

## Digital Media Sectors and Audiences

Film, television, podcasts, e-newspapers, websites, games – have you ever wondered who creates all the media that are readily available on your phone, computer, tablet, games console, TV and more? Written, visual and aural media are now more accessible than ever, and digital technology has transformed the way media products are produced and consumed. From uploading and downloading amateur videos on YouTube to creating huge cross-media campaigns, nearly every person and company uses digital media to access information, entertainment, marketing or social networks. Filmmakers, web designers, games developers and graphic designers are just a few of the skilled people necessary to produce the digital media we consume daily and for which there is a global audience. In this externally assessed unit you will explore the different digital media sectors and the products they produce. You will understand the range of technological platforms used to distribute media, and how each sector has a common production process.

Underpinning every digital media production is an audience of some kind: gamers, surfers, viewers, readers or listeners. The audience plays an increasingly important role not only in consuming media products, but also in generating them and interacting with their content. You will understand how media producers consider how to interact and communicate with audiences and how information on the audience can be gathered and interpreted.

Your understanding of digital media sectors and audiences will therefore form the basis of all other units and will provide a solid foundation on which to proceed with your own ideas for a digital media production.

### ***Learning aims***

- A understand digital media sectors, products and platforms
- B understand audiences for digital media products
- C explore how audiences engage with digital media products.

## Digital Moving Image Production

Have you ever thought about how films and videos are made? Have you considered just how many different types of films and videos there are, especially now that digital video appears on websites, on phones, in games, on office intranet sites, as well as in cinemas and on TV?

Digital moving image production covers a very wide range of film and video making from feature films, TV adverts, news slots, music videos, animations, promotional videos to educational shorts. In industry practice, the filmmaker can be one person and a camera or be the director of a cast and crew of hundreds. Different types of moving image production have different features and it is important to understand what makes each one slightly different from the next. Filming a documentary short is quite different from making drama. Making a TV commercial is different again! However, the common factor these all share is the use of camera and other technical elements to communicate effectively with the target audience.

In this unit, you will explore the construction of different types of moving image productions: fictional, factual and promotional. You will focus on camerawork as key to the 'language' of visual communication but will also explore mise en scène (setting, locations, props, costumes and make-up), sound and editing which are all necessary components of a finished product. You will investigate key features of digital moving image productions, including structures, generic conventions and audience address, in preparation for the making of your film or video.

### ***Learning aims***

In this unit you will:

A understand the key features of moving image productions

B understand the technical construction of a digital moving image production

C produce and review a digital moving image production.

## **Planning and Pitching a Digital Media Product**

Did you know that employers within the media sector frequently ask for 'excellent communication skills' when looking for a suitable employee? And have you ever thought how that great idea for a media product which, at the moment, is only in your head, could become a reality?

It is vital in all the media sectors that people are able to communicate effectively in order to complete work in teams. They will have to pass on ideas and information to others and interpret a brief correctly. This is very important when working with and presenting ideas and information to a client. It is not only verbal communication methods that are important, but written and visual methods of communication are used to express ideas with clarity and accuracy. Pitching an idea for a digital media product is a key part of the process of gaining approval for the product to go into production and communication techniques are central to an effective pitch.

Once pitched, planning is essential to develop a successful idea into a product. Every stage of the development of a media product has to be carefully planned and clearly documented to ensure that the production process runs smoothly. The planning portfolio is used by the producer to keep a disciplined approach to production, and also, on a collaborative production, by other crew members as a directory of roles and schedule. It is a central source of information about the project. Being professional means ensuring that all portfolio documents use the style and conventions appropriate to the sector you are working in. This will ensure you are following industry practice and have a well-planned media product that can be put into production efficiently.

In this unit you will develop your verbal, written and visual communication skills to enable you to understand the needs of your client and to help you formulate, develop and pitch your own ideas for a media product.

You will then undertake pre-production planning for a digital media product in preparation for the next phase in the process: production.

**Learners will be required to develop ideas and plan for the production of a digital media product from one sector. Teachers should consider which of the creative media sectors to focus on when planning delivery of the unit.**

***Learning aims***

- A understand how to develop ideas for a digital media product
- B pitch ideas for a digital media product
- C produce planning for a digital media product.

## **Website Production**

Have you ever wanted to build your own website or wondered how websites work? The internet is one of the most important modern methods of communication and websites are the mode through which we access that cyberspace. Websites have a variety of uses and offer many different services. They often embed a range of digital media content including text, images, animation, music, video and other programmes.

For most organisations, whether media related or not, a website is an essential way of communicating with their audience, clients and customers. Websites can be used to create brand or corporate identity and to offer an interactive experience for the consumer. Entertainment, personal and social websites also use visual and aural communication to engage their users and to give them 'instant' access to information.

To be successful, websites should be suitable for their intended purpose and target audience. They should also be visually appealing but straightforward to read and use. The creative media industry, amongst other industries, needs website designers and developers with creative and technical skills. This unit will provide you with the opportunity to explore and develop these skills.

In this unit you will investigate the context in which websites exist as well as their purpose and uses. You will gain knowledge and the appropriate skills required for the design and development of websites, as well as an overview of the coding behind web pages and how web design software can be used to control the page content.

You will learn to organise and manage the production of a website, plan and prepare content suitably and create hyperlinks between pages. You will also test your completed website on different platforms and browsers before learning about how a finished website is published on the internet.

***Learning aims***

In this unit you will:

- A know the context and purposes of websites
- B know the technical requirements for website production
- C produce and review a functioning website.