

iMedia Unit 1.1 (sectors and products) – homework questions

These are example exam-style questions

Start by working through the unit content for **section 1.1 – Media industry sectors and products**. You can find these at <https://tinyurl.com/2hzfsdnz> or scan the QR code



Use this as a way of going back through the learning. Do this before you try the questions. Make notes. Create revision material. Read. Whatever works for you.

Then try answering the questions

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1

(a) What is meant by **new media**?

.....

..... [1]

(b) Which is a **new media** sector?

Tick **one** box.

<b>A</b> interactive media	
<b>B</b> entertainment	
<b>C</b> podcasts	
<b>D</b> television	

[1]

(c) Explain what is meant by **print publishing**.

.....

.....

.....

..... [2]

2

(a) Name **one** product produced by the **digital publishing** sector.

..... [1]

(b) Describe what is meant by **augmented reality (AR)**.

.....

.....

.....

..... [2]

(c) Name **three** examples of media that could be used within a **multimedia** product.

1 .....

2 .....

3 ..... [3]

(d) Explain the difference between **special effects** (SFX) and **visual effects** (VFX).

.....

.....

.....

..... [2]

(e) Which media sector includes **websites**?

..... [1]

(f) Identify **two** appropriate media products **other** than a website that could be used in a campaign to promote a new range of healthy snacks for teenagers.

1 .....

2 ..... [2]

**Total marks: 15**