

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

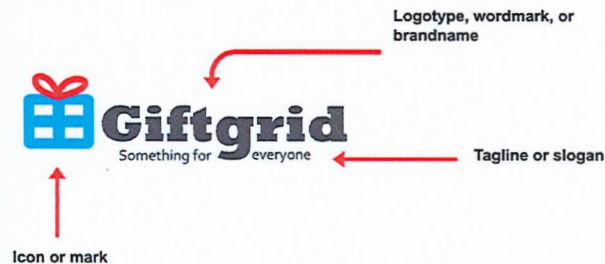
R094: Components of visual identity

A visual identity gives customers or users a feeling and perception of the brand, product or service. It helps to visually communicate the values and personality of the brand with audiences or customers.

Branding

The following are the components that you need to consider when creating a visual identity

- ⇒ Logo—words and/or images to represent the brand
- ⇒ Brand name
- ⇒ Slogan or strapline—a short memorable phrase



Assessment support

You will need to produce a logo to obtain marks for your visual identity in Task 1.

Keywords

- Logo
- Brand name
- Slogan/strapline
- Typography
- Graphics
- Colour palette
- Layout

During the assessment:

- ⇒ Graphical style
- ⇒ Typography
- ⇒ Colour palette
- ⇒ Layout

When creating your visual identity, you will be asked to 'design a visual identity'.

You need to decide which parts of visual identity are required for the product you have been asked to make.

Areas you should consider include:

- ⇒ Logo
- ⇒ Name
- ⇒ Slogan

You will need to show evidence for this in your planning documents such as mood boards, concept sketches, mind maps and visualisation diagrams. Your report will also allow you to record any justifications or decisions.

Elements of visual identity

The following elements help to create a visual identity:

Typography

The style of text used

Graphics

This includes photos, images, illustrations, shapes and symbols

Colour palette

The particular group of colours or colour scheme that is to be used across all products

Layout

Layouts may be simple or complex. You will need to consider the audience and purpose of the product to decide which is appropriate

R094: Concept sketch

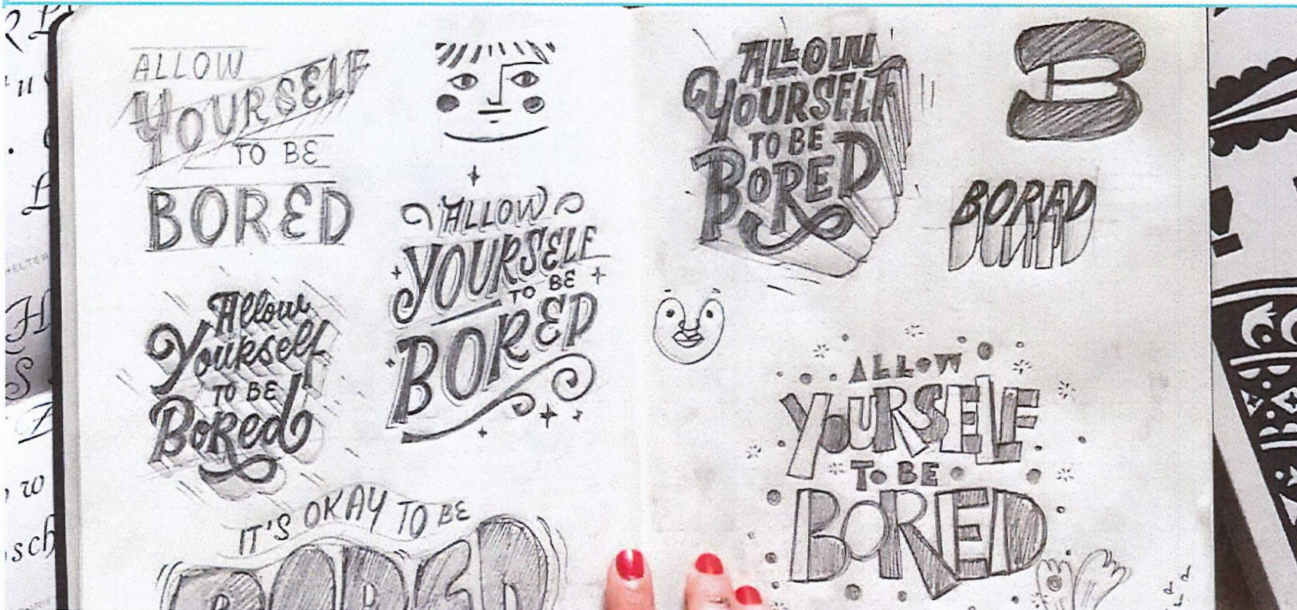
A concept sketch is a series of simple freehand drawings or sketches that are used to develop an idea. This may also include some annotations with brief explanations of colour of the design itself.

Concept sketches are a good way to get basic ideas down on paper. As multiple ideas are created side by side. It is also a good way to compare and consider different potential ideas and select those that can be developed further.

Features of a concept sketch

- Sketches are brief, usually just outlining the ideas.
- These give the feel of the idea rather than any detailed response to the brief.
- Commonly drawn in pencil or pen to quickly create multiple concepts.

Example of a concept sketch for a logo design



Keywords

- Concept sketch
- Drawing
- Sketch
- Idea
- Develop



Assessment support

A concept sketch is great for showing how you have developed elements of the identity or final graphic. For instance, you may create a concept sketch to show how you developed a logo. All these sketches should be photographed or scanned and added to your report or evidence folder.

You may create concept sketches to show the development of your ideas for your visualisation diagram.

R094: Concepts of graphic design

Graphic design concepts

You should consider the key concepts of graphic design before you plan your final product, including:

Application of visual identity

Typography

Alignment

Use of white space

Use of colour and colour systems

Colour trends

Pantone

Pantone is a system that allows colours to be precisely matched. For instance, one spot of colour on a logo may be specified with a pantone colour.



NCS (Natural colour system)

This system allows colours to be specified using the way colours are perceived.

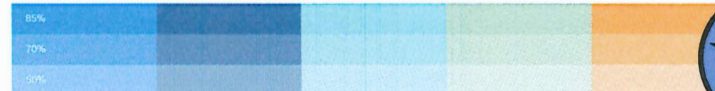


S 0500-N S 1000-N S 1500-N S 2000-N S 2500-N S 3000-N

Colour systems

Colours are represented in graphic design using a number of different systems. When setting up a graphic you should choose the most appropriate setting.

PMS C 2172	PMS 2945	PMS 620	PMS 3246	PMS 2017
PMS U 2173	CMYK 100/53/2/16	CMYK 20/0/0/0	CMYK 50/10/5/16	CMYK 0/45/100/0
CMYK 86/42/0/0	RAL H260 L30 C35			
RGB 66/130/208	RGB 41/88/140	RGB 181/206/222	RGB 167/217/168	RGB 246/153/65
HEX 4282D0	HEX 2958BC	HEX 80D0D0	HEX A7D9BC	HEX F48941



Colour modes

RGB



Red Green Blue

This corresponds to the pixels on a screen. It is used for television and web images.

CMYK



Cyan magenta yellow key (black)

Each colour corresponds to the ink colour used in the print process. This is used in print products such as books,

Keywords

- Graphic design
- Application of visual identity
- Typography
- Alignment
- White space
- Colour and colour systems

Assessment support

Having consistent graphic design concepts help to make your visual identity and final product more cohesive. Ensuring you are well prepared in the pre-production stage will allow the exam board to understand your way of thinking.

R093: Health and safety

During all phases of a media production, any health and safety risks and hazards must be considered. Workers need to be mindful of hazards whether they are working at a computer, using photographic equipment or working on a film or television production.

A location recce is a visit to a location that might be used for photography, filming or recording. The purpose of the visit is:

- To check the safety of the site, that the site is accessible and that permission to use the site can be obtained
- Check sound issues—for example, is there any background noise such as heavy traffic
- Check lighting issues—for example, a large building may block the sun from reaching the location, additional lighting will be required
- Check facilities, such as toilets and parking areas
- Decide which shots and camera movement will work with the location

Detailed notes will be made and a series of photographs will be taken to show the potential location from all angles and times of day from reference. This provides information on the suitability of the location and helps to establish if there are any issues with safety and access that need to be incorporated into a risk assessment.

Keywords

- Recce
- Health and safety
- Risk assessment

Location recce



Risk assessment

Anywhere where media people work, including where crew, actors or the public will be affected, must have a risk assessment. This is a document that identifies potential risks, their likelihood, the harm associated with the risk and how each risk will be

Risk Assessment

Site Name		Risk-A number	
Project	Stay With Me - Music Video	Name	Jade Clarke
Location	Outside, school site and James' house.	Assistants	
Date Assessed			

What hazards have been identified?	What are the potential injuries or damage? Severity (1, 2 or 3)	What measures have been taken to prevent injury or damage?	Number of people at risk	What additional measures or actions are required?	Who is responsible for action?	R A C
Using a longboard	2, falling off board	Using someone with experience to use this prop	1		Daniel, the main character	

QR codes



R093: Health and safety

During all phases of a media production, any health and safety risks and hazards must be considered. Workers need to be mindful of hazards whether they are working at a computer, using photographic equipment or working on a film or television production.

Examples of risks in television or film production

Moving objects

There are many ways that objects move to create hazards, for example a camera moving through the air or a car chase scene.

How to reduce risk

Get permission to close roads or walkways, make sure operators of cranes are trained and certified

Electrocution

If devices fail or are incorrectly wired, they may create a risk of electrocution.

How to reduce risk

Maintain equipment, only use qualified and trained crew, protect cables from being cut or damaged

Trip hazards

Equipment, such as lighting, will have many electric cables. A track for a dolly camera will also cause a tripping hazard.

How to reduce risk

Cable protectors, mats and ramps over cables, cables will be taped down with gaffer tape (thick strong tape)

Heavy equipment

Care needs to be taken when transporting heavy equipment such as lighting or cameras.

How to reduce risk

Equipment is transported in flight cases that may have wheels, staff are trained in how to safely move equipment

Examples of risks when using computers

Neck/back problems

Having displays at incorrect heights or sitting with bad posture may lead to serious back or neck problems.

How to reduce risk

Have display directly in front of the chair, use a fully adjustable chair, have the display at eye level.

Eye strain

Looking at a display for a long time may result in headaches and aching eyes

How to reduce risk

Look away every 20 minutes, take longer breaks every 2 hours, use the computer in a well lit room.

Keywords

- Health and Safety Act
- Hazard
- Equipment
- Halm
- Reduce
- Risk

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R093: How style, content and layout are linked to the purpose

A media product usually has a purpose or reason for its development. Some media products will have more than one purpose. The purpose is closely linked to the type of media product.

Advertise

There are a wide range of media products with this purpose including print adverts such as billboards, posters and leaflets, TV/radio advertising as well as online banner advertising on websites and social media.



Educate

Many media products aim to educate. Textbooks combine text, images and photos and are suited to independent study and revision. eLearning products are able to add interaction and video to the learning experience. Apps and games are able to teach through play.



Inform

Posters are often used to display information such as your location on a map in a theme park. Information leaflets on health or financial products also help to inform.



Influence

Media products often aim to influence behaviour. This may be used as part of advertising. It may also be used by governments or schools to promote healthy or safe behaviours.



Entertain

Most people spend a large amount of time each day being entertained by media products including TV shows, films, radio broadcasts, books, apps and computer games.



Keywords

- Purpose
- Advertise
- Entertain
- Educate
- Inform
- Influence

R094: Mood board

Mood boards

A mood board is a collection of images, text and colours that generate ideas for the look and feel of the product. They can be digital, (created on a computer), or physical.

A mood board is unlikely to include images used in the final product, but instead is there to give an idea for the theme, based on the client brief.

A Mood board is a key part of the planning process and should be created when planning the visual identity for the graphic product.

Creating mood boards

When gathering content for the mood board, aim for a good variety of images, text that illustrates the typography and colours that will give a clear idea of the intended colour palette for the visual identity and digital graphic.

When creating your mood board, use all available space and fill the page. If creating a digital mood board, Photoshop, Affinity Photo, Word and PowerPoint are all examples of appropriate software for achieving this.

A physical mood board may also contain examples of textures and fabric. A digital mood board may contain photos of these.

If you produce a physical mood board, you will need to take a photo of it or scan it to submit it to the exam board.

Physical mood board



Keywords

- Mood board
- Colour
- Physical
- Digital

Assessment support

A mood board will probably be the first planning document you create as it helps to give a feel for the visual identity of all other planning documents you will make. A mood board will include graphics and photos that give a feel for the visual identity, not ones that you will use in the final product.

Digital mood board



R093: Properties of image files

When using image files, you must consider where it will be used as this will alter the technical requirement of the image. For instance, an image used in a printed magazine will need a very high resolution.

Resolution

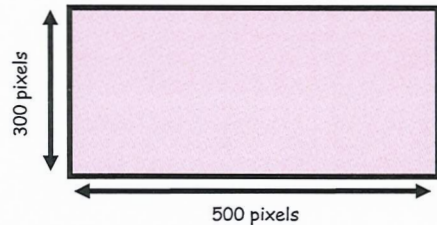
Resolution is the number of pixels in a given area. It is measured as dots per inch (DPI) for print images and photographs and pixels per inch (PPI) for screen images.

The higher the PPI/DPI the higher the quality image

Printed documents such as books and posters typically use a resolution of 300 DPI. This means that there will be 300 printed dots in 1 inch of the printed document.

Web pages typically use images with a resolution of 72 DPI.

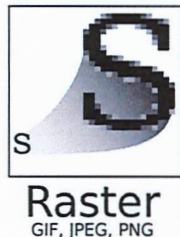
This is the measurement of an image in pixels. It is calculated by multiplying the pixel width by the pixel height. In this example, the image measures 500 wide and 300 pixels high so it has 15,000 pixels in total. A 10 megapixel camera will have 10 million pixels in one photo.



Pixel dimensions

Vector images

Vector images are made up of shapes such as lines, curves and fills. Files are small in size and can be made bigger or smaller without affecting the quality of the image. They are commonly used for icons, logos, diagrams, animations and illustrations. SVG images are vector images.



Bitmap images, also known as raster images are made of small squares called pixels. File sizes tend to be larger. Images can be made smaller on the screen but if they are enlarged, they will become pixelated or blurry. Bitmap images are widely used in photographs. JPG and TIFF all use bitmap images.

Bitmap images

Keywords

- Resolution
- Dots per inch (DPI)
- Pixels per inch (PPI)
- Pixel dimensions
- Static file format
- JPG
- PNG
- SVG
- TIFF
- Vector
- Bitmap

QR codes

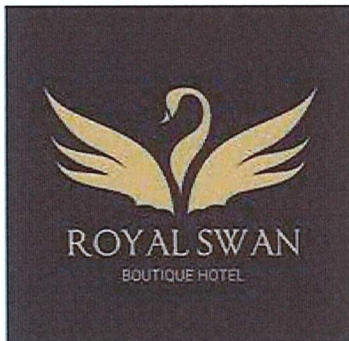
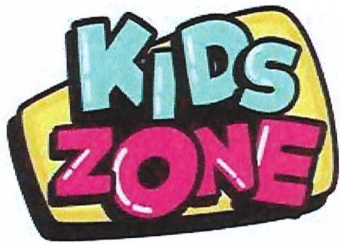


R094: Visual identity design style

A visual identity gives customers or users a feeling and perception of the brand, product or service. It helps to visually communicate the values and personality of the brand with audiences or customers.

Business type and brand values

A visual identity design style should reflect the type of business or organisation that it represents. It should help to communicate the values and core principles of the brand.



Comparison of visual identity

Kids Zone offer holiday clubs to young children. They wanted to create a visual identity that communicated feelings of fun, activity and creativity. They made use of bright colours as these would be attractive and appealing to children. The typeface chosen uses a playful decorative font.

By contrast, Royal Swan wanted a visual identity that showed an elegant and refined hotel.

They made use of a gold colour on the swan to suggest luxury. A contrasting dark blue colour was chosen to help give reassurance and trust in the brand. The chosen logo uses simple lines to help give a feeling of a clean, elegant design that is memorable. The choice of a serif typeface for the title helps to communicate a traditional atmosphere, whilst the use of the sans-serif typeface for the strapline 'Boutique Hotel' suggests a modern twist.

Brand positioning

The brand's position in the marketplace can also be reflected in the visual identity in the visual design style. The style will change depending on whether a brand positions itself as an economy, mid-range or luxury brand.

Notice the visual identity of a brand of baked beans in a supermarket. A standard font, simple graphics and white background all help to give the feeling of an economy brand.

By contrast, a luxury brand of beans may have a stylish label that has been well designed.



Keywords

- Values
- Position
- Economy
- Mid-range
- Luxury brand

During the assessment:

As you develop your product's visual identity, you will need to justify your design choices. Justifying means that you have fully explained your reasons for doing something.

You may do this by annotating designs and/or producing a report.

An advantage of creating a report is that all your evidence will be in one place.

It's a good idea to make a report at the start of the product so that you have somewhere to put everything.

R094: Purpose of a visual identity

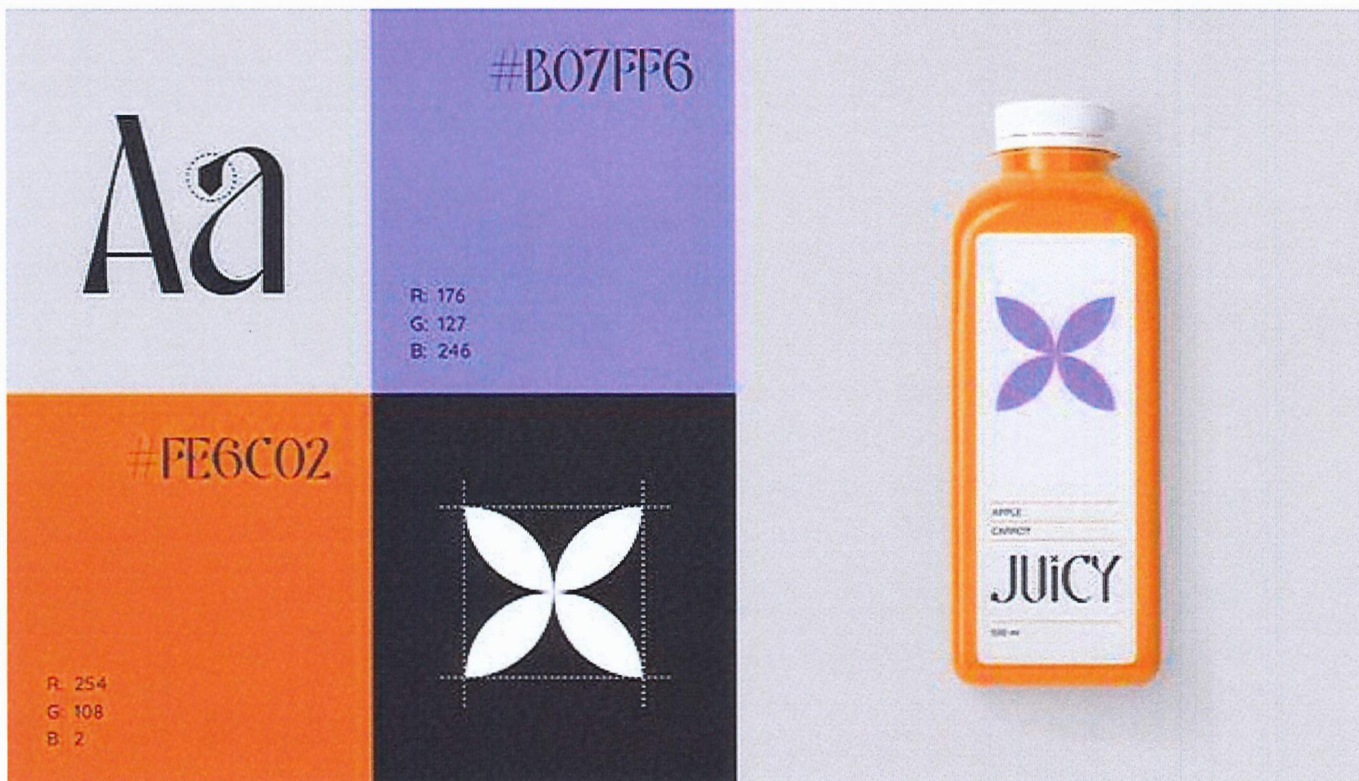
A visual identity gives customers or users a feeling and perception of the brand, product or service. It helps to visually communicate the values and personality of the brand with audiences or customers.

Brands with a strong visual identity have an emotional connection with users and customers. The visual identity helps to establish a brand, make it stand out and develop brand loyalty over time.

A strong visual or brand identity is important to help customers recognise the brand. A brand's visual identity, including logos, colours, fonts and tone of voice, will be used throughout all of a brand's media products, from their company letterhead to their billboard poster or website. Companies usually have a set of brand guidelines to achieve this. Consistent use of this house style creates familiarity and ensures that the audience or customer recognises and remembers a brand.

Keywords

- Visual identity
- Brand
- Loyalty
- Brand guidelines
- House style



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R093: Work planning and documents used to support ideas generation

A mind map or spider diagram is a way to plan out thoughts and ideas in an organised way. A mind map can be created digitally or be hand drawn.

Purpose of a mind map

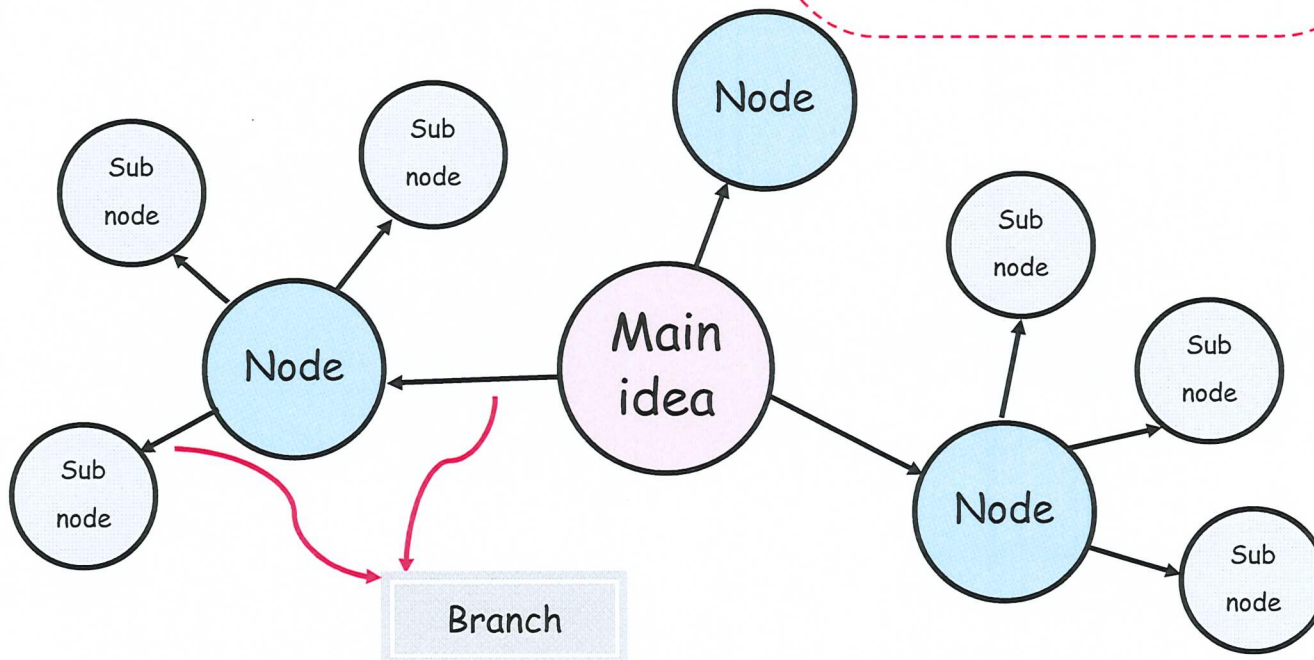
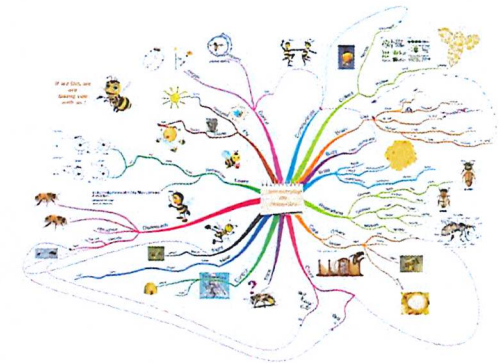
- The purpose of a mind map is to outline ideas quickly
 - A mind map also shows the connections between different ideas
-
- Mind maps can be made digitally or hand drawn.
 - Digital mind maps can be made on dedicated software (these can also be shared within a design team)

Content of a mind map

- A mind map consists of the main or central idea in the middle
- Nodes are connected to the main idea using lines called branches
- Sub-nodes are connected to the nodes to help organise ideas
- Each node or sub-node includes text and/or images

Keywords

- Mind map
- Digitally
- Hand drawn
- Central idea
- Node
- Branches
- Sub-nodes



QR codes



R093: Work planning and documents used to support ideas generation

A mood board is a planning document that assembles a range of materials in order to reflect the potential style of a media product.

Purpose of a mood board

- Develop feeling and style of a product before it is made.
- Giving ideas for the later planning stages
- Refer to when producing the final media product
- Gain feedback from a client or design team

Content of a mood board

Physical mood board

Produced on a large piece of paper or card and contain materials such as photographs, pages cut out from a magazine, fabrics, examples of typography and colour swatches/

Digital mood board

A digital mood board may include digital images, graphics, text, videos and audio files.

Digital mood boards are made in a wide range of software.



Keywords

- Mind map
- Digitally
- Hand drawn
- Central idea
- Node
- Branches
- Sub-nodes

Physical mood board

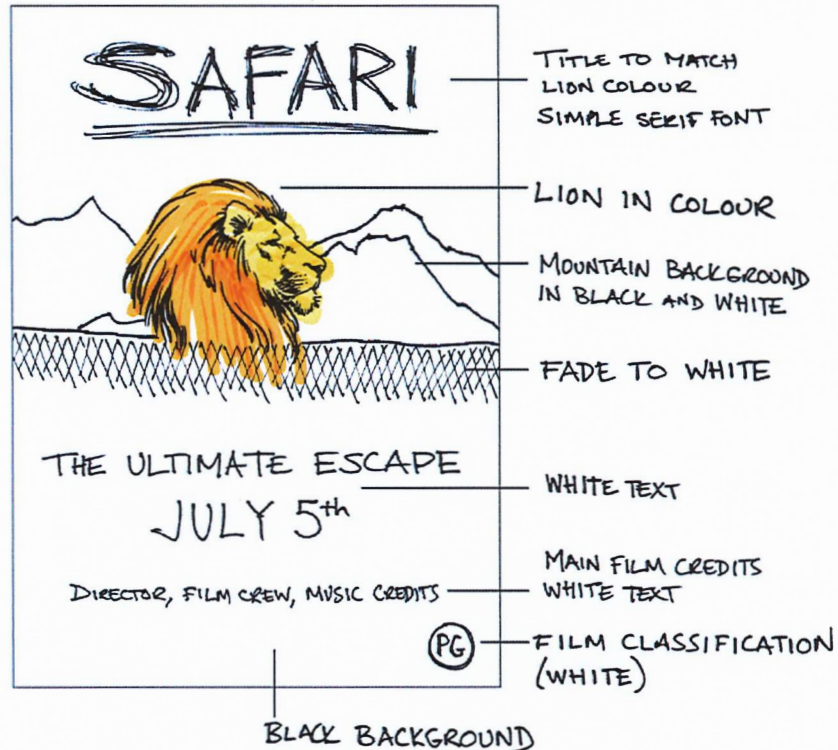
Digital mood board

QR codes



R093: Work planning and documents used to support ideas generation

A visualisation diagram is a rough sketch of a media product. The purpose of a visualisation diagram is to give a representation of how a film product will look including content, layout, font and colour.



Software for visualisation diagrams

Word
PowerPoint
Publisher
Photoshop/Affinity

Hardware for visualisation diagrams

Pen
Paper
Coloured pens
Scanner
Printer

A good visualisation diagram should contain enough detail that a graphic designer could create the product using it.

Sketches of the content



Bike

Layout and positioning of assets

Where are the graphics going to go on your product?

Annotations

Labels around your diagram which provide extra information

Specific features

Typical features e.g. magazine cover visualisation diagram would show a front

Keywords

- Visualisation
- Sketches
- Layout/position
- Annotation
- Features

Visualisation diagrams are used for:

Brochures or leaflets
Magazines or book covers
Posters
DVD/Blu-ray covers
Comic pages
Web pages
Game screens/characters/environments
Print adverts

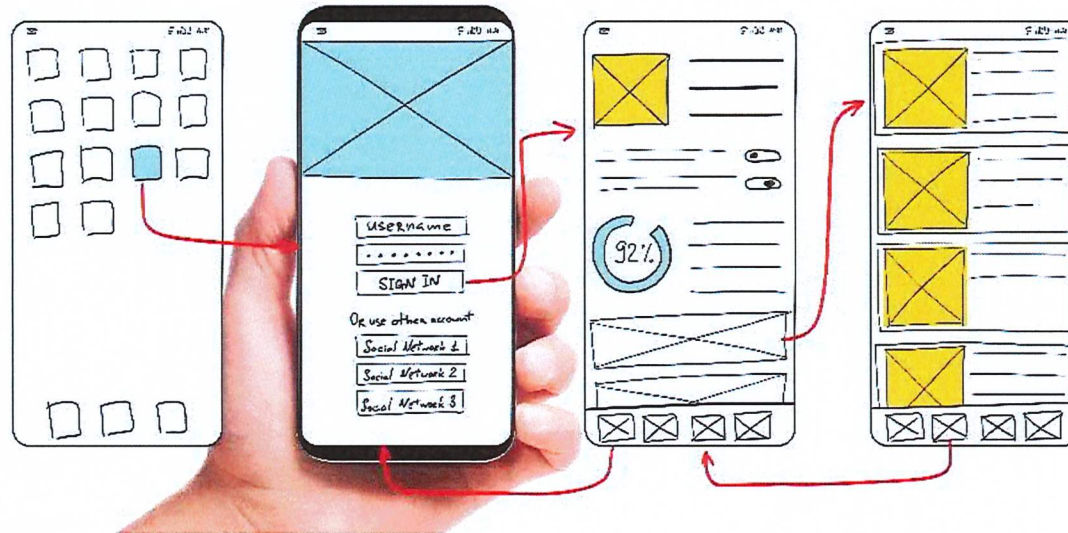
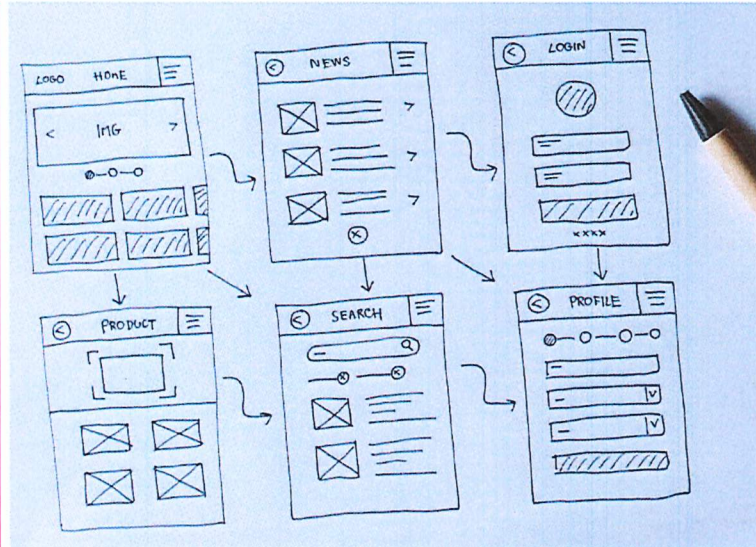
QR codes



R093: Work planning and documents used to support ideas generation

A wireframe is a planning document that shows the layout and functionality of interactive products such as apps or websites. It also shows how different webpages or screens link to one another.

- The specific content used for text, images and video will likely be dynamic (it will change)
- Images are usually indicated by a box with an X inside it
- Text is usually indicated using lines or dummy text
- Buttons and text boxes are indicated with squares



Keywords

- Wireframe

Users of wireframes include:

- Website designers
- Website developers
- UX designers (User experience designers)
- App developers / designers / programmers

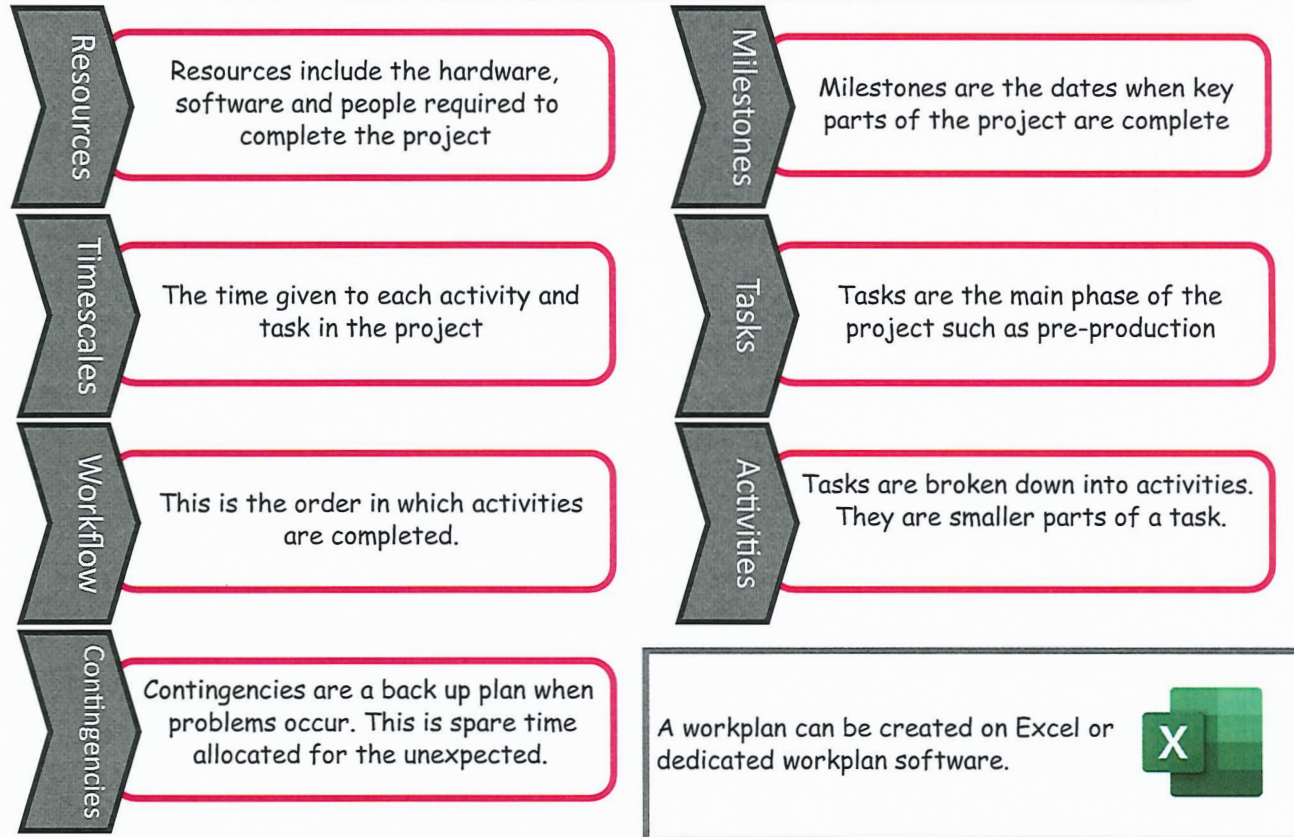
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R093: Work planning and documents used to support ideas generation

Work plans are used to plan out the different elements that need to be completed within a project. In media there are 3 phases: pre-production (planning), production (creating) and post-production (editing and reviewing)

Components of a workplan



Number and name of the action		2012		2013			
		III	IV	I	II	III	IV
A. Preparatory Actions							
A.1	Experimental data collection campaign during a winter season						
A.2	Project Requirements Analysis						
B. Implementation actions							
B.1	System design						
B.2	System implementation						
B.3	System integration						
B.4	Pilot realization						

Keywords

- Workplan
- Phases
- Pre-production
- Production
- Post-production
- Resources
- Timescales
- Milestones
- Tasks
- Dependencies
- Activities
- Subtasks
- contingencies

QR codes

