

# R093 Creative iMedia – Top 50 Keywords Students Must Know

**Use this sheet for quick revision before assessments or exams.**

Traditional media	New media
Audience segmentation	Target audience
Primary research	Secondary research
Survey	Interview
Focus group	Quantitative data
Qualitative data	Mood board
Wireframe	Storyboard
Visualisation diagram	Asset log
Workplan	Milestone
Workflow	Typography
Layout	Colour palette
Symbolic media code	Technical media code
Written media code	Raster image
Vector image	PPI
Resolution	File format
JPEG	PNG
SVG	Lossy compression
Lossless compression	Graphic designer
Director	Photographer
Production manager	Web designer
Client brief	Purpose
Content	Timescale
Copyright	Trademark
Model release	Distribution platform
Physical media	Digital media