

BTEC Creative iMedia

Revision Guide

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Introduction

Welcome to your full revision guide for the BTEC Creative iMedia course. This guide is designed to help you prepare for both the written exam and the coursework units. It is written in a clear, student-friendly style with examples, case studies, and practice questions.

The course is made up of three main units:

- Unit R093 – Creative iMedia in the Media Industry (Exam)
- Unit R094 – Visual Identity and Digital Graphics (Coursework)
- Unit R099 – Digital Games (Coursework)

How you are assessed:

- The exam (R093) tests your knowledge of the media industry, file formats, and legal/ethical issues.
- The coursework (R094 and R099) tests your ability to plan, design, create, and evaluate media products.

Top Tips for Revision:

- Use the practice questions at the end of each section.
- Test yourself regularly.
- Read the model answers to see how to structure your responses.
- Use the glossary to learn key terms.
- Tick off the revision checklists to track your progress.



Unit R093 – Creative iMedia in the Media Industry

This unit is assessed by exam. It focuses on how media products are created, distributed, and used by audiences.

Purposes of Digital Media Products

Digital media products can serve many purposes:

- Entertainment – e.g., video games, films, streaming services
- Education – e.g., e-learning apps, interactive tutorials
- Information – e.g., news websites, infographics
- Promotion – e.g., advertising campaigns, social media marketing

Example Exam Question:

****Q:** Give one purpose of digital media and an example.**

***Answer:** Promotion – for example, using Instagram adverts to promote a new music album.
(2 marks)*

Media Sectors

The main media sectors include:

- Film
- Television
- Video games
- Publishing (books, magazines)
- Online/digital media

Case Study:

Netflix combines multiple sectors: films and TV distributed online. It also promotes original video games tied to its shows.

Distribution Platforms

Media products reach audiences through:

- Print (magazines, posters)
- Online websites and streaming platforms
- Mobile apps
- Social media platforms
- Games consoles
- VR/AR systems

Example Exam Question:

****Q:** Explain one benefit of using social media to distribute content.**

***Answer:** Social media allows global reach at low cost, meaning products can quickly go viral. (2 marks)*

File Formats and Compression

Different types of files are used in digital media. Choosing the correct format depends on what the product will be used for.

Image formats:

- JPG – compressed, good for photos, small file size
- PNG – supports transparency, good for logos
- GIF – supports animation, limited colours
- TIFF – very high quality, large files

Video formats:

- MP4 – widely used, compressed, small size
- MOV – Apple format, good quality
- AVI – older format, large file sizes

Audio formats:

- MP3 – compressed, small file size, slightly lower quality
- WAV – uncompressed, high quality, larger files
- AAC – used by Apple devices

Compression:

- Lossy – reduces file size but loses some quality (e.g., JPG, MP3)
- Lossless – keeps full quality but larger size (e.g., PNG, WAV)

Example Exam Question:

****Q:** Explain why a company might save a logo as a PNG instead of a JPG.**

***Answer:** PNG supports transparent backgrounds, making it better for logos used on websites. (2 marks)*

Legal and Ethical Issues

When creating media, you must consider laws and ethics.

- Copyright – protects original work (music, images, video). You must have permission to use.
- Trademarks – protect logos and brand names.
- Intellectual Property – ownership of creative ideas.
- Data Protection (GDPR) – keeping personal data safe.
- Ethical issues – avoiding stereotypes, ensuring fair representation.
- Accessibility – e.g., subtitles for videos, colour-blind friendly designs.

Case Study:

Epic Games was sued for allegedly copying dance moves in Fortnite without permission. This raised issues of copyright ownership.

Example Exam Question:

****Q:** Why is it important to consider representation when creating media products?*

***Answer:** Media can influence how people see others. Showing only stereotypes could offend audiences or create unfair views. (4 marks)*

Exam Practice Questions (R093)

1. Identify two purposes of digital media products and give an example of each.

***Answer:** Entertainment – a mobile game like Candy Crush. Promotion – an advert for Nike on Instagram. (4 marks)*

2. Explain one advantage and one disadvantage of using lossy compression.

***Answer:** Advantage – smaller file size makes it easier to share online. Disadvantage – quality is reduced compared to the original. (4 marks)*

3. Describe how a new TV series could be distributed across three different platforms.

***Answer:** It could be streamed on Netflix, advertised on social media, and released on DVD. (3 marks)*

4. Explain why copyright is important when creating a video game.

***Answer:** It protects the creators' work so others can't copy characters or storylines without permission. (4 marks)*

5. Evaluate the impact of social media as a distribution method for promoting a new film.

***Answer:** Social media can reach millions quickly at low cost (strength). However, negative comments could damage reputation (weakness). Overall, it is effective for reaching younger audiences. (6 marks)*



Unit R094 – Visual Identity and Digital Graphics

This coursework unit focuses on designing strong branding and digital graphics.

Visual Identity

A strong visual identity helps audiences instantly recognise a brand.

Elements of visual identity:

- Logos – symbols or icons that represent a company.
- Colour schemes – colours have meaning (red = passion, blue = trust).
- Typography – font choices affect tone (serif = traditional, sans serif = modern).
- Consistency – designs should look similar across products (websites, posters, social media).

Case Study:

Nike uses a simple tick logo, bold fonts, and the slogan 'Just Do It'. This consistent identity is recognised worldwide.

Client Requirements and Target Audience

When creating graphics, you must:

- Understand the client brief (what the client wants).
- Consider the target audience (age, gender, interests, lifestyle).
- Ensure accessibility (e.g., easy-to-read fonts, colour-blind friendly choices).

Example:

A poster for a children's game should use bright colours and playful fonts. A poster for a financial company should use formal fonts and muted colours.

Practice Question:

****Q:** Why is it important to identify the target audience before creating a graphic?**

***Answer:** It ensures the design appeals to the right people, making the product more effective. (2 marks)*

Pre-Production Planning Documents

Pre-production documents help plan graphics:

- Mood board – collection of ideas, colours, and styles.
- Mind map – shows links between ideas.
- Visualisation diagram – sketch of the final product.
- Work plan – timeline of tasks.

Good Example: A mood board for a sports brand showing energetic colours, dynamic fonts, and images of athletes.

Bad Example: A mood board with random images and no clear theme.

Practice Question:

****Q:** What is the purpose of a visualisation diagram?**

***Answer:** It shows what the final product might look like, helping the client and designer agree on ideas. (2 marks)*

Creating Digital Graphics

You will use image editing software such as Photoshop, Illustrator, or GIMP.

Techniques include:

- Using layers – build up different parts of an image separately.
- Filters and effects – e.g., blur, sharpen, drop shadow.
- Image adjustments – brightness, contrast, hue, saturation.
- Masks and selection tools – to edit parts of an image.
- Exporting – save in correct formats (PNG for transparency, JPG for photos, PDF for print).

Step-by-step Example:

1. Create a new canvas in Photoshop.
2. Import logo sketch.
3. Trace with pen tool and add colour layers.
4. Apply effects such as shadows.
5. Save as PNG for digital use, PDF for print.

Practice Question:

****Q:** Why would you export a final graphic as a PNG rather than a JPG?******

***Answer:** PNG allows transparent backgrounds, which are useful for logos on websites. (2 marks)*

Coursework Tips

To succeed in this unit:

- Always link design choices back to the client brief.
- Show clear evidence of planning (mood boards, sketches, diagrams).
- Save multiple drafts and screenshots to prove development.
- Annotate your work to explain why you made certain choices.
- Export final graphics in appropriate formats.

Practice Question:

****Q:** What is one way to show development in your coursework?******

***Answer:** Save and annotate screenshots of different stages of editing. (2 marks)*

Exam-Style Questions (R094)

1. Describe one feature of a strong visual identity and give an example.

***Answer:** Consistency – Apple uses the same clean style across websites, adverts, and packaging. (2 marks)*

2. Explain why colour theory is important when creating a brand logo.

***Answer:** Colours can influence feelings – green suggests nature and health, making it suitable for an eco-friendly brand. (4 marks)*

3. A company wants a new logo for their fitness app. Identify two pre-production documents they could create and explain their purpose.

***Answer:** Mood board – shows colours and styles for the brand. Visualisation diagram – gives a sketch of the final logo design. (6 marks)*

4. Evaluate the importance of saving final graphics in the correct file format.

***Answer:** Correct formats ensure graphics are high quality and compatible. For example, PNG is good for web use, while PDF is best for print. If the wrong format is used, quality may be lost or the file may not open correctly. (8 marks)*

Unit R099 – Digital Games

This coursework unit focuses on planning, designing, and creating digital games.

Purpose of Digital Games

Digital games are created for different purposes:

- Entertainment – most common, e.g., Fortnite, FIFA.
- Education – learning games such as Duolingo or maths puzzles.
- Training – simulations like flight simulators for pilots.
- Promotion – advergames designed to advertise products.

Case Study:

The British Army has used realistic war games as training simulations. Lego has produced simple games to promote new toy sets.

Practice Question:

****Q:** Give one purpose of digital games other than entertainment. ******

***Answer:** Education – for example, a spelling game to help children learn literacy skills. (2 marks)*

Genres of Games

Games can be divided into genres:

- Platformer – e.g., Mario, Sonic.
- Role-Playing Game (RPG) – e.g., Skyrim, Pokémon.
- First-Person Shooter (FPS) – e.g., Call of Duty, Halo.
- Puzzle – e.g., Tetris, Candy Crush.
- Simulation – e.g., The Sims, Flight Simulator.
- Sports – e.g., FIFA, NBA 2K.

Activity:

Pick your favourite game. Write down its genre, main features, and why that appeals to its audience.

Practice Question:

****Q:** Identify one game genre and give an example. ******

***Answer:** Puzzle – Candy Crush. (1 mark)*

Platforms

Digital games can be released on many platforms:

- Console – PlayStation, Xbox, Nintendo Switch.
- PC – Windows, Mac, Linux.
- Mobile – iOS, Android apps.
- VR/AR – Oculus Rift, PlayStation VR.
- Cloud Gaming – e.g., Google Stadia (discontinued), Xbox Cloud Gaming.

Practice Question:

****Q:** Give one advantage of mobile gaming compared to console gaming.**

***Answer:** Mobile games are portable, so players can play anywhere. (2 marks)*

Target Audience and PEGI Ratings

Games are designed with specific audiences in mind. Developers consider:

- Age – children, teens, adults.
- Gender – inclusive design avoids stereotypes.
- Lifestyle – casual vs hardcore gamers.
- Experience – beginner vs expert players.

PEGI Ratings:

- 3 – suitable for all ages.
- 7 – may contain some mild violence.
- 12 – more graphic violence, mild language.
- 16 – realistic violence, strong language.
- 18 – adult content, strong violence.

Case Study:

Fortnite has a PEGI 12 rating due to mild violence. GTA V has a PEGI 18 rating for realistic violence and adult themes.

Practice Question:

****Q:** Why are PEGI ratings important?**

***Answer:** They protect younger players from inappropriate content and help parents make informed decisions. (2 marks)*

Game Planning Documents

When creating games, designers use pre-production documents:

- Game Design Document (GDD) – explains gameplay, story, characters, controls, target audience.
- Level Design Maps – diagrams of levels or worlds.
- Character Design Sheets – show how characters look and move.
- Storyboards – show cutscenes or gameplay sequences.
- Mood Boards – show art style and inspiration.

Practice Question:

****Q:** What is the purpose of a Game Design Document?**

***Answer:** It describes all aspects of the game so the development team knows what to create. (2 marks)*

Features of Games

Features that define a game include:

- Game Mechanics – rules, controls, and systems.
- Gameplay Loop – repeated actions players perform (explore, fight, collect, upgrade).
- Narrative – storylines, quests, cutscenes.
- User Interface (UI) – menus, heads-up displays (HUDs).

Practice Question:

****Q:** What is a gameplay loop?******

***Answer:** It is the core cycle of actions a player repeats, such as collecting resources and upgrading equipment. (2 marks)*

Case Study: Minecraft vs Among Us vs Fortnite

Minecraft:

- Sandbox game with endless creativity.
- Appeals to wide age ranges.
- Gameplay loop: mining, crafting, building.

Among Us:

- Social deduction game.
- Simple mechanics, short sessions.
- Popular on mobile.

Fortnite:

- Battle Royale with 100 players.
- Free-to-play with cosmetic purchases.
- Appeals to teenagers and young adults.

Comparison:

Minecraft focuses on creativity, Among Us on social interaction, and Fortnite on competition.

Practice Question:

****Q:** How does Minecraft appeal to different audiences compared to Fortnite?******

***Answer:** Minecraft appeals to younger and older players through creativity and exploration, while Fortnite mainly appeals to competitive gamers. (4 marks)*

Testing and Evaluation

Before release, games go through testing:

- Alpha Testing – early version tested by developers.
- Beta Testing – later version tested by real players.
- Functional Testing – checks features work.
- Usability Testing – checks if controls and interface are easy to use.
- Accessibility Testing – ensures colourblind, subtitles, control remapping options.

Practice Question:

****Q:** What is the difference between alpha and beta testing?******

***Answer:** Alpha testing is done internally by developers, while beta testing is done by external players to get feedback. (2 marks)*

Coursework Tips (R099)

- Keep a design log with screenshots of your progress.
- Use appropriate pre-production documents (GDD, storyboards).
- Collect user feedback and act on it.
- Evaluate your final game – strengths, weaknesses, improvements.

Practice Question:

****Q:** Give one way to show progress in your coursework.******

***Answer:** Take screenshots of your game at different stages and explain what has changed. (2 marks)*

Exam-Style Questions (R099)

1. Identify one purpose of a digital game other than entertainment and give an example.

***Answer:** Training – a driving simulator used for learner drivers. (2 marks)*

2. Explain how PEGI ratings affect game design.

***Answer:** Developers must remove adult themes if aiming for a lower rating to reach a younger audience. (4 marks)*

3. A company wants to create a new mobile puzzle game. Identify two pre-production documents they could create and explain their purpose.

***Answer:** Mood board – shows style ideas. GDD – describes gameplay and audience. (6 marks)*

4. Evaluate the strengths and weaknesses of releasing a game only on mobile.

***Answer:** Strengths – low cost, wide audience. Weaknesses – limited controls, smaller screens. Overall, mobile release is effective for casual games. (8 marks)*



Pre-Production Documents

Pre-production documents are used to plan media products before they are made. They help communicate ideas, organise tasks, and ensure everyone understands the project.

Mood Boards

A mood board is a collection of images, colours, fonts, and words that represent the style or theme of a project.

Purpose:

- Explore visual ideas.
- Gather inspiration.
- Share style ideas with the client.

Example Exam Question:

****Q:** What is the purpose of a mood board?******

***Answer:** To collect ideas and inspiration for a project's visual style. (2 marks)*

Mind Maps

A mind map is a diagram with a central idea and branches for related topics.

Purpose:

- Generate ideas quickly.
- Show connections between themes.
- Help organise concepts.

Example Exam Question:

****Q:** Give one reason why a designer might use a mind map.******

***Answer:** To organise ideas and show links between them. (2 marks)*

Visualisation Diagrams

A visualisation diagram is a sketch or mock-up of what the final product might look like.

Purpose:

- Show layout, colours, fonts, and images.
- Communicate ideas to a client.
- Plan the design before production.

Example Exam Question:

****Q:** Why is a visualisation diagram useful for a graphic designer?******

***Answer:** It shows how the final product will look, so the client can approve the design before production. (2 marks)*

Storyboards

A storyboard is a sequence of drawings showing scenes or events in order.

Purpose:

- Plan animations, films, or cutscenes.
- Show camera angles, movement, and timing.
- Provide guidance for production.

Typical features:

- Images of scenes.
- Camera angles and movements.

- Dialogue or narration.
- Timings and transitions.

Example Exam Question:

****Q:** What information is usually included in a storyboard?******

***Answer:** Sketches of scenes, camera angles, timings, and dialogue. (4 marks)*

Scripts

Scripts are written documents that show dialogue, stage directions, and sound effects.

Purpose:

- Plan spoken words and actions.
- Provide actors or narrators with exact lines.
- Ensure production team knows what happens in each scene.

Example Exam Question:

****Q:** Why is a script important in video production?******

***Answer:** It tells actors what to say and do, and ensures the crew know the sequence of events. (2 marks)*

Work Plans

Work plans (or production schedules) outline the timeline and tasks for a project.

Purpose:

- Ensure the project is completed on time.
- Allocate tasks to team members.
- Track progress and deadlines.

Example Exam Question:

****Q:** What is the purpose of a work plan?******

***Answer:** To plan tasks and deadlines so the project stays on schedule. (2 marks)*

Asset Tables

An asset table lists all the resources needed for a project.

Purpose:

- Keep track of files, images, and sounds.
- Ensure copyright permission is considered.
- Make production more organised.

Example Exam Question:

****Q:** Why is an asset table useful?******

***Answer:** It helps track resources and ensures they are available and legal to use. (2 marks)*

Recce Reports

A recce report is created when visiting a filming location.

Purpose:

- Check the location is suitable.
- Identify risks and practical issues (lighting, sound, access).
- Plan equipment needed.

Example Exam Question:

****Q:** What is the purpose of a recce report?******

***Answer:** To check if a location is suitable for filming and to plan for risks. (2 marks)*

Risk Assessments

Risk assessments identify hazards and outline how to minimise them.

Purpose:

- Protect the safety of cast and crew.
- Reduce the chance of accidents.
- Meet legal health and safety requirements.

Example Exam Question:

****Q:** Why are risk assessments important?******

***Answer:** They ensure hazards are identified and safety measures are in place. (2 marks)*

Legal, Ethical, and Audience Issues

When creating media products, it is important to consider the law, ethics, and the needs of the audience. Ignoring these can lead to legal trouble, fines, or negative public reaction.

Copyright

Copyright protects original work such as music, images, video, and written content.

Key Points:

- You must get permission or a licence to use someone else's work.
- Copying without permission can lead to legal action.
- Creative Commons licences allow some works to be reused under conditions.

Case Study:

A YouTuber uploaded a video using a famous song without permission. The video was removed for copyright violation.

Example Exam Question:

****Q:** Why is copyright important in digital media production?******

Answer: It protects the rights of creators and ensures others cannot use their work without permission. (2 marks)

Trademarks and Intellectual Property

Trademarks protect logos, brand names, and slogans. Intellectual property covers creative ideas.

Example: The Nike tick logo is trademarked – nobody else can legally use it.

Example Exam Question:

Q: Give one example of intellectual property in games.

Answer: The design of Mario is Nintendo's intellectual property. (1 mark)

Data Protection and GDPR

Data protection laws, including GDPR, control how personal data is collected and used.

Key Points:

- Personal data includes names, addresses, phone numbers, and online accounts.
- Organisations must keep data secure.
- People must give permission for their data to be used.

Case Study:

Facebook was fined for mishandling personal data in the Cambridge Analytica scandal.

Example Exam Question:

Q: Why must companies follow GDPR when creating digital media products?

Answer: To protect users' personal data and avoid fines or legal action. (2 marks)

Ethical Issues

Ethical issues are about what is right or wrong, even if it is not illegal.

Examples:

- Representation – avoiding stereotypes of gender, race, or disability.
- Violence – deciding whether violent content is appropriate.
- Addiction – avoiding designs that encourage unhealthy play.

Case Study:

Some mobile games use 'loot boxes' that act like gambling. This raises ethical concerns.

Example Exam Question:

Q: Why is representation important in games?

Answer: Media influences how people are seen in society. If characters are always shown as stereotypes, it can create unfair views. (4 marks)

Audience Considerations

Media products must meet the needs of their audience.

- Age – suitable content for children vs adults.
- Accessibility – subtitles, colour-blind friendly designs, wheelchair access for filming.
- Interests – making products relevant to what audiences enjoy.
- PEGI Ratings – ensuring games are age-appropriate.

Example Exam Question:

****Q:** Give one way to make a website accessible for all users. ******

***Answer:** Add subtitles or captions for videos so people with hearing loss can understand.
(2 marks)*

Mini Quiz

1. What does GDPR stand for?

***Answer:** General Data Protection Regulation.*

2. Why is copyright important?

***Answer:** It protects creators' rights so others can't use their work without permission.*

3. Give one ethical issue in video games.

***Answer:** Violence in games could encourage aggressive behaviour.*

4. What is the purpose of PEGI ratings?

***Answer:** To show the minimum age suitable for playing a game.*

Exam Skills

To succeed in the R093 exam, you must understand how to approach different types of questions. Examiners look for clear, structured answers that use subject-specific vocabulary and examples.

Command Words

Different questions use different command words. These tell you how to answer:

- Identify – name something (usually 1 mark).
- State – give a fact (1 mark).
- Describe – say what something is like (2–3 marks).
- Explain – give a reason and link it to an example (2–4 marks).
- Discuss – give different sides of an argument (4–6 marks).
- Evaluate – weigh up strengths and weaknesses, then give a judgment (6–8 marks).

How to Structure Answers

For short questions (1–2 marks):

- Be direct and use keywords.

For medium questions (3–4 marks):

- Make a point, explain it, and give an example.

For longer questions (6–8 marks):

- Point 1 (strength) + example.
- Point 2 (weakness) + example.
- Make a conclusion with judgment.

Example Question and Answer

****Q:** Explain one advantage of using PNG format for a logo. (2 marks)**

***Answer:** PNG supports transparent backgrounds (advantage), which makes it easier to place the logo on different backgrounds without a white box around it (example).*

****Q:** Evaluate the use of YouTube for promoting a new TV series. (6 marks)**

***Answer:** YouTube allows free global access and can reach millions (strength). It also supports trailers and adverts (strength). However, many users skip ads (weakness) and negative comments could harm reputation (weakness). Overall, YouTube is very effective for reaching younger audiences. (6 marks)*

Top Tips for the Exam

- Always read the question carefully – highlight the command word.
- Use subject-specific terms (e.g., compression, vector, representation).
- Give examples wherever possible.
- Manage your time – don't spend too long on 1–2 mark questions.
- For evaluation questions, always finish with a clear judgment.
- Practise past papers under timed conditions.



Glossary of Key Terms

This glossary contains important terms you need to know for the Creative iMedia course. Each definition is written in student-friendly language with examples where useful.

General Media Terms

- Media Product – something created to inform, entertain, or promote (e.g., film, website).
- Distribution – how a product reaches its audience (e.g., streaming, DVD, cinema).
- Target Audience – the group of people a product is aimed at.
- Representation – how people, groups, or issues are shown in media.
- Stakeholder – someone with an interest in a project (e.g., client, user).

File Types and Formats

- Vector – an image made of lines/shapes that can be resized without losing quality.
- Raster – an image made of pixels (e.g., JPG photograph).
- Compression – reducing file size.
- Lossy Compression – reduces file size but loses some quality (e.g., MP3, JPG).
- Lossless Compression – reduces file size without losing quality (e.g., PNG, WAV).

Pre-Production Documents

- Mood Board – a collection of images, colours, and fonts to show style ideas.
- Mind Map – diagram to link ideas together.
- Visualisation Diagram – sketch of the final product.
- Storyboard – sequence of drawings showing a story or animation.
- Script – written document showing dialogue and actions.
- Work Plan – a schedule of tasks and deadlines.
- Asset Table – list of files and resources needed.
- Recce Report – notes about a filming location.
- Risk Assessment – a document identifying hazards and how to reduce them.

Graphics and Design

- Visual Identity – the style that makes a brand recognisable.
- Typography – the style of text/font used.
- Colour Theory – the meanings and emotions linked to colours.
- Branding – the overall image of a company (logo, colours, style).
- Client Brief – instructions from a client about what they want.

Games and Interactive Media

- Game Mechanics – the rules and systems that make a game work.
- Gameplay Loop – the repeated actions players perform (e.g., collect, upgrade, repeat).
- GDD (Game Design Document) – a detailed plan of a game.
- UI (User Interface) – menus and controls.
- UX (User Experience) – how enjoyable and easy the game feels to play.
- PEGI Rating – age rating system for games in Europe (3, 7, 12, 16, 18).

Legal and Ethical Terms

- Copyright – the law protecting creators' work.
- Trademark – protects brand names and logos.
- Intellectual Property – ownership of creative ideas.
- GDPR – law for protecting personal data.
- Ethical Issues – right/wrong issues (e.g., violence in games, stereotypes).
- Accessibility – making products usable for people with disabilities.

Exam Skills

- Identify – name something.
- Describe – give details about something.

- Explain – give a reason and an example.
- Evaluate – weigh up pros and cons, then make a judgment.
- Justify – explain why you made a choice.

Revision Checklists

Use these checklists to track your revision progress. Tick off each topic once you are confident. There is space to rate your confidence: ✓ = Confident, ? = Needs more work.

Unit R093 – Creative iMedia in the Media Industry

- ☐ Purposes of digital media products (entertainment, education, information, promotion)
- ☐ Media sectors (film, TV, publishing, games, online)
- ☐ Distribution platforms (print, online, apps, consoles, VR)
- ☐ File types and compression (lossy vs lossless)
- ☐ Legal issues (copyright, trademarks, intellectual property)
- ☐ Ethical issues (representation, accessibility)
- ☐ Data protection and GDPR
- ☐ Exam skills (identify, explain, evaluate)

Unit R094 – Visual Identity and Digital Graphics

- ☐ Visual identity (logos, colour schemes, typography)
- ☐ Client briefs and target audiences
- ☐ Pre-production documents (mood boards, sketches, work plans)
- ☐ Design choices linked to audience needs
- ☐ Using image editing software (layers, filters, adjustments)
- ☐ Exporting graphics in correct formats (PNG, JPG, PDF)
- ☐ Showing development (drafts, screenshots, annotations)
- ☐ Evaluating final graphics

Unit R099 – Digital Games

- ☐ Purposes of digital games (entertainment, education, training, promotion)
- ☐ Genres of games (platformer, RPG, FPS, puzzle, simulation)
- ☐ Platforms (console, PC, mobile, VR, cloud)
- ☐ Target audience (age, gender, lifestyle, experience)
- ☐ PEGI ratings and importance
- ☐ Game planning documents (GDD, level maps, storyboards, character sheets)
- ☐ Features of games (mechanics, gameplay loop, narrative, UI)
- ☐ Testing and evaluation (alpha, beta, accessibility)
- ☐ Coursework evidence (logs, feedback, evaluation)

Tip: After ticking off a topic, try explaining it to someone else or writing a short exam-style answer without notes. If you struggle, revisit that topic.



Practice Exam Papers with Model Answers

This section includes two practice exam papers for Unit R093 (Creative iMedia in the Media Industry). Each paper includes a range of question types and model answers to show how marks are awarded.

Practice Paper 1 – Unit R093

Q1. Identify one purpose of a digital media product. (1 mark)

Answer: Entertainment.

Q2. Give one example of a media sector. (1 mark)

Answer: Television.

Q3. Explain one advantage of lossy compression. (2 marks)

Answer: It reduces file size, making it easier to share files online.

Q4. Describe two features of a storyboard. (4 marks)

Answer: It shows sketches of scenes, and it includes timings and camera angles.

Q5. A company is launching a new mobile game. Identify two distribution methods they could use. (2 marks)

Answer: App store, social media adverts.

Q6. Explain one reason why a client brief is important when designing a graphic. (2 marks)

Answer: It tells the designer what the client wants, so the product meets their needs.

Q7. Discuss the importance of considering accessibility when designing websites. (6 marks)

Answer: Accessibility ensures products can be used by everyone. For example, adding subtitles helps people with hearing loss. Ignoring accessibility could exclude users and give the company a bad reputation. Overall, accessibility makes products more inclusive.

Practice Paper 2 – Unit R093

Q1. State one type of file format used for images. (1 mark)

Answer: JPG.

Q2. Identify one legal issue that must be considered when creating media. (1 mark)

Answer: Copyright.

Q3. Explain why a recce report is useful. (2 marks)

Answer: It checks if a filming location is suitable and helps identify risks.

Q4. Describe the difference between lossy and lossless compression. (4 marks)

Answer: Lossy reduces file size but loses some quality (e.g., JPG). Lossless keeps full quality but results in larger files (e.g., PNG).

Q5. A company is creating a promotional video. Explain one reason why they must consider GDPR. (2 marks)

Answer: If they collect customer data, they must keep it secure and only use it with permission.

Q6. Evaluate the advantages and disadvantages of using social media to promote a new film. (8 marks)

Answer: Social media can reach a wide audience quickly and cheaply (advantage). It also allows interaction with fans (advantage). However, negative comments could damage reputation (disadvantage), and not all audiences use social media (disadvantage). Overall, it is very effective for younger audiences.