

R093 Creative iMedia – Rapid Revision Quiz (30 Questions)

1. What is traditional media?

2. Give one example of new media.

3. What does audience segmentation mean?

4. Give one audience segmentation category.

5. What is a mood board?

6. What is a wireframe?

7. What is a visualisation diagram?

8. What is a storyboard used for?

9. Name one primary research method.

10. Name one secondary research method.

11. What is copyright?

12. What is a trademark?

13. What is a model release form?

14. What is raster graphics?

15. What is vector graphics?

16. Give one raster file format.

17. Give one vector file format.

18. What does PPI stand for?

19. What is lossy compression?

20. What is lossless compression?

21. What does a graphic designer do?

22. What does a director do?

23. What does a photographer do?

24. What is a client brief?

25. What is a workplan?

26. What is typography?

27. What is layout in media design?

28. Give one distribution platform.

29. What is symbolic media code?

30. What is the purpose of a marketing campaign?
