

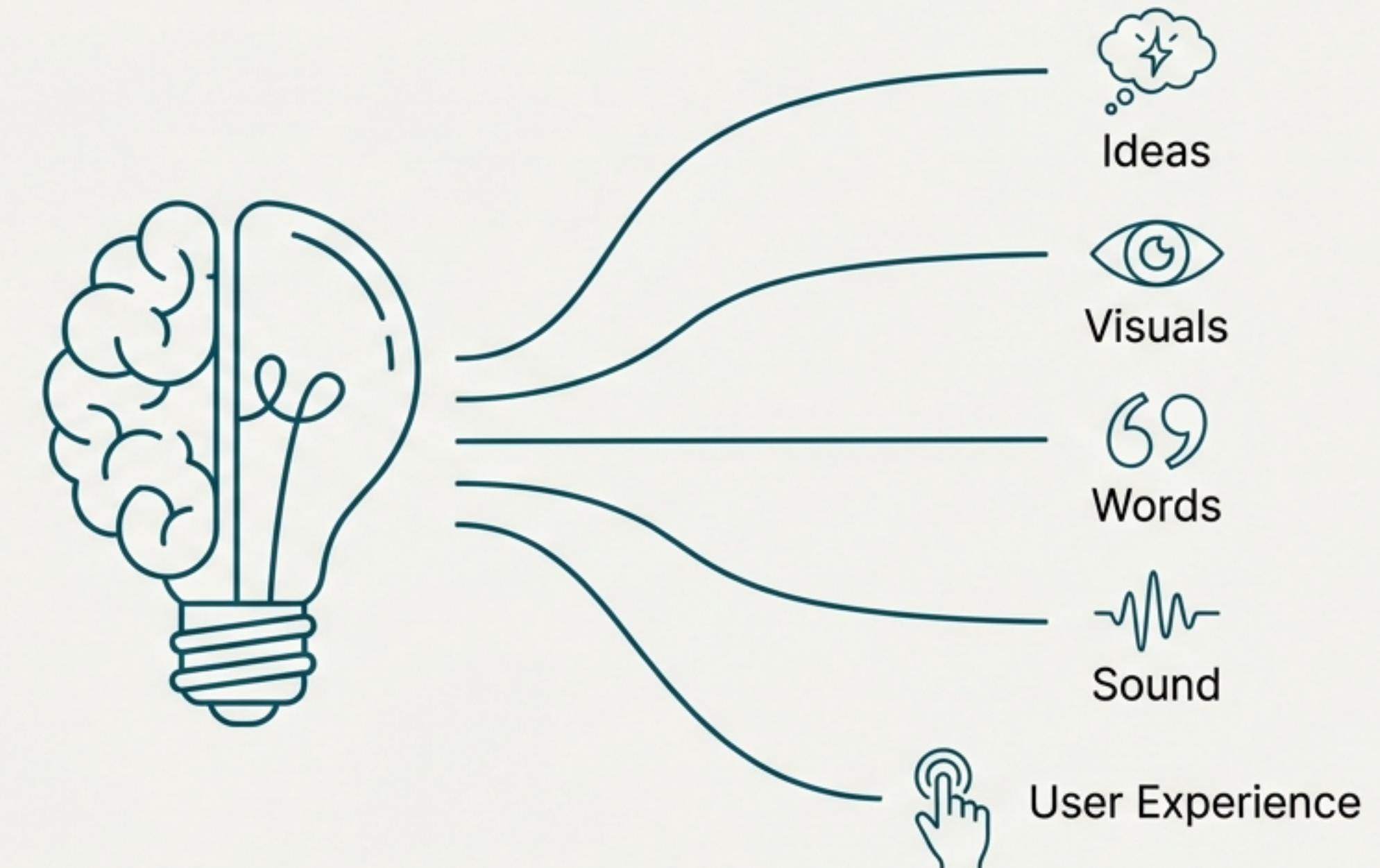


# Mastering Creative Roles

A Strategic Revision Guide for R093

# Creative Roles Generate and Shape Content

Creative job roles are responsible for **generating and shaping content** for media products. They turn a client brief into concepts, storyboards, scripts, page layouts, graphics and audio that will appeal to the target audience.



They work closely with clients, producers and technical staff to ensure the final product is on-brand and suitable for its **purpose and target audience**.

# The Five Core Principles of Creative Work



## 1.

### Focus

Creative roles centre on ideas, visuals, words, sound and user experience.



## 2.

### Function

Each role has specific **responsibilities** and required **skills**.



## 3.

### Process

Staff often respond to client briefs and pitch concepts or treatments.



## 4.

### Constraints

They must consider brand guidelines, audience needs and legal/ethical issues.



## 5.

### Collaboration

Creative work is usually part of a wider production team and workflow.

# Mapping the Creative Landscape: Sectors, Teams, and Workplaces



Zone 1

## Advertising Agencies

Copywriters, designers, art directors creating campaigns.



Zone 2

## Film & TV Production

Scriptwriters, storyboard artists, editors, title designers.



Zone 3

## Game Studios

Concept artists, character designers, level designers, UI designers.



Zone 4

## Web & App Design Teams

UX/UI designers, graphic designers, content designers.



Zone 5

## In-house Marketing Teams

Social media designers, content creators, brand designers.



Zone 6

## Freelancers

Self-employed creatives working for multiple clients.

# Meet the Key Creative Professionals



Graphic Designer



Illustrator



Photographer



Videographer



Scriptwriter / Copywriter



Editor

# The Architects of Visual Language

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## Graphic Designer

Creates layouts, logos, icons and marketing materials that match brand guidelines.



## Illustrator

Produces drawings, characters and assets for books, games, web and animation.

**\*\*Exam Phrase\*\*:** ...responsible for the visual identity and assets...

# Capturing Reality: Still and Moving Images

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## Photographer

Plans and captures still images that meet the brief (composition, lighting, style).



## Videographer / Camera Operator

Records moving image footage using appropriate framing and movement.

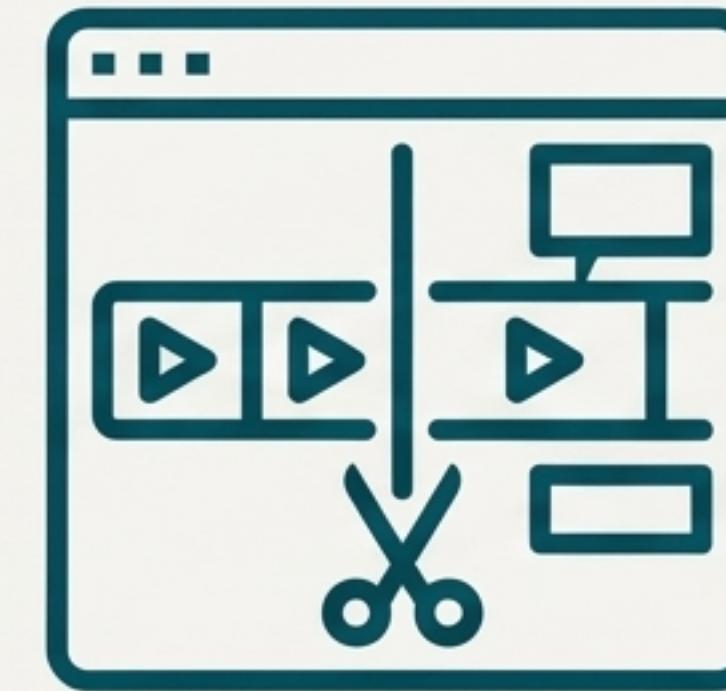
**\*\*Key Distinction\*\*:** The primary difference lies in the output: static, single-frame images versus dynamic, sequential footage.

# Shaping the Narrative: Words and Structure



## Scriptwriter / Copywriter

Writes dialogue, voice-over and on-screen text suitable for the audience.

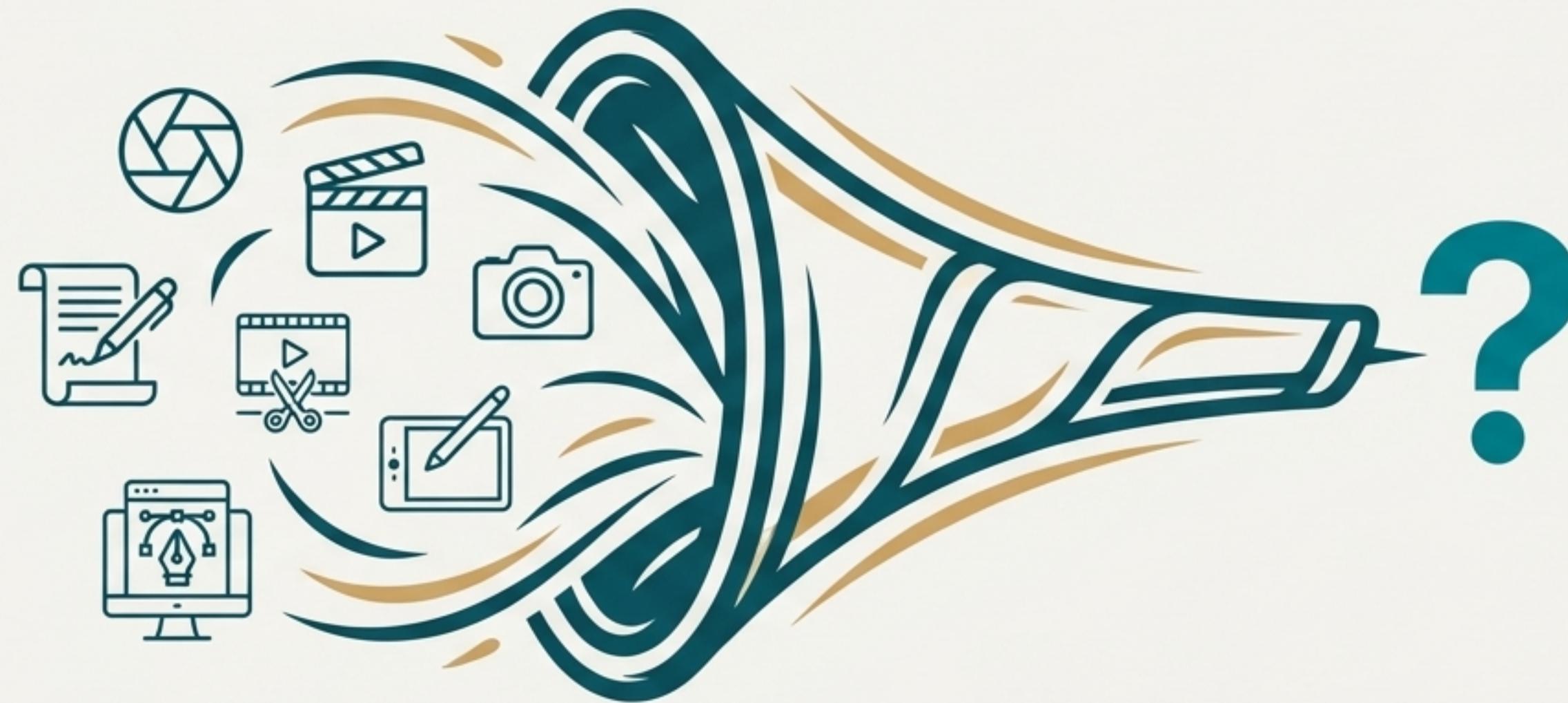


## Editor

Selects and combines images, video and audio to create a final product that flows well.

**\*\*Exam Phrase\*\*** ...the writer crafts the message, while the editor refines the pace and sequence to create a cohesive final product.

# From Knowledge to Mastery: Applying Your Understanding



Understanding the roles is the first step. The next is using this knowledge to deconstruct exam questions and build high-mark answers. Let's break down the technique.

# Technique for Short-Answer Questions (1-3 Marks)

## 1-Mark Questions (State)

Q1. State one responsibility of a graphic designer in a media project. (1 mark)

Give one clear, concise responsibility. Examples: creating page layouts, designing logos, preparing artwork for print or web.

## 2-Mark Questions (Explain)

Q2. Explain one reason why a client might use a copywriter for a website project. (2 marks)

Make a point, then explain the impact. Use the structure: “A copywriter helps by... This means that...”

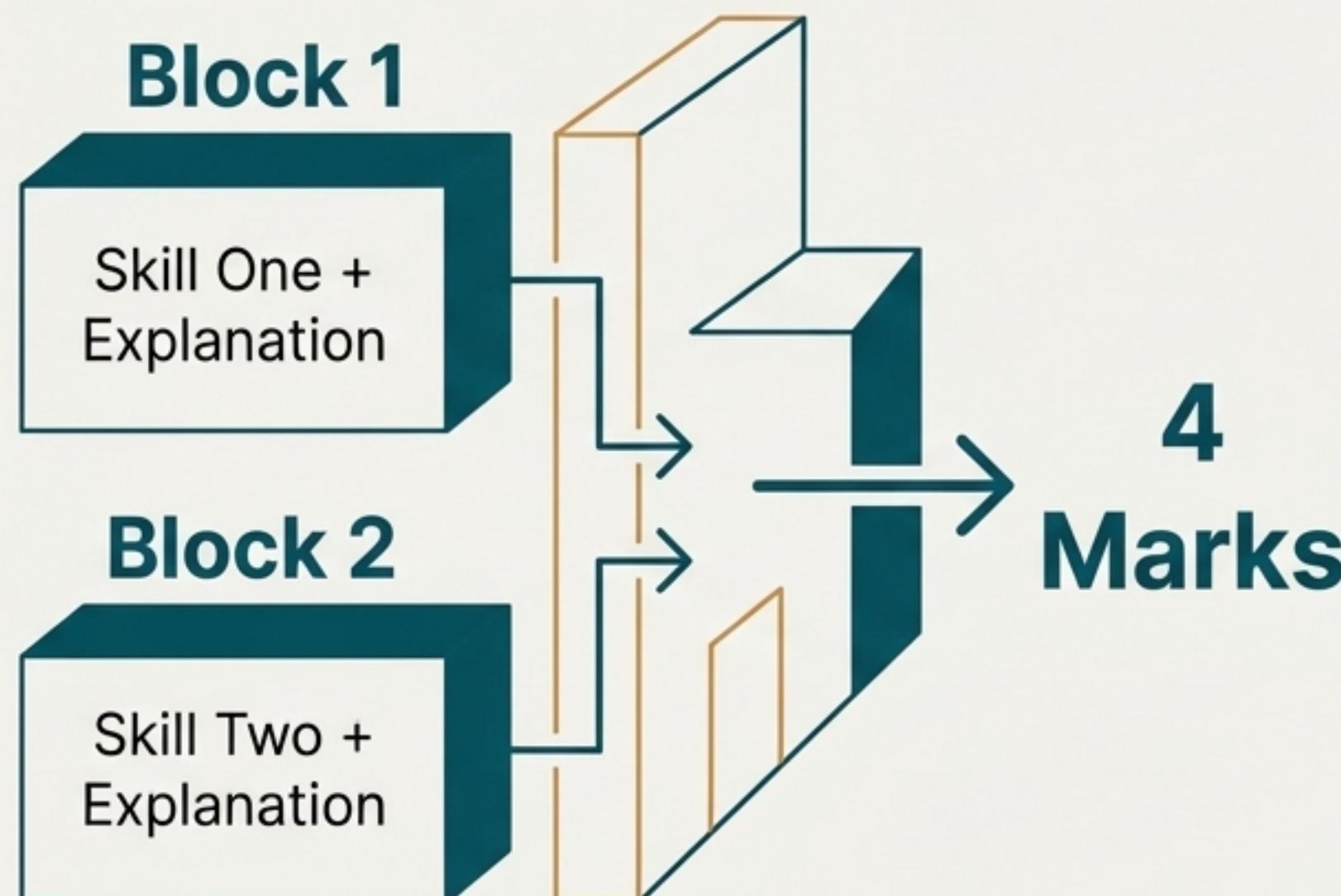
## 3-Mark Questions (Describe)

Q3. Describe one difference between the role of a photographer and the role of a videographer. (3 marks)

Identify a clear difference (e.g., still vs moving image) and then develop your answer with an example.

# Building a Developed Answer (4 Marks)

**Q4. Explain two skills a scriptwriter needs when writing for a TV advert.  
(4 marks)**



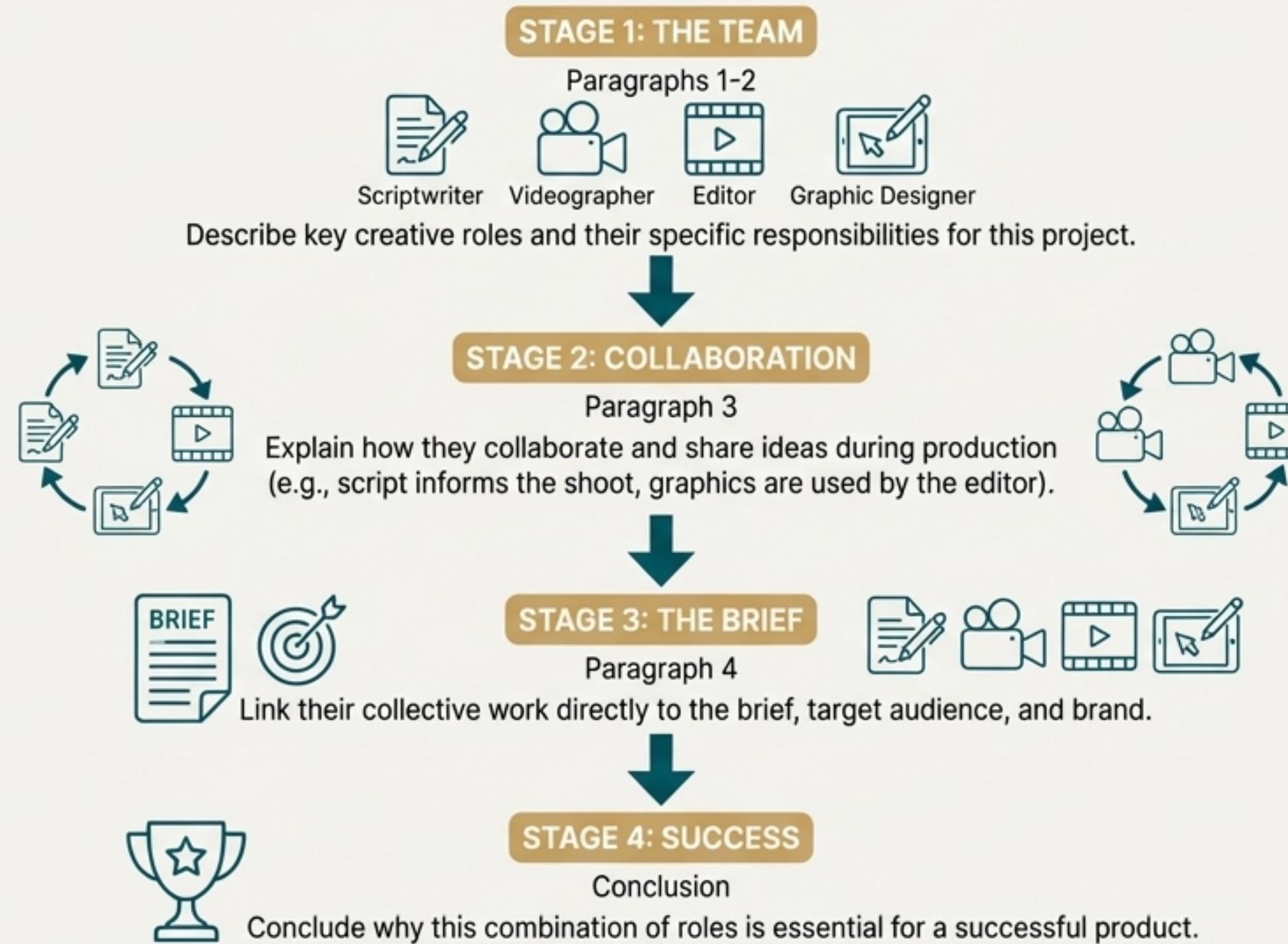
## Technique

- Give two **separate skills** (e.g., concise writing, understanding of audience, timing to fit the slot).
- For **each skill**, explain how it helps the advert meet its purpose and appeal to the target audience.
- Think: '**Skill + Why it's important for this specific product**'.

# Mastering the 9-Mark Question: A Blueprint for Success

Q5. A production company is planning a promotional video for a new theme park ride. Discuss the creative job roles that would be involved in planning and producing the video, and explain how they would work together. (9 marks)

## Staging the 9-Mark Question Flowchart



# Your Final Readiness Check

- Can you name at least three creative job roles and describe what they do?
- Can you explain the difference between creative, technical and senior roles?
- Can you suggest which creative roles would be needed for different media projects?

**When you can confidently check all three,  
you are ready to master the exam.**