

iMedia Keywords

| Keyword | Description |
|----------------------------------|---|
| Assets | Images, logos, and text information are used as part of the digital graphic. |
| Audience | People who will see, listen or use a creative product. |
| Bitmap Graphics | An image created from many individual picture elements (pixels). |
| Branding | See House Style |
| Brief | See Client Requirements |
| Censorship | When an artist is prevented from publishing all or parts of their work. |
| Certification | Process of informing an audience the suitability of content for different audiences. |
| Client | The person, organisation or company that you are producing the work for. |
| Client Requirements | A document (or statement) that describes in detail what is required in a product. |
| CMY(K) | Cyan, Magenta & Yellow - Primary colours used by printers to produce all possible colours (K can be included to add black ink to ensure |
| Compression | A process of reducing a file size. |
| Copyright | An automatic legal protection of the ownership of creative media |
| Create (Exam questions) | You need to draw the answer. |
| Creative Commons | A licence agreement where the creator allows use of copyright resources. |
| Describe (Exam questions) | Your answer must include some characteristics in addition to stating what it is. You could use words to express an overall concept, idea or need so that it is clear for the reader/listener. |
| Dialogue | Words or speech for actors or other characters |
| Discuss (Exam questions) | Your answer must give both sides of the argument. |
| Evaluate (Exam questions) | You must apply your knowledge and understanding in order to arrive at an overall judgement that takes into account a number of different factors. |
| Explain (Exam questions) | Your answer must include comments on the purposes and reasons for your statement. State what and why! (I would use....because....) |
| File Formats | Electronic files that are specific to software or document types. |
| Hardware | Devices or equipment used to create products |
| House Style | The appearance of a product which has design features that are recognisable as relating to the client. |
| Identify (Exam questions) | Your answer just states what it is. |
| Improvements | A description of what is needed to make the product better. |
| Intellectual Property | A piece of work or invention that could be protected by copyright, trademark or patent. |

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| Items | Objects that are on a document. |
| Justify (Exam questions) | You must give reasons to support your choice of statement. |
| Legislation | The specific Acts of Parliament that document Laws. |
| Lossless | A form of compression that does not remove data to reduce file size |
| Lossy | A form of file compression that permanently removes some data or reduce file size |
| Mind Maps | A structured way of organising thoughts and ideas visually. |
| Mood boards | A collection of sample materials and products. |
| Narrator | A person that tells the story, yet is not seen or is part of the story. |
| Planning | A process of interpreting the clients requirements prior to beginning production. |
| Pre-production | All the necessary activities occurring prior to production beginning. |
| Primary Sources | Information that is obtained directly from the origin of the information. |
| Production | The process following planning where a product is produced. |
| Production Plans | See Work Plans |
| Production Schedules | The time available to complete the product. |
| Project Plans | See Work Plans |
| Properties | The number of pixels, dpi resolution, and file format of the digital graphics. |
| Purpose (Exam questions) | What it is used for - the reason. |
| Recce | Visit to a specific location to become familiar with a location before work begins (usually for safety checks). |
| Research | The process of gathering information to assist with the planning of a product. |
| Resources | The equipment that you will use to create the digital graphics, including both the hardware and the software. |
| Review | An assessment of work to check it meets the client requirements, quality and accessibility. |
| RGB | Red, Green & Blue - Primary colours for monitors to produce all possible colours. |
| Risk Assessment | A process of looking at hazards and establishing the risk for creating harm. |
| Royalty Free | Allowing work to be used without financial payment to the creator (a payment is called a royalty). |
| Scripts | A piece of written work for a movie, audio, audio-visual product or screenplay. |
| Secondary Sources | Information that is obtained indirectly from the source of the information |
| Software | Computer applications used to create products. |
| Specification | See Client Requirements |

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| Storyboards | An illustrated sequence of moving images in a timeline. |
| Strengths | The best parts about something; what works really well. |
| Target Audience | The people who are identified prior to the production as the intended consumer or viewer of the product. |
| Trademark | These are used to identify a product or organisation to protect a product by law. |
| Vector Graphics | Image created by mathematical formulae. |
| Visualisation Diagrams | A rough drawing or sketch of a static image product. |
| Voiceover | The words spoken by an unseen person in audio or audio visual products. |
| Weaknesses | The worst parts about something; what doesn't work well, or could be improved. |
| Work Plans | A structured list of all the tasks and activities needed to complete a product. |