

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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Keyword	Description
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.