



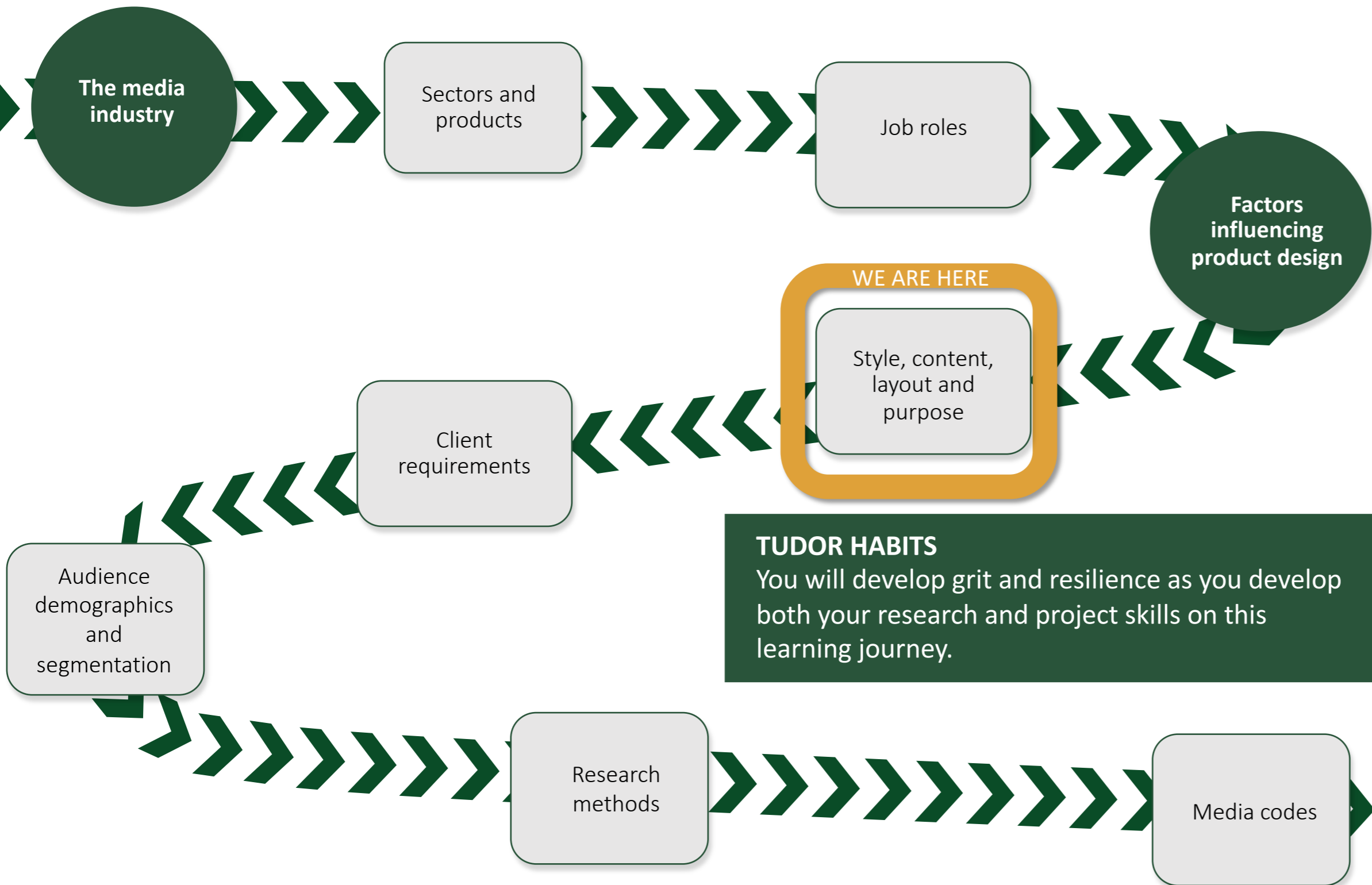
LEARNING JOURNEY

CREATIVE iMEDIA

THE MEDIA INDUSTRY

In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

VOCABULARY: publishing, video, audio, animation, digital imaging, graphics, platform, website, multimedia, sector, product, role, phase, advertise, promote, educate, entertain, inform, influence, style, content, layout, purpose, genre, representation, tone, ethos, theme, timescale, commission, formal, informal, negotiate, audience, segmentation, (primary/secondary) research, qualitative, quantitative, intonation, transition, milestone, workflow, mind map, moodboard, contingency, asset, flowchart, visualisation, legal, intellectual property rights, Creative Commons License, regulation, certification, classification



TUDOR HABITS
You will develop grit and resilience as you develop both your research and project skills on this learning journey.