

## R093: Audience demographics and segmentation

The target audience is the set of people who media products are aimed at.

**Location**

If a local cake shop is only able to deliver cakes up to 10 miles away, the target audience's location would be people who live within 10 miles of the shop. Products may have a target audience that is local, national or international.

**Occupation**

An occupation is the type of job that an audience does. When segmenting by occupation and audience, the category may be broad, for instance, middle income earners who work in an office.

**Education**

Audiences are often segmented by the highest level of education they have achieved such as GCSEs, A Levels or degrees. Some publications may specifically aim at an audience with specialist knowledge in an area.

**Ethnicity**

Ethnic groups are defined as a group of people who have common culture, country, religion or language. Media products may focus on a particular ethnicity. It is important not to offend or alienate anyone which the content of a media product.

**Interests**

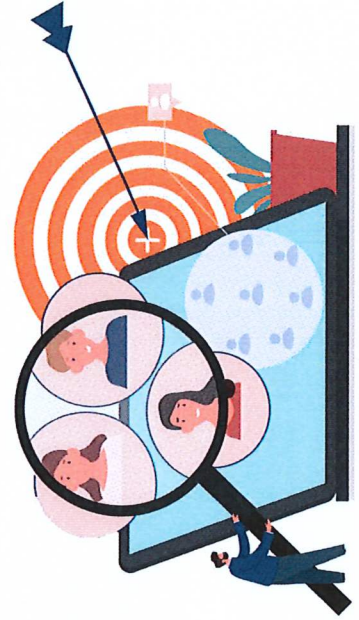
By understanding the hobbies and interests of an audience, media producers can identify what engages them. For instance, an outdoor adventure company has established that most of their customers enjoy horse riding, this is something they might promote on a leaflet.

**Age**

Age groups may be clearly defined, such as 18-24, or use descriptive terms such as 'teenagers' or 'retired people'.

**Gender**

Media products may be aimed more towards one gender than another. It is important that advertising and designs do not stereotype gender roles even if the target audience for a product is more likely to be one gender.



## Keywords

- Target audience
- Segment
- Occupation
- Ethnicity
- Education
- Interests
- Age groups
- Gender

## R093: Client requirements and how they are defined

Before creating a media product, it is important that everyone involved understands the client requirements of the project. These requirements will be given in the client brief.

### Client requirements

#### Type of product

The product that is being commissioned

#### Timescales

Key dates and deadlines for the project

#### Audience

This will show which segment of people are being targeted

#### Purpose

The key objective for the media product such as to advertise

#### Client ethos

The media product will need to align with the client's values and beliefs

#### Content

The components that need to be on the product

#### Genre, style and theme

The look and feel of a product that is going to be made

### How client requirements will be communicated

Key people involved in the project, such as campaign manager, production manager and creative director will have meetings to develop final client requirements.

The commissioned company that will create the product will look at the requirements and ask sufficient questions to understand the purpose.

Meetings for the project will be formal/informal.

Project constraints are considered. A client brief often contains information that must be met for example a launch date. It is important to understand constraints prior to starting production because you can work in constraints into your timeline.

## Keywords

- Requirements
- Brief
- Purpose
- Formal
- Informal
- Timescale
- Audience
- Client ethos
- Content
- Genre
- Constraints

## R093: Colour in media products

The content, style and layout will be adapted to meet the particular purpose of a media product. Colour choices may be used to create mood or feeling from a media product. They might also be used to make certain objects stand out or draw attention to a particular element.

Warm shades are associated with the sun, fire and heat. They work well in creating a warm inviting feel. Reds may be used to attract the eye to key messages.

Cool colours are associated with water and ice and can be calming and peaceful. Shades of green are often used for products that are environmental, natural or related to money.

### Warm colors



### Cool colors



## Keywords

- Colour
- Mood
- Warm colours
- Cool colours
- Complimentary colours
- Harmonious colours
- Analogous
- Opposite colours
- Combinations

### Harmonious

Harmonious colours also known as analogue colours are found next to each other on the colour wheel, for example purple, blue and blue. These colours create a feeling of calm.



### Complementary

Complementary colours are known as opposite colours, are found directly opposite each other on the colour wheel, for example purple and yellow. Placing complementary colours next to each other gives a vivid, vibrant and exciting feel which adds drama to a product.



## CREATING MOOD

Harmonious colours

## R093: Distributing Media Products

Media products need to be distributed to customers. This may take place through an online platform, such as a television streaming service, or through physical media such as a DVD.

### Physical media

Certain media products might be distributed via physical media such as compact discs (CD), Digital Versatile Discs (DVD) and Blu-Ray. Removable media such as memory sticks may be used to share large files within a media organisation without the need to upload and download.



### Physical platforms

Physical platforms are the specific devices that are used to play or show media products. They include computers, interactive TV information kiosks and mobile devices.

### Online

Media products such as games are downloaded as apps from an app store or marketplace. They are then installed onto devices such as tablets or smartphones. Some apps will stop working if the internet connection to a device is lost.

Multimedia content is distributed through several methods. For instance, music may be purchased to download or stream through services such as iTunes, Amazon Music, Spotify etc. Video formats are distributed via apps such as BBC iPlayer, Netflix, Amazon Prime, Disney + etc.

Websites are also used to distribute media products. For example a car manufacturer may offer a brochure to be downloaded from their website. Music, video and multimedia may all be distributed via websites. One advantage of companies using their own websites is that they will be in complete control of the media product and how it is presented. However, they will usually have a much smaller audience.









### Keywords

- Physical platforms
- Computers
- Interactive TV
- Mobile
- CD
- DVD
- Memory stick
- Apps
- Multimedia
- Websites

QR codes









Media products may make use of media codes and conventions that help convey meaning, create impact and engage audiences.

### Symbolic code

SYMBOLIC CODES	
 OBJECTS convey meaning	 SETTING show time & place
 COLOUR suggests a mood	 COSTUME clothing, hair & makeup
 BODY LANGUAGE emotion & movement	 BODY LANGUAGE emotion & movement

Symbolic codes are created by acting, colour and mise-en-scene (arrangement of the set, props, costume and actors)

### Technical code

TECHNICAL CODES	
 CAMERA MOVEMENTS track, pan, zoom...	 CAMERA MOVEMENTS track, pan, zoom...
 SHOT SIZES close-up, long shot...	 SHOT SIZES close-up, long shot...
 LIGHTING creates a mood	 LIGHTING creates a mood
 CAMERA ANGLES eye-level, high & low	 CAMERA ANGLES eye-level, high & low

Technical codes are created by camera techniques, transitions, movement, lighting and audio

### Written code

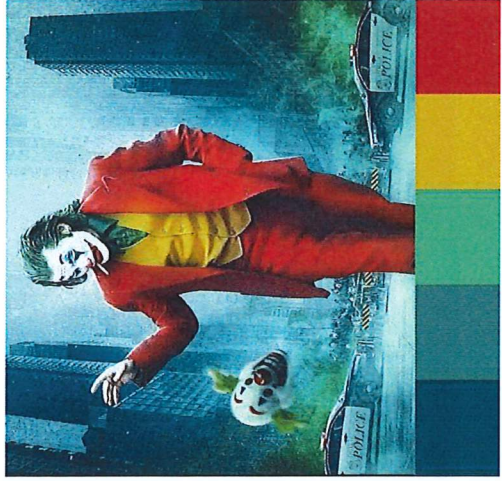
WRITTEN CODES	
 HEADLINES title of story in larger type	 HEADLINES title of story in larger type
 TITLES the name of a book, film...	 TITLES the name of a book, film...
 CAPTIONS appear below an image	 CAPTIONS appear below an image
 SPEECH BUBBLES used in comics, cartoons...	 SPEECH BUBBLES used in comics, cartoons...

Written codes are created by style of language, dialogue and typography

### Colour

Colour helps to give media products mood and feeling.

The image to the right from Breaking bad, is split into two. The colours that have been used are lighter to the left and darker to the right to show his downfall in his life.



## Keywords

- Symbolic codes
- Technical codes
- Written codes
- Colour
- Graphics
- Typography
- Emphasis
- Sans-serif
- Serif

## R093: Media codes used to convey meaning, create impact and/or engage audience

Part 2

Media products may make use of media codes and conventions that help convey meaning, create impact and engage audiences.

Typography refers to the style and size of the lettering used in design. Designers will spend a long time choosing or designing a font that conveys a certain meaning or creates an impact. Emphasis is created using specific font types along with bold and italic variations.



Decorative typography allow the designer to give additional meaning or impact to words. They are often harder to read so only used occasionally, such as for a title or logo.



## Keywords

- Symbolic codes
- Technical codes
- Written codes
- Colour
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## R093: Media industry sectors

The media industry can be divided into two broad sectors, traditional media and new media.

### Traditional Media

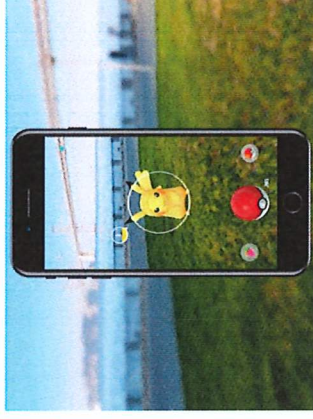
Traditional media includes film, television, radio and print publishing such as posters, billboards, magazines and newspapers. It refers to industries that existed before computers and the internet.



### New Media

New media is any method of communication which makes use of digital technologies for publication and distribution. It reflects the growth of technology in the media industry and includes computer games, interactive media, websites delivered via the internet and digital publishing. This type of media is usually accessed via the internet through computers, portable devices and internet enabled televisions.

Interactive media covers any type of media that the user is able to interact with. Examples include a website that allows a user to find information and photos about a product, an animated advert asking the user to click to find out more, or an augmented reality smartphone game which enables users to find virtual monsters lurking in the real world.



## Keywords

### Traditional media

- Film
- Television
- Radio
- Print Publishing

### New media

- Computer Games
- Interactive media
- Digital publishing
- Internet

## R093: Media industry products

There are a wide range of media products that are produced by and used in the media industry.

### Video

Video includes any product that makes use of moving images.

### Audio

Audio is used for voice overs in advertisements and podcasts. An important part of video or film is the sound effects such as window breaking.

### Music

Music includes artist albums and singles sold on CDs, streamed or broadcast on radio. It also includes soundtracks to video and film.

### Print

Print products are paper-based products produced by printers. They include magazines, physical books, newspapers, leaflets and brochures.

### Stop-motion

Stop-motion animation is animation that is created using clay and uses single frames captured on a camera.

### AR

Augmented reality superimposes images and information onto a live view from a smartphone or tablet. It is used in gaming and modelling.

### VFX

VFX are created in post-production using computers. VFX are used to create footage that is too dangerous, expensive or difficult to create in real life.

### SFX

SFX includes any effects that happen live on set when filming. E.g. pyrotechnics, explosions and rain.

### eBooks

eBooks are non-editable digital books that are viewed using an eReader or app on a smartphone.

### Animation

Animation is a series of still images that are combined together one after the other to create an illusion of movement.

### Digital games

Digital games cover a wide range of products from online games to console games. They are mostly designed to entertain.

### Graphics

Graphics are images that are created using computers, tablets or digital gamers. They include digital photography, logos and graphic design.

### Comics

Comics are a form of image-based storytelling. Comic tend to contain several shorter stories.

### VR

VR uses a headset to show a user a 360 degree game or video. The image will alter as the user moves their head.

## Keywords

- Video
- Animation
- Stop-motion
- Audio
- Music
- Print
- eBooks
- SFX—Special effects
- VFX—Visual effects
- Augmented Reality (AR)
- Virtual reality (VR)
- Digital imaging
- Graphics
- Digital games
- Graphic novels
- Websites
- Multimedia products