

Topic Area 1 – The Media Industry

1.2 Job roles in the media industry	
Content	Notes on breadth and depth required
Creative: • animator • content creator • copy writer • graphic designer • illustrator/graphic artist • photographer • script writer • web designer Technical: • camera operator • games programmer/developer • sound editor • audio technician • video editor • web developer Senior roles • campaign manager • creative director • director • editor • production manager	To include: • How each role contributes to the creation of media products • Know the main responsibilities of each role in the creation of media products • Know that some job roles are specific to pre-production, production or post-production phases • Know that some job roles span multiple production phases • Why the size and scale of projects/productions means that individuals may perform more than one role Does not include: • Specific skills required for job roles