoom in	change in camera lens focal length - close
zoom out	change in camera lens focal length - further
handheld	jerky movements to create realism
crane	camera lifted to the air

6.0 Image editing

Photoshop	Image **editing software**
filter	Alter **appearance**
effect	**Improve/** enhance
composition	**layout**
brightness	**well-lit** image
contrast	**Differences in colour**