

OCR Creative iMedia J834

Written Examination - 60 marks, 1hr 15mins



R093 – Creative iMedia in the media Industry
Topic Area 1 – The media industry <ul style="list-style-type: none">- Media industry sectors and products- Job roles in the media industry
TA1 Quizlet link for self-testing of concepts: https://tinyurl.com/4cjr37dp
Topic Area 2 – Factors influencing product design <ul style="list-style-type: none">- How style, content and layout are linked to the purpose- Client requirements and how they are defined- Audience demographics and segmentation- Research methods, sources and types of data- Media codes used to convey meaning, create impact and/or engage audiences
TA2 Quizlet link for self-testing of concepts: https://tinyurl.com/mwagr7ms
Topic Area 3 - Pre-production planning <ul style="list-style-type: none">- Work planning- Documents used to support ideas generation- Documents used to design and plan media products- The legal issues that affect media
TA3 Quizlet link for self-testing of concepts: https://tinyurl.com/498xachb

Revision Tips

- 1) Specification for R093 can be found from: <https://tinyurl.com/4ya6bjpu>
- 2) YouTube videos about each Topic Area: <https://tinyurl.com/mr49dhh7>
- 3) You should condense notes for each Topic Area by using mindmaps to consolidate learning.