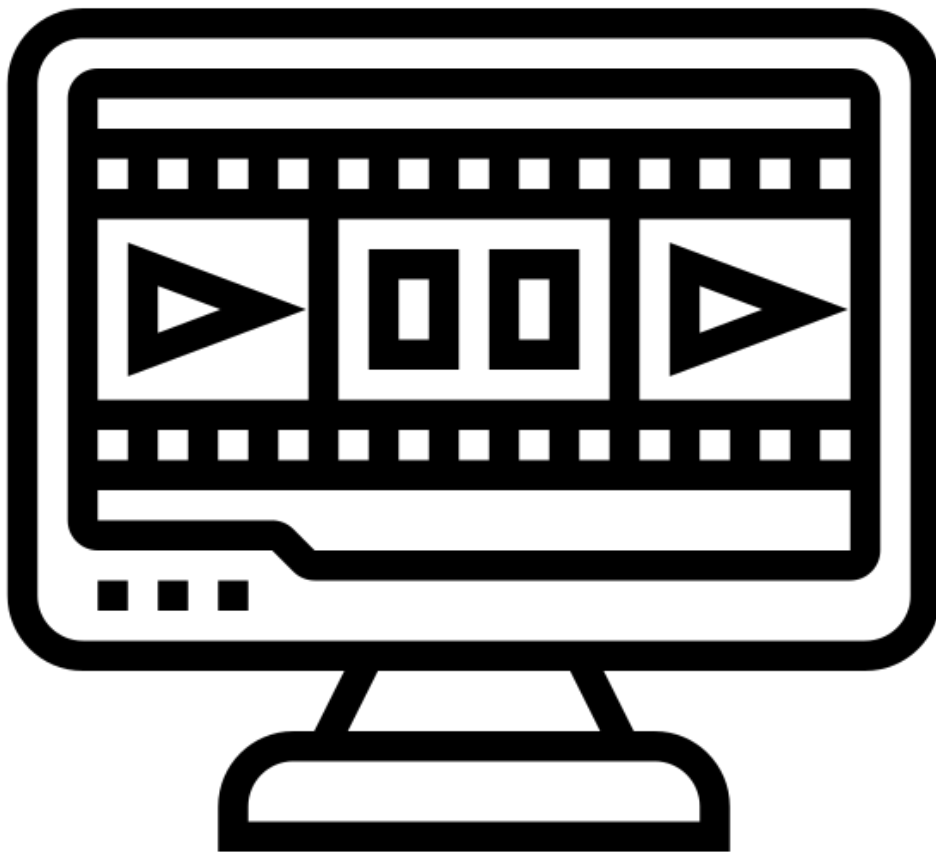


T6 Creative iMedia Home Learning Booklet



Name: _____

Tutor Group: _____

Creative iMedia Teacher: _____

HL1 – Media industry sectors and products

Research and describe one fact or a small set of facts relating to each of the following media industry sectors. You might, for example, choose to focus on factors such as the following: number of films produced in the UK or globally each year, viewing numbers for a particular television programme, overall listening figures for radio in the UK, number of different printed news publications in the UK, costs of producing popular computer games, areas where interactive media are used, daily usage rates for the Internet in the UK and/or globally, annual sales of digital books versus printed books, etc.

Traditional media

Film	
Television	
Radio	
Print publishing	

New media

Computer games	
Interactive media	
Internet	
Digital publishing	

In the table below, list a range of different products that are created by the media industry, and add a brief description of what the product is. The products that you choose to detail should span as broad a range of sectors as possible (e.g.: video, audio, music, animation, special effects, digital imaging, graphics, games, comics, websites, eBooks, etc.).

Product	Description

HL2 – Camera shot length

Produce a thumbnail illustration of what each category of shot length in the table below might look like when dealing with an individual human subject in a landscape (note that your illustration may be simple, provided it is clear what is being conveyed). Add a note on how each category might affect how a viewer reads a scene.



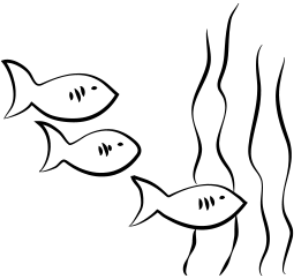

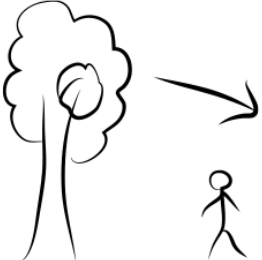

Category	Illustration	Notes
ELS (Extreme Long Shot)		
VLS (Very Long Shot)		
LS (Long Shot)		
MS (Medium Shot)		
MCU (Medium Close Up)		
CU (Close Up)		
ECU (Extreme Close Up)		

HL3 – Storyboards

‘Words from the Planet’ is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. ‘Words from the Planet’ will use a variety of media to raise awareness of the issues faced.

Several short 30 second films will be made to explain each of the environmental issues facing the Planet.

The following is a draft of a storyboard for a section of one of the 30 second films. The storyboard will be given to the camera crew who will create the film.

		
<p>Clouds Camera flies through them</p>	<p>Mountains Camera flies past mountains along line of river</p>	<p>Under the sea</p>
		
<p>Rainforest Camera rises from ground up over trees</p>	<p>Tree Wide shot of tree Close in on tree falling</p>	<p>Beach Camera moves along beach Zoom in on boy and rubbish</p>

Discuss the suitability of the content of the storyboard in for the camera crew. You should include strengths, weaknesses and any areas for improvement. *[This is a 12-mark exam question, so plan to include 4 points of information for each of the 3 sections of your answer.]*

HL4 – Legal issues

1. "School23" is a role playing mystery storybook by J. R. Harpley set on the moon. The story is based in a school with human pupils called 'Terras' and alien pupils called 'Others'. In the mystery story the reader has to make decisions as they read the short chapters in the story, with each choice leading to a different storyline developing. "School23" is now being developed into a multimedia interactive book that can be read and used on a tablet computer.

When creating the multimedia interactive book there are legal issues that need to be considered.

Draw a line to match each definition to the correct legal issue.

Definition
Independent verification of an accepted level of content
Protection of a name, phrase, symbol from use by others without permission
Creative work which is seen as an asset/property of the creator

Legal issue
Intellectual property
Classification
Trademark
Certification

2. A new teenage fashion magazine, called BGStyle, is being published in March.

BGStyle magazine will include images of clothes and styles that are still being created by designers and are not yet being produced for sale in shops. The clothes in the images are the intellectual property of the designers.

Describe **one** step that BGStyle must take so that they can use these images.

3. EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time. The production of the Velocity Girl comic and animation series is governed by a number of acts of legislation. Identify **two** acts of legislation that would apply to the creation of the animated series. Choose from the list below and place a tick (✓) in the boxes alongside the **two** relevant acts.

Acts of legislation	Relevant act
Data Protection Act	
Communications Act	
Copyright, Designs and Patents Act	
Health and Safety at Work Act	

4. Kids–5–A–Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids–5–A–Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting. The Kids–5–A–Day campaign will be supported by a number of food retailers and their logos will be included on the stickers and posters. Identify the legislation that applies to the use of these logos.

5. 'Words from the Planet' is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. 'Words from the Planet' will use a variety of media to raise awareness of the issues faced. The name of 'Words from the Planet' will be trademarked with the TM symbol. Explain what the Trade Mark TM symbol means when it is used with the campaign's name.

HL5 – Health and safety

1. Progressive Museums take mobile museums into primary schools around the country to bring the history curriculum to life, using buses and lorries. Progressive Museums are developing a new product called 'Life in Roman Britain'. You have been employed to develop the interactive presentations for the museum. You have also been asked to provide ideas about how the new 'Life in Roman Britain' museum can be promoted.

Describe **two** health concerns that should be considered for the staff creating the interactive presentations.

1. _____

2. _____

2. 'Urban DuoTeam' is a new city centre-based sports event that is to be launched in the UK. Teams of two athletes will compete on mountain bikes on a specially built 5 km course before running 5 km around the city streets. Each athlete completes their ride and run before handing over to their team mate. The aim of the event is to bring a new exciting team sport to cities in the UK to help encourage people to get involved in sport. A sports drink company has already agreed to sponsor the competition which will take place in six cities.

The 'Urban DuoTeam' events will take place in city centres around the UK and will be broadcast live both on TV and on the sports drink company's website.

Identify **two** health and safety risks that could occur during the filming of the events and describe how they could be reduced.

1. _____

2. _____

3. ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

ZetaLevel has requested a meeting with you to discuss the first drafts of your pre-production documents.

At the meeting with ZetaLevel it was decided that a film crew need to go to the factory and shoot footage of the new toy being made.

a. Explain **one** reason why a risk assessment is necessary for the filming.

b. Before filming begins, a risk assessment needs to be completed. Describe **one** purpose of the risk assessment for the filming of the TV advert.

c. Before the film crew can begin working, they will need to carry out a location recce. Explain **one** purpose of the location recce for this TV advert.

4. EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time. Describe **two** health and safety issues that should be considered when the animators are using computers to develop the Velocity Girl comic and animation series.

1.

2.
