

GRADE 12 MIL REVIEWER

Lesson 11 — Media and Information Design Framework

Central Idea

Plan the message before you create the media.

Effective media does not happen by accident. A good media creator first thinks about the **purpose, audience, message, medium, content, design, and ethics** before producing and sharing the final product.

PART I — THE MEDIA DESIGN PROCESS

The basic process presented in the lesson is:

THINK → PLAN → DESIGN → CREATE

This means:

1. **Think** — Identify what you want to communicate.
2. **Plan** — Determine your purpose, audience, message, and other requirements.
3. **Design** — Decide how the content will look and sound.
4. **Create** — Produce, test, improve, and responsibly share the media product.

Remember:

Don't just make media. Make media with purpose.

PART II — DESIGN WITH PURPOSE

A media product should not simply be attractive.

It needs:

- **Clear purpose**
- **Intended audience**
- **Clear message**
- **Design choices that support communication**

Important Idea

Beautiful does not automatically mean effective.

A media product may look impressive but still fail if the audience cannot understand its message.

For example:

A poster may contain beautiful colors, photographs, animations, and decorative fonts—but if students cannot immediately understand what the poster is trying to tell them, the design is not effective.

PART III — WHAT MAKES MEDIA EFFECTIVE?

The lesson emphasizes the relationship among:

MESSAGE + AUDIENCE + MEDIUM

Effective media chooses the **right elements for the communication goal**.

Three possible situations:

Media Product

Problem

Beautiful but confusing

Attractive, but unclear

Information-heavy but overwhelming

Too much information

Simple, clear, and effective

Communicates the message well

Key Principle

Simple can be more effective than complicated.

Too many elements can overwhelm the audience.

PART IV — START WITH PURPOSE

Before opening Canva, PowerPoint, a camera, or another tool, ask:

Why am I creating this media product?

The lesson identifies several possible purposes:

INFORM

Give people facts or information.

EDUCATE

Help people understand or learn something.

PERSUADE

Influence people to accept an idea or viewpoint.

ENTERTAIN

Provide enjoyment or amusement.

INSPIRE

Encourage people to think, feel, or act positively.

WARN

Alert people about danger, risk, or a problem.

CALL TO ACTION

Encourage the audience to perform a specific action.

Exam Tip

If the question asks "**Why are you creating this media?**", think **PURPOSE**.

PART V — KNOW YOUR AUDIENCE

Design for the people you want to reach.

The intended audience affects how the message should be communicated.

Consider:

1. **Age**
2. **Knowledge**

3. **Interests**
4. **Needs**
5. **Language**
6. **Culture**
7. **Platform**

Example

The same topic about cybersecurity might be presented differently to:

- Grade 6 learners
- Grade 12 students
- Parents
- IT professionals

The **message** may remain similar, but the **language, examples, visuals, and level of detail** may change.

Remember:

Same message. Different audience. Different design.

PART VI — BUILD THE MESSAGE

The lesson emphasizes:

One clear message is stronger than many competing ideas.

A strong media message can contain:

1. MAIN IDEA

The most important idea the audience should remember.

2. SUPPORTING INFORMATION

Relevant information that helps explain the main idea.

3. EVIDENCE / EXAMPLES

Facts, examples, or supporting material that strengthen the message.

4. CALL TO ACTION

A direction telling the audience what they should do, when appropriate.

Simple Formula

MAIN IDEA → SUPPORT → EVIDENCE/EXAMPLES → CALL TO ACTION

PART VII — CHOOSE THE RIGHT MEDIUM

There is **no universally best medium**.

The appropriate medium depends on:

- Purpose
- Audience
- Content
- Resources

- Context

Important Examples from the Lesson

Communication Need Appropriate Medium

Quick awareness	Poster
Detailed explanation	Video
Step-by-step guide	Infographic
Discussion	Podcast
Real-time information	Social Media
Formal presentation	Slides

Remember

Don't choose a medium simply because it is popular.

Choose the medium that **best communicates the message to the intended audience.**

PART VIII — VISUAL HIERARCHY & COMPOSITION

Visual Hierarchy

Visual hierarchy determines what the audience notices:

FIRST → SECOND → THIRD

A typical hierarchy may be:

Most important → Supporting information → Details

Composition

Composition is the **arrangement of elements within the visual space.**

Important design concepts include:

- **Balance**
- **Alignment**
- **Contrast**
- **Spacing**
- **Proximity**
- **Focal Point**

Focal Point

The **focal point** is the element that receives the most visual attention.

Why does hierarchy matter?

If everything is equally large, bold, colorful, and prominent, **nothing clearly stands out.**

PART IX — COLOR & TYPOGRAPHY

Color

Color can influence:

- Emotion

- Attention
- Meaning
- Identity

Therefore, color should be used **with purpose**.

Important Reminder

Color meaning can depend on context.

A color may communicate different ideas depending on the situation, culture, or message.

Typography

Typography affects:

- Readability
- Size
- Weight
- Style
- Consistency

Golden Rule

Readable first; decorative second.

Fancy typography is useless if the audience cannot read the text.

PART X — CAMERA SHOTS & FRAMING

Camera shots control how much of the subject and environment the audience sees.

Shot	Main Purpose
Extreme Long Shot	Shows environment
Long / Wide Shot	Shows subject + surroundings
Medium Shot	Shows person + context
Close-Up	Emphasizes emotion/detail
Extreme Close-Up	Shows a specific detail

Easy Memory Guide

ELS → Environment

LS/WS → Subject + Surroundings

MS → Person + Context

CU → Emotion / Detail

ECU → Specific Detail

Important Concept

Camera shots are not merely technical decisions.

They are **communication choices** because what you include in the frame affects what the audience notices.

PART XI — CAMERA ANGLES & PERSPECTIVE

Changing the viewpoint can change how a subject is perceived.

Eye-Level Angle

Usually creates a:

Natural / neutral viewpoint

High Angle

Can make the subject appear:

Smaller or vulnerable

Low Angle

Can make the subject appear:

Powerful or dominant

Overhead Angle

Can show:

Environment and spatial relationships

Important Qualification

These effects are **not absolute**.

Interpretation can also be influenced by:

- Context
- Lighting
- Composition
- Performance

PART XII — LIGHTING, AUDIO & STORYBOARDING

Good media production requires planning **before recording**.

Lighting

Lighting affects:

- Visibility
- Mood
- Focus

Audio

Audio can include:

- Voice
- Music
- Ambience
- Effects

Audio affects:

- Clarity

- Emotional impact

Storyboard

A storyboard helps creators visualize the sequence before production.

A storyboard may contain:

- Scene
- Shot
- Visual
- Audio
- Dialogue
- Purpose

Key Idea

Planning can prevent confusion during filming and editing.

PART XIII — MEDIA PRODUCT BLUEPRINT

This is one of the **most important concepts to remember for the lesson**.

The **Media Product Blueprint** is the planning map for a media product. It connects the major decisions before final production.

The 7 Elements

Element Question

- 1 **PURPOSE** Why?
- 2 **AUDIENCE** Who?
- 3 **MESSAGE** What?
- 4 **MEDIUM** How?
- 5 **CONTENT** What information?
- 6 **DESIGN** How will it look/sound?
- 7 **ETHICS** How will we use content responsibly?

Super-Memory Trick

WHY → WHO → WHAT → HOW → INFORMATION → LOOK/SOUND → RESPONSIBILITY

Or simply:

PURPOSE → AUDIENCE → MESSAGE → MEDIUM → CONTENT → DESIGN → ETHICS

PART XIV — DESIGN CRITIQUE

Before releasing a media product, creators should **test and critique** their work.

Ask:

Message

- Is the message clear?

Audience

- Is the audience appropriate?

Readability

- Can people read and understand it?

Design

- Does the design support the message?

Sources

- Are the sources reliable?

Ethics

- Is the content ethical?

Improvement

- Would you change anything?

PART XV — WHY IS FEEDBACK IMPORTANT?

Feedback can reveal problems that the creator **does not notice**.

Critique helps determine whether a media product is:

- Clear
- Appropriate
- Readable
- Effective
- Reliable
- Ethical

Remember:

Good creators test their ideas before releasing them.

PART XVI — PLAN. DESIGN. CREATE.

The complete lesson can be remembered as:

PLAN

Purpose • Audience • Message

↓

DESIGN

Content • Visuals • Audio • Structure

↓

CREATE

Produce • Test • Improve • Share Responsibly

The ultimate principle of the lesson is:

Don't just make media. Make media with purpose.

20-ITEM PRACTICE QUESTIONS

Choose the best answer.

1.

What should a media creator identify before beginning the actual creation of a media product?

- A. The most expensive software
- B. The purpose and intended audience
- C. The number of animations
- D. The most popular social media platform

2.

Which statement best describes effective media?

- A. It contains as many design elements as possible.
- B. It uses complicated visuals to impress the audience.
- C. It connects the message, audience, and medium.
- D. It focuses mainly on visual attractiveness.

3.

A student creates an infographic to teach classmates how to install software step by step. Which purpose is most appropriate?

- A. Educate
- B. Entertain
- C. Inspire
- D. Warn

4.

Which factor refers to the people a media product is intended to reach?

- A. Content
- B. Audience
- C. Medium
- D. Composition

5.

Which of the following is **NOT** identified in the lesson as an audience characteristic?

- A. Age
- B. Culture
- C. Language
- D. Favorite computer brand

6.

Why is one clear message important?

- A. It allows the creator to include unrelated information.
- B. It prevents the audience from having competing ideas to process.

- C. It makes every element equally important.
- D. It eliminates the need for supporting information.

7.

A school wants to quickly remind students about proper waste disposal. Which medium would best fit a quick-awareness message?

- A. Poster
- B. Podcast
- C. Long documentary
- D. Detailed research paper

8.

Which medium is identified in the lesson as appropriate for a step-by-step guide?

- A. Poster
- B. Infographic
- C. Podcast
- D. Social media

9.

What does visual hierarchy help determine?

- A. Which software should be used
- B. What the audience notices first, second, and third
- C. How many people will view a media product
- D. Which camera brand should be purchased

10.

What is the main purpose of a focal point?

- A. To make every element equally prominent
- B. To guide attention toward an important element
- C. To remove supporting information
- D. To make the design more complicated

11.

Which principle states that text should be easy to read before it is made decorative?

- A. Contrast first
- B. Decorative first
- C. Readable first; decorative second
- D. Color first; typography second

12.

Which camera shot is most appropriate for emphasizing facial emotion?

- A. Extreme long shot
- B. Long shot

- C. Close-up
- D. Overhead shot

13.

Which camera angle generally creates a natural or neutral viewpoint?

- A. High angle
- B. Low angle
- C. Eye-level angle
- D. Overhead angle

14.

A filmmaker wants a character to appear more powerful or dominant. Which angle can help create this impression?

- A. Low angle
- B. High angle
- C. Eye level
- D. Overhead angle

15.

What is one major purpose of a storyboard?

- A. To replace the final media product
- B. To visualize the sequence before production
- C. To automatically edit the video
- D. To guarantee that the audience will like the product

16.

Which of the following is part of the Media Product Blueprint?

- A. Purpose
- B. Audience
- C. Ethics
- D. All of the above

17.

In the Media Product Blueprint, the question "**Why?**" refers to:

- A. Audience
- B. Purpose
- C. Medium
- D. Content

18.

Which question is most closely related to the **Ethics** component?

- A. Who do I want to reach?
- B. What is my main idea?

- C. How will I use content responsibly?
- D. Which medium is popular?

19.

Why is critique important before publishing a media product?

- A. It makes the product more complicated.
- B. It allows the creator to identify problems and improve the product.
- C. It eliminates the need for planning.
- D. It guarantees that everyone will agree with the message.

20.

Which sequence best represents the overall approach emphasized in Lesson 11?

- A. Create → Design → Think → Plan
- B. Design → Create → Plan → Test
- C. Plan → Design → Create → Improve and Share Responsibly
- D. Create → Publish → Think → Design

ANSWER KEY

No. Answer Key Concept

- | | | |
|----|----------|--------------------------|
| 1 | B | Purpose & Audience |
| 2 | C | Effective Media |
| 3 | A | Purpose |
| 4 | B | Audience |
| 5 | D | Audience Characteristics |
| 6 | B | Clear Message |
| 7 | A | Choosing Medium |
| 8 | B | Choosing Medium |
| 9 | B | Visual Hierarchy |
| 10 | B | Focal Point |
| 11 | C | Typography |
| 12 | C | Camera Shots |
| 13 | C | Camera Angles |
| 14 | A | Camera Angles |
| 15 | B | Storyboarding |
| 16 | D | Media Product Blueprint |
| 17 | B | Purpose |
| 18 | C | Ethics |
| 19 | B | Design Critique |
| 20 | C | Plan → Design → Create |