Revision For the Creative Digital Media Exam

For the exam you must be able to show that you:
A understand digital media sectors, products and platforms
B understand audiences for digital media products
C explore how audiences engage with digital media products

Media Sectors:
Which media sector do the following products belong to?

Complete the sentence
Media Synergy is…

Pre-production, Production and Post-production: Sort the below tasks into the area of production

Pre-Production	Production	Post-Production

Script Writing   Editing video footage   Storyboards   Filming Footage   Writing articles

Research   Taking Photographs   Altering images   Adding soundtracks

Media platforms: Media platforms are how we can break down the larger media sectors.

What kinds of platforms can we view MOVING IMAGE MEDIA on?

What kinds of platforms can we view PRINT MEDIA on?

Complete the following sentence:
Cross Media Convergence is…

Look at the web page below…

How can the page be personalised for the user?

_____
_____

What features are interactive for the user?

_____
_____

Audiences:
Individual audiences – On their own
Group audiences – More than one person

Sort the following into group and individual audiences:

Group Audience	Individual Audience

Watching a film in the cinema.   Reading a magazine
Viewing a Billboard   surfing the Internet
Listening to music on an MP3 player   Playing on Xbox Live

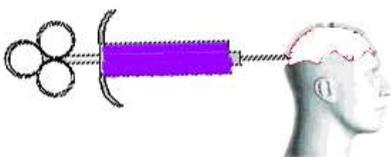ACTIVE AUDIENCES: Complete the sentence.

Active audiences are…

_____

We call media products made by audiences (and shared on sites like Youtube)

PASSIVE AUDIENCES:

What is the theory (model) that we use when talking about audiences being passive?
Hint – look at the image!

What are three problems with this theory?

-

-

-

Who are these regulators and what do they regulate?

	Full Name	What they regulate
PCC		
ASA		
BBFC		
PEGI		
OFCOM		

Audience research: complete these sentences
Primary Research is…

_____

Secondary Research is…

_____

Give one example of primary research and one example of secondary research.

Primary research	Secondary research

- **Qualitative** results give detail and opinion.
- **Quantitative** Results can be put into tables and graphs. They are simple.

Circle all the *quantitative* questions below (4):

Do you like Chocolate?   Who is your best friend and why?

What is your earliest memory?   What is your favourite colour?

What time did you wake up this morning?   How many brothers and sisters do you have?

- **Objective** questions give measurable closed information
- **Subjective** questions are opinion based and can be influenced.

Circle all the *subjective* questions (3):

Do you like my beautiful hat?   What is your name?   What would you like for dinner?

How do you feel?   Do you want Pizza for lunch?   What do you think of Crazy Pete?

Demographic is an important media term – give a definition of demographic.

Demographic:

Complete the Brainstorm:

Eg. Age   What different ways can we classify or identify an audience's demographic?

For your reference: The A-E class rating of demographics.

A	Upper Middle Class	Higher managerial, administrative or professional job employment
B	Middle Class	Intermediate managerial, administrative or professional job employment.
C1	Lower Middle Class	Supervisory or clerical and junior managerial, administrative or professional job employment.
C2	Skilled Working Class	Skilled manual workers.
D	Working Class	Unskilled manual workers.
E	Casual / Lowest Grade Workers	Pensioners and others who depened on the welfare state for their income.

Creating Meaning:

Objects, colour, costume and sounds… almost everything can create meaning for an audience.

Denotation	The object or sound itself
Connotation	

Look at the images below: list the connotations for each.

Misé en Scene is French for _____

It is made up of:

-                                      •
- •
- •

The Misé en Scene of this image tells me it it part of the _____ genre.

The specific parts that tell me this are:

_____

_____

_____

_____

Lighting is key to creating meaning:

This image shows _____ lighting

This image shows _____ lighting

Colour can also create meaning especially for genre or the time when a piece is set.
Hue is the name we give to a colour cast of images/film.

This image is from Inception. It has a very blue/green hue. What does this tell you about the genre or time setting of the film?
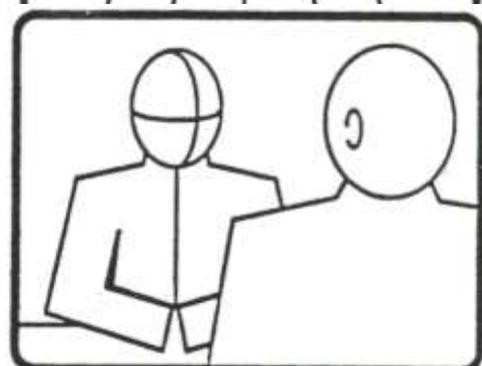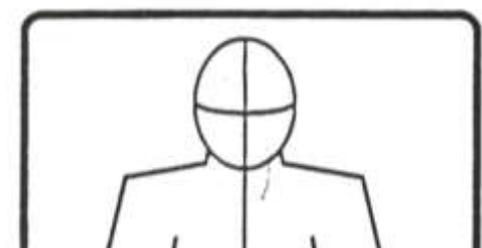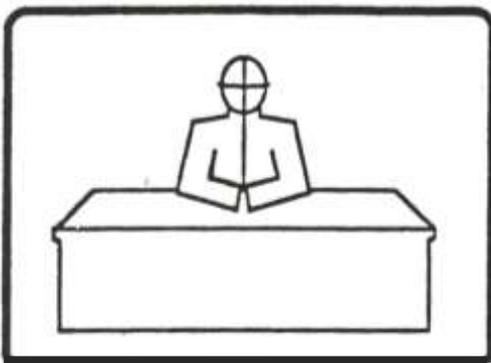
_____
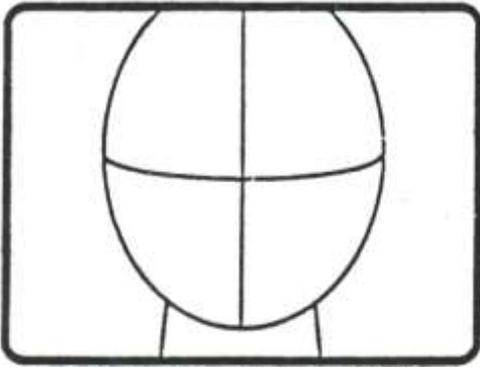

This image has a sepia hue. What does this tell you about the genre or time setting of the piece?

_____

Label the camera shots below:

Camera movement
Describe the following camera movements.

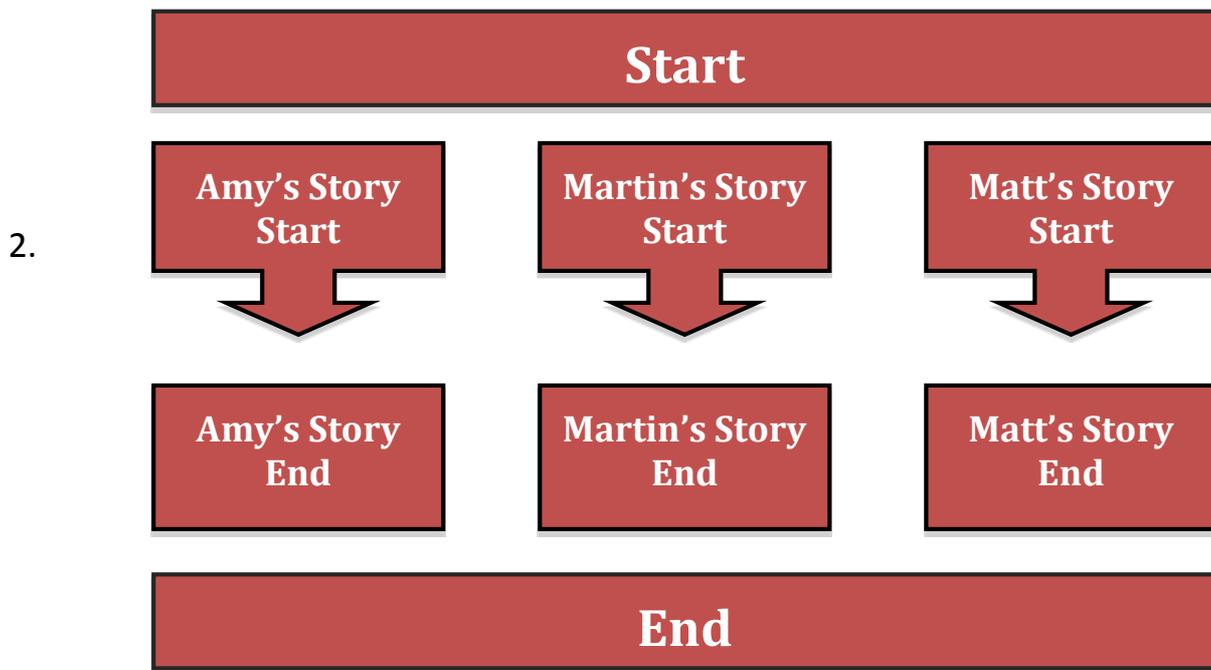| Pan	
Tilt	
Tracking	

Sounds can be Non-Diegetic and Diegetic. Explain what this means.

	Explanation	Example.
Diegetic sound		
Non Diegetic sound		

The story: the proper media term for story is _____

Look at the following flow charts. What kinds of narrative do they show?

1.   **Start** ➡ **Middle** ➡ **End**

2.

Start		
Amy's Story Start	Martin's Story Start	Matt's Story Start
Amy's Story End	Martin's Story End	Matt's Story End
End		

3.

Start

Front cover analysis:

Kerrang is a

_____

_____magazine

(Genre)

The lighting is

_____

The colours used are:

-
-
-

These have been used because they have connotations of…

_____

_____

The props I can see are:

These are significant because…

The hair and make up I can see is:

This is significant because…