Topic Area 2 – Factors influencing product design

2.1 How style, content and layout are linked to purpose

Content	Notes on breadth and depth required
Purpose: ● advertise/promote ● educate ● entertain ● inform ● influence **Style, content and layout:** ● colour ● conventions of genre ● formal/informal language ● positioning of elements ● style of audio representation ● style of visual representation ● tone of language	To include: ● Know the different purposes of media products ● How style, content and layout are adapted to meet each purpose

2.2 Client requirements and how they are defined

Content	Notes on breadth and depth required
Client requirements: ● type of product ● purpose ● audience ● client ethos ● content ● genre ● style ● theme ● timescales **Client brief formats:** ● commission ● formal ● informal ● meeting/discussion ● negotiated ● written	To include: ● How to recognise keywords and information in client briefs ● Know the requirements in client briefs that inform planning ● Why requirements in client briefs can constrain planning and production ● How to interpret requirements in client briefs to generate ideas and plan ● Know the different ways that client briefs are communicated

2.3 Audience demographics and segmentation

Content	Notes on breadth and depth required
Categories of audience segmentation: ● age ● gender ● occupation ● income ● education ● location ● interests ● lifestyle	To include: ● Know the different categories of audience segmentation ● Know examples of the way audiences are grouped for each segmentation type ● The reasons for, and benefits of, audience segmentation ● How audience characteristics influence the design and production of media products

2.4 Research methods, sources, and types of data

Content	Notes on breadth and depth required
Primary research methods: ● focus groups ● interviews ● online surveys ● questionnaires **Secondary research sources:** ● books and journals ● internet sites/research ● magazines and newspapers ● television **Types of research data:** ● qualitative information ● quantitative information	To include: ● The reasons for, and benefits of, conducting research ● The advantages and disadvantages of primary and secondary research and data ● How research is carried out using different methods and/or sources ● The advantages and disadvantages of each primary research method and second research source ● The differences between qualitative and quantitative data/information

2.5 Media codes used to convey meaning, create impact and/or engage audiences

Content	Notes on breadth and depth required

Media codes:
● technical
● symbolic
● written
 	
Ways that meaning, impact and/or engagement are created using:
● animations
● audio
  ○ dialogue
  ○ music genre
  ○ silence
  ○ sound effects
  ○ vocal intonation
 	
● camera techniques
  ○ angles
  ○ shots
  ○ movement
 	
● colour
● graphics
● interactivity
● lighting
  ○ intensity/levels
  ○ position
 	
● mise-en-scene
● movement
● transitions
● typography
  ○ emphasis
  ○ font size
  ○ font types
	To include:
	● Know the different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences
	● How codes are used to convey meaning, create impact and/or engage audiences
	● How the codes used relate to audience, purpose and context
	● How the combination of content and codes work together to convey meaning, create impact and engagement