Products in the Media Industry

Products are the things that an industry makes (produces)

Media products are the thing made by the media industry

There are lots of different media products

Products in the Media Industry

The **13 product types** that you need to know about are:

- Video
- Audio
- Music
- Animation
- Special effects and Visual effects
- Digital imaging and graphics
- eBooks

- Social media platforms and apps
- Digital games
- Comics and graphic novels
- Websites
- Multimedia
- AR/VR

Products in the Media Industry

You probably already know a bit about most of these products. But there are five you might not

- Video
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Products in the Media Industry

Special effects (SFX) include fires, explosions and car crashes on a film set, as well as extreme makeup. These all take place during filming

Visual effects (VFX) are added after filming. They include adding in backgrounds after filming with a green screen and adding computer generated characters or objects (CGI)

Actors wear body suits for filming. CGI can then be used to create a whole new character

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Products in the Media Industry

Digital imaging and graphics are images created using computers or digital cameras

The images might be photos that are edited or combined, or images such as logos which are created straight on the computer

eBooks are electronic books read on a computer, tablet, phone or a device such as a Kindle

Magazines can also be read electronically
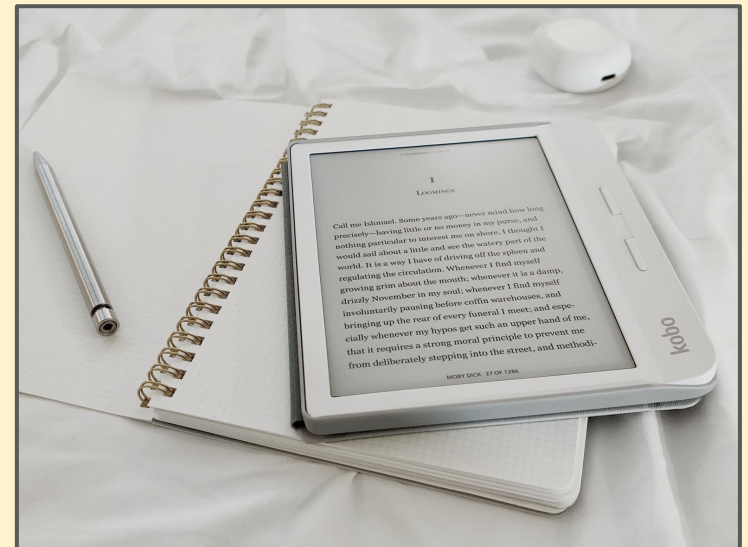
Products in the Media Industry

Multimedia products are digital products that combine a range of media such as images, text, videos, animation, audio and navigation buttons

They are often used in museums to provide interactive information displays

Fast food ordering kiosks use multimedia

Products in the Media Industry

Virtual reality (VR) uses a headset to show someone a video or for them to play a game. It should feel like the user is actually there
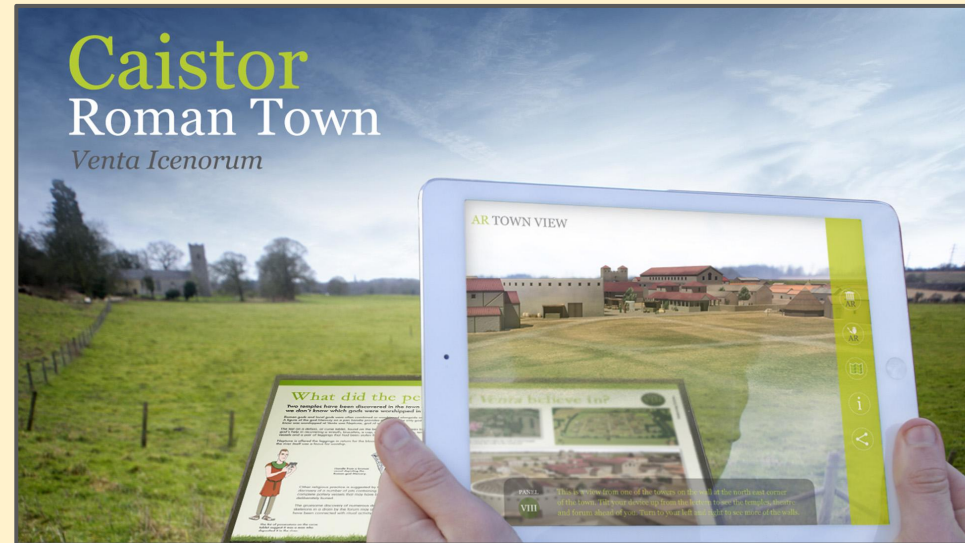
It is also used to train doctors and vets to let them practice operations safely

Products in the Media Industry

Augmented reality (AR) adds images and information onto a live view from a phone

It's used in gaming, but is also used by architects to get an idea of what an area will look like once a building is built

An AR app is used at Caistor St Edmund Roman town near Norwich to allow visitors to visualise what the landscape would have looked like when the Romans lived there

Products in the Media Industry

Which sub-sector of the media industry do **animation products** belong in?

Traditional media

1. film
2. television
3. radio
4. print publishing

New media

1. computer games
2. interactive media
3. internet publishing
4. digital publishing

Products in the Media Industry

Key learning point:

Some products can be part of more than one sub-sector and can be in both main sectors

Products in the Media Industry

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1. **film**
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4. print publishing

New media

1. **computer games**
2. **interactive media**
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