



Year 11 Knowledge Organiser HT3

Knowledge is Power

Name: _____

Form: _____

Contents Page

Subject	Page
English	1
Maths	2
Science	6
History	8
Geography	9
Spanish	10
PE	11
Performing Arts	17
Business	18
iMedia	20
Cooking and Nutrition	21
Art	22
Music	23

English

Week 1 – Macbeth Vocabulary

Retribution	Inflicting punishment for a wrongful act.
Patriarchy	Society dominated by males who rule over females.
Tyrannical	Exercising power in a cruel way.
Masculinity	Traits relating to being stereotypically male.
Malevolence	Being deliberately hostile to others.
Regicide	Killing the King or Queen in charge, usually in order to take over e.g. Macbeth murdering King Duncan.

Week 2 – Macbeth Vocabulary

Hamartia	Fatal flaw leading to the downfall of the main character.
Usurp	Take position of power by force or wrongfully.
Motif	A dominant/reoccurring idea.
Apparitions	A ghost/ghost-like image of a person.
Virtuous	Having high moral standards.
Futile	Something that is seen as pointless.

Week 3 – An Inspector Calls Vocabulary

Didactic	When something is intended to teach.
Imperious	When you are arrogant and domineering e.g. Mr Birling.
Petulant	When you are childish and moody over something e.g. Sheila Birling at the beginning of the play.
Aristocrat	The highest class of society.
Capitalism	When you believe the society and the economy should be privately owned to work to the benefit of the upper class.
Socialism	When you believe everyone should be equal in society and wealth should be shared for a collective benefit.

Week 4 – An Inspector Calls Vocabulary

Culpable	When you deserve blame for something.
Hierarchy	A system or society in which members are ranked according to their status.
Omniscient	Being all-knowing e.g. Inspector Goole.
Aristocrat	The highest class of society.
Cyclical	The play begins and ends in the same way e.g. with the phone ringing.
Euphemism	Avoiding saying something unpleasant by using a vaguer expression.

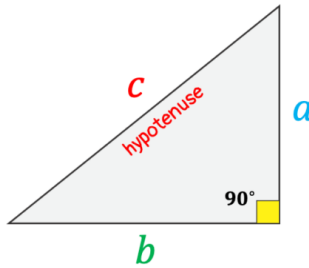
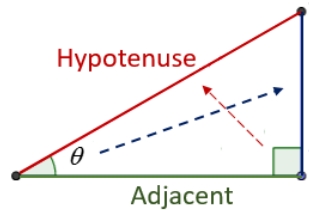
Week 5 – A Christmas Carol Vocabulary

Parsimonious	Someone who is greedy with their money.
Sabbatarianism	A religious belief that it is a sin to work on Sunday as it is the Lord's day.
Philanthropy	A desire to promote the welfare of others, especially by generous donations to good causes.
Misanthropy	An active dislike of humankind.
Penitence	The action of feeling or showing sorrow and regret for having done wrong.
Allegory	A story that holds a deeper, moral or political meaning.

Week 6 – A Christmas Carol Vocabulary

Altruism	The act of being kind and giving to others.
Miser	Someone who earns lots of money but spends none.
Benevolence	Being kind, caring and considerate to others.
Covetous	Synonymous with suspicious.
Humbug	An expression of distaste.
1834 Poor Law	A system of welfare which introduced workhouses.

Maths – Foundation and Higher

Key Term	Definition	Method																								
Pythagoras' Theorem	A method we use to find missing sides in right angled triangles.	 <div style="border: 1px solid black; border-radius: 10px; padding: 5px; display: inline-block; margin: 10px;"> $c^2 = a^2 + b^2$ </div> <ul style="list-style-type: none"> ★ $c = \sqrt{a^2 + b^2}$ ★ $a = \sqrt{c^2 - b^2}$ ★ $b = \sqrt{c^2 - a^2}$ 																								
Trigonometry	A method we use to find missing sides and angles in right angled triangles.	<p style="text-align: center; color: red; font-weight: bold;">SOHCAHTOA</p>  <ul style="list-style-type: none"> SOH $\sin \theta = \frac{\text{Opposite}}{\text{Hypotenuse}}$ CAH $\cos \theta = \frac{\text{Adjacent}}{\text{Hypotenuse}}$ TOA $\tan \theta = \frac{\text{Opposite}}{\text{Adjacent}}$ 																								
Exact trigonometric values	Exact trig values are the exact trigonometric values for certain angles that you are expected to know for GCSE mathematics.	<table style="border-collapse: collapse; margin-left: 20px;"> <tr> <td></td> <td style="border-right: 1px solid black; padding: 5px;">0</td> <td style="padding: 5px;">30</td> <td style="padding: 5px;">45</td> <td style="padding: 5px;">60</td> <td style="padding: 5px;">90</td> </tr> <tr> <td style="padding-right: 5px;">sin</td> <td style="border-right: 1px solid black; padding: 5px;">0</td> <td style="padding: 5px;">1</td> <td style="padding: 5px;">2</td> <td style="padding: 5px;">3</td> <td style="padding: 5px;">4</td> </tr> <tr> <td style="padding-right: 5px;">cos</td> <td style="border-right: 1px solid black; padding: 5px;">4</td> <td style="padding: 5px;">3</td> <td style="padding: 5px;">2</td> <td style="padding: 5px;">1</td> <td style="padding: 5px;">0</td> </tr> <tr> <td></td> <td style="border-right: 1px solid black;"></td> <td colspan="4" style="text-align: center; padding: 5px;">2</td> </tr> </table>		0	30	45	60	90	sin	0	1	2	3	4	cos	4	3	2	1	0			2			
	0	30	45	60	90																					
sin	0	1	2	3	4																					
cos	4	3	2	1	0																					
		2																								

Vectors	
Key Word	Definition
Vectors	A vector describes a movement from one point to another. A vector quantity has both direction and magnitude (size).
Vector notation	A vector between two points A and B is described as: \overrightarrow{AB}
Column vector	<p>A column vector is written in this format:</p> $\begin{pmatrix} x \\ y \end{pmatrix}$ <p>x = right (+) and left (-) movement y = up (+) and down (-) movement</p>
Transformations	
Reflection	When a shape is flipped (reflected) in a mirror line
Rotation	When a shape is turned (rotated) around a centre of rotation by a given direction (clockwise/anticlockwise) and angle (90° or 180°)
Translation	When a shape is moved by a column vector
Enlargement	When a shape is made bigger or smaller. They must have a scale factor and they may involve a centre of enlargement.

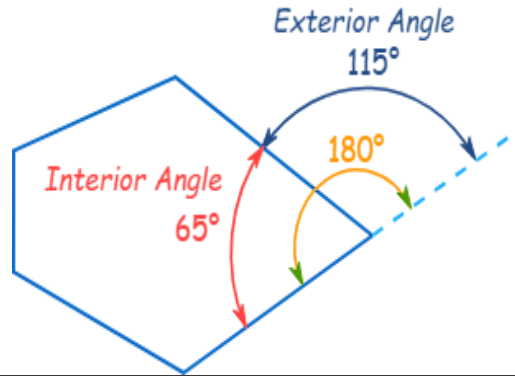
Maths – Foundation and Higher

Algebra

Key Word	Definition	Example
Expression	An expression is a group of mathematical symbols representing a number or quantity. Expressions never have an equals sign (=)	$3xy + 4x$
Equation	An equation is a mathematical statement that shows that two expressions are equal. It always includes an equals sign.	$3(x - 2) = 12$
Formula	A formula is a rule written using symbols that describe a relationship between different quantities. It always includes an equals sign.	$A = \pi r^2$ (area of a circle)
Identity	An identity is an equation that is always true, no matter what values are chosen.	$3a + 2a = 5a$
Inequality	show the relationship between two expressions that are not equal to one another ($> < \geq \leq$ symbols)	$3m + 6 < 12$
Rearrange the formula	When you change the subject of the equation by using inverse operations	In the formula $F = ma$ F is the subject because it is on its own
$y = mx + c$	This is the format of a linear graph (straight line). m = gradient, y = y-intercept	$y = 3x - 5$
Gradient	The steepness of a line. The steeper the line, the higher the gradient	
y – intercept	Where the line crosses the y-axis	
Quadratic	An expression or equation where the highest power is x^2	$x^2 + 10x + 24 = 0$
Roots/solutions	Where a quadratic graph crosses the x axis	
Simultaneous equations	two algebraic equations that share variables e.g. x and y, where the values of x and y are the same in both equations	$2x + 3y = 17$ $5x - 3y = 11$

Maths – Foundation and Higher

Angles in other Polygons	
Polygon	a closed 2D shape with 3 or more sides
Regular	Equal sides and angles
Irregular	Unequal sides and angles
Interior angle	angle inside a shape
Exterior angle	angle between any side of a shape, and a line extended from the next side.



Formulae you need to memorise:

n = number of sides in the shape

Formula 1	exterior + interior = 180°
Formula 2	$n \times \text{exterior} = 360^\circ$
Formula 3	$(n - 2) \times 180 = \text{sum of interior angles}$

Names and properties of polygons

Pentagon	5 sides and angles
Hexagon	6 sides and angles
Heptagon	7 sides and angles
Octagon	8 sides and angles
Nonagon	9 sides and angles
Decagon	10 sides and angles

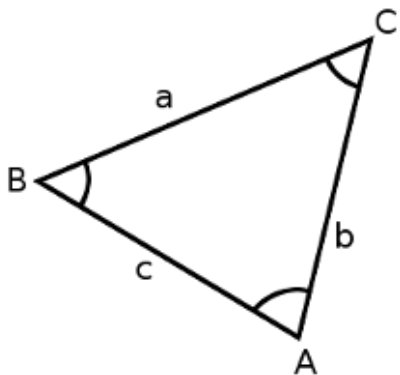
Venn Diagrams – Set Notation

Set	Numbers that feature in a certain list/part of Venn diagram	
Element	An individual number within a set	
Set A	Everything inside the circle of A	
Set B	Everything inside the circle of B	
$A \cup B$	The 'union' of A and B – all the elements in both circles	
$A \cap B$	The 'intersection' of A and B – the elements in the cross over	
A'	The 'complement' of A – everything apart from elements in A	
B'	The 'complement' of B – everything apart from elements in B	

Maths – Higher only

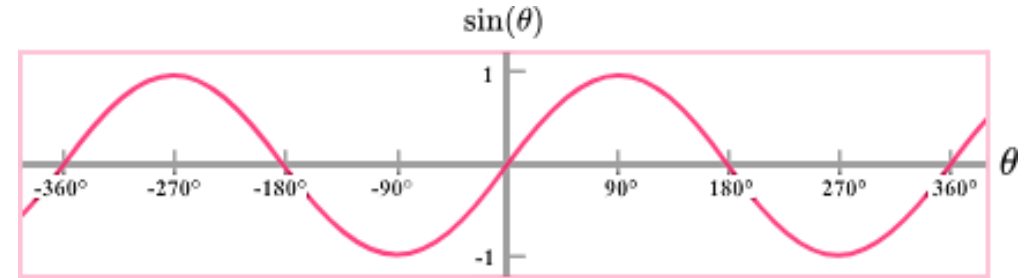
Advanced Trigonometry

Sine rule (sides)	$\frac{a}{\sin A} = \frac{b}{\sin B} = \frac{c}{\sin C}$
Sine rule (angles)	$\frac{\sin A}{a} = \frac{\sin B}{b} = \frac{\sin C}{c}$
Cosine rule (sides)	$a^2 = b^2 + c^2 - 2bc \cos(A)$
Cosine rule (angles)	$\cos(A) = \frac{b^2 + c^2 - a^2}{2bc}$
Area of any triangle	$\frac{1}{2} ab \sin(C)$



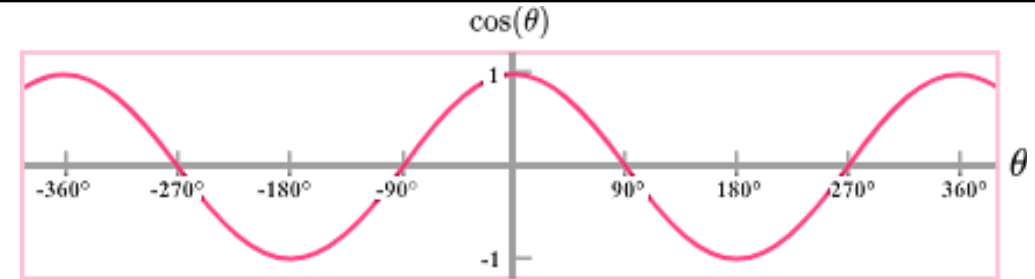
Trigonometric Graphs

$$y = \sin(x)$$



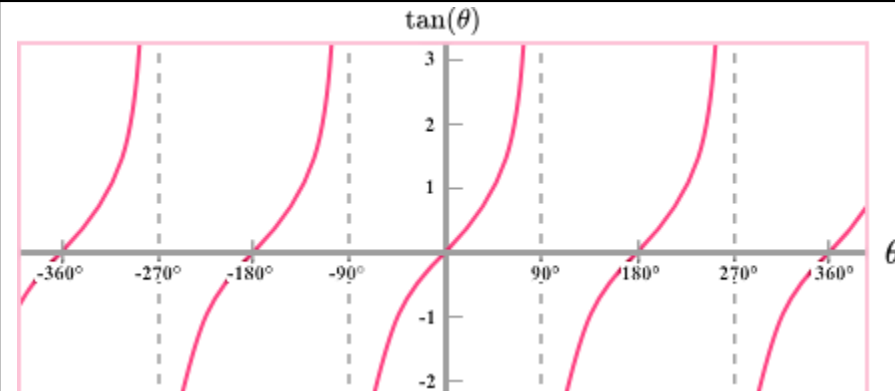
- Graph is a continuous curve and repeats every 360°
- Passes through (0, 0)
- Maximum point of 1, minimum point of -1

$$y = \cos(x)$$



- Graph is a continuous curve and repeats every 360°
- Passes through (0, 1)
- Maximum point of 1, minimum point of -1

$$y = \tan(x)$$



- Repeats every 180°
- Not a continuous curve
- Vertical asymptotes (lines where it is not allowed to touch) at 90° and 180°

Nervous system and menstrual cycle	
Central nervous system (CNS)	The brain and spinal cord together. Co-ordinates the response of effectors.
Reflex action	A fast, automatic reaction. Does not involve thinking parts of the brain.
Coordination Centre	Receives and processes information from receptors e.g. CNS, pancreas.
Synapse	The gap between two neurons. Allows many different neurons to connect.
Ovulation	The release of an egg cell. Occurs approximately every 28 days.
FSH	Produced by the pituitary gland. A hormone that causes an egg to mature in the ovary. Causes oestrogen to be produced.
Oestrogen	Produced by the ovaries. Causes blood lining of uterus to develop. Stops FSH being produced. Stimulates release of LH.
LH	Produced by the pituitary gland. A hormone that causes ovulation.
Progesterone	Produced by the ovary. Maintains blood lining in uterus. Stops production of LH and FSH.

Reproduction and inheritance	
Sexual Reproduction	Reproduction involving the fusion of gametes.
Gamete	A sex cell that contains half the genetic information of a body cell. E.g. sperm and egg in animals, pollen and ovaries in plants.
Meiosis	The type of cell division that produces gametes. Four daughter cells are produced from one original cell. Each cell is genetically different. Each daughter cell has half the genetic information of a body cell.
Fertilisation	Fusion of gametes. Restores the full number of chromosomes.
Asexual Reproduction	Reproduction involving only one parent and no gametes. No mixing of genetic information so genetically identical clones are produced. Only mitosis is involved.
Mitosis	Cell division that produces two identical daughter cells with the full amount of chromosomes.
DNA	Genetic material. DNA is a polymer made up of two strands forming a double helix. The DNA makes up chromosomes.
Gene	A gene is a small section of DNA on a chromosome. Each gene codes for a particular sequence of amino acids, which make a protein.
Chromosome	A long coil of DNA. Found in the nucleus.
Genome	The entire genetic material of that organism.
Allele	Different versions of the same gene – dominant and recessive.

Science

Hormonal control

Hormone	A chemical secreted by a gland that travels in the blood and has an effect on a target organ. The effects are slower and longer-lasting than responses from the nervous system.
Pancreas	The gland that monitors and controls blood glucose concentration.
Insulin	A hormone produced when blood glucose concentration is too high. Causes glucose to move from the blood into the cells. In liver and muscle cells excess glucose is converted to glycogen.
Glucagon (HT)	A hormone produced when blood glucose concentration is too low. Causes glycogen to be converted into glucose and released into the blood.
Glycogen	A storage molecule made from many glucose molecules bonded together. Found in liver and muscle cells.
Type I Diabetes	Disorder in which the pancreas fails to produce enough insulin. Causes uncontrolled high blood glucose levels. Treated with insulin injections.
Type II Diabetes	Body cells no longer respond to insulin produced by the pancreas. A carbohydrate controlled diet and exercise are common treatments. Obesity is a risk factor.
Adrenaline (HT)	Hormone produced by the adrenal glands in times of fear/ stress. It increases the heart rate and boosts the delivery of oxygen and glucose to the brain and muscles, preparing the body for 'flight or fight'.
Thyroxin (HT)	Hormone produced by the thyroid gland. Thyroxine stimulates the metabolic rate. Important in growth and development.

Waves and magnetism

oscillation	vibration
compression	Area in a longitudinal wave where particles are close together
rarefaction	Area in a longitudinal wave where particles are far apart
amplitude	The maximum displacement of a point on a wave away from its undisturbed position
wavelength	Distance from a point on one wave to the equivalent point on the adjacent wave
frequency	Number of waves passing a point each second
hertz (Hz)	Unit for measuring frequency. 1 Hz = 1 wave per second
period	Time taken (in seconds) for one wave to pass
Pole	The places on a magnet where the magnetic forces are strongest.
Magnetic Field	The area around a magnet where a force acts on another magnet or magnetic material.
Permanent magnet	A magnet that produces its own magnetic field.
Induced magnet	A magnetic material that becomes a magnet when it is placed in a magnetic field. When removed from the field it quickly loses its magnetism
Magnetic material	There are four magnetic materials: iron, steel, cobalt and nickel.

History

Key Individuals/ Groups	
Francis Drake	English explorer and privateer best known for his circumnavigation of the world between 1577 and 1580. This was the first English circumnavigation, and third circumnavigation overall.
John Hawkins	English naval commander, privateer and slave trader. Hawkins pioneered, and was an early promoter of, English involvement in the Atlantic slave trade.
Thomas Doughty	Questioned Drake's authority and acts against the Spanish. Drake accused him of mutiny and treason. Doughty was sentenced to death and beheaded on 2 July 1578.
Cimarrons	Former enslaved African people who had escaped from their Spanish captors and were leading independent lives in their own settlements.
Diego	African who had been enslaved by the Spanish. Drake took him on as a crew member. Diego's local knowledge and connections with the Cimarrons proved invaluable.
Sheri and Yhoma	In Sierra Leone, Hawkins and Drake allied with local chiefs, Sheri and Yhoma, to besiege a village near modern-day Freetown.
Pelican, Elizabeth, Marigold, Benedict, Swan	Ships that set sail at the beginning of Drake's circumnavigation in 1577.

Key Terms	
Circumnavigate	To travel all the way around something.
Privateer	A ship's captain with royal permission to attack foreign ships.
Armada	The fleet of Spanish ships sent to attack England in 1588.
Lateen	A triangular sail that was invented in the 16th C; it allowed ships to move much quicker.
Astrolabe	A navigation tool that allowed for much more accuracy at sea.
Colony	Land controlled by another country.
Gentry	High social class ranked below the nobility; they might be local JPs or hold similar office.
Monopoly	The exclusive right to trade in a particular product.
Popish	Term for a supporter of the Pope.
Iconoclasm	The destruction of religious images and sculptures (icons).
Martyr	Someone who has died for their religious beliefs.

Geography

Key Word	Definition
Assess	To judge the importance /significant of using evidence provided/
Calculate	Work out the value of something. Sometimes, the command 'calculate' may not be used, but the question will require a calculation, eg 'What is the total...'
Compare	Identify similarities and differences.
Define	To give the meaning of something without using the word in question
Describe	Set out characteristics – to say what something is, is like, or appears like.
Discuss	Present key points about different sides of an argument, issue or the strengths and weaknesses of an idea.
Evaluate	Judge from evidence, the effectiveness of something or weighing up both sides of an argument.
Explain	Set out purposes or reasons – say why or how.
Identify	To find something. To provide a simple work or statement
Justify	Support a case with evidence – give detailed reasons for an idea.
Outline	Set out main characteristics – to give a brief account or summary.
Suggest	Present a possible case, to propose an idea, solution or answer in an unfamiliar situation
To what extent	Judge the importance or success of (strategy, scheme, project) and to show scale of importance

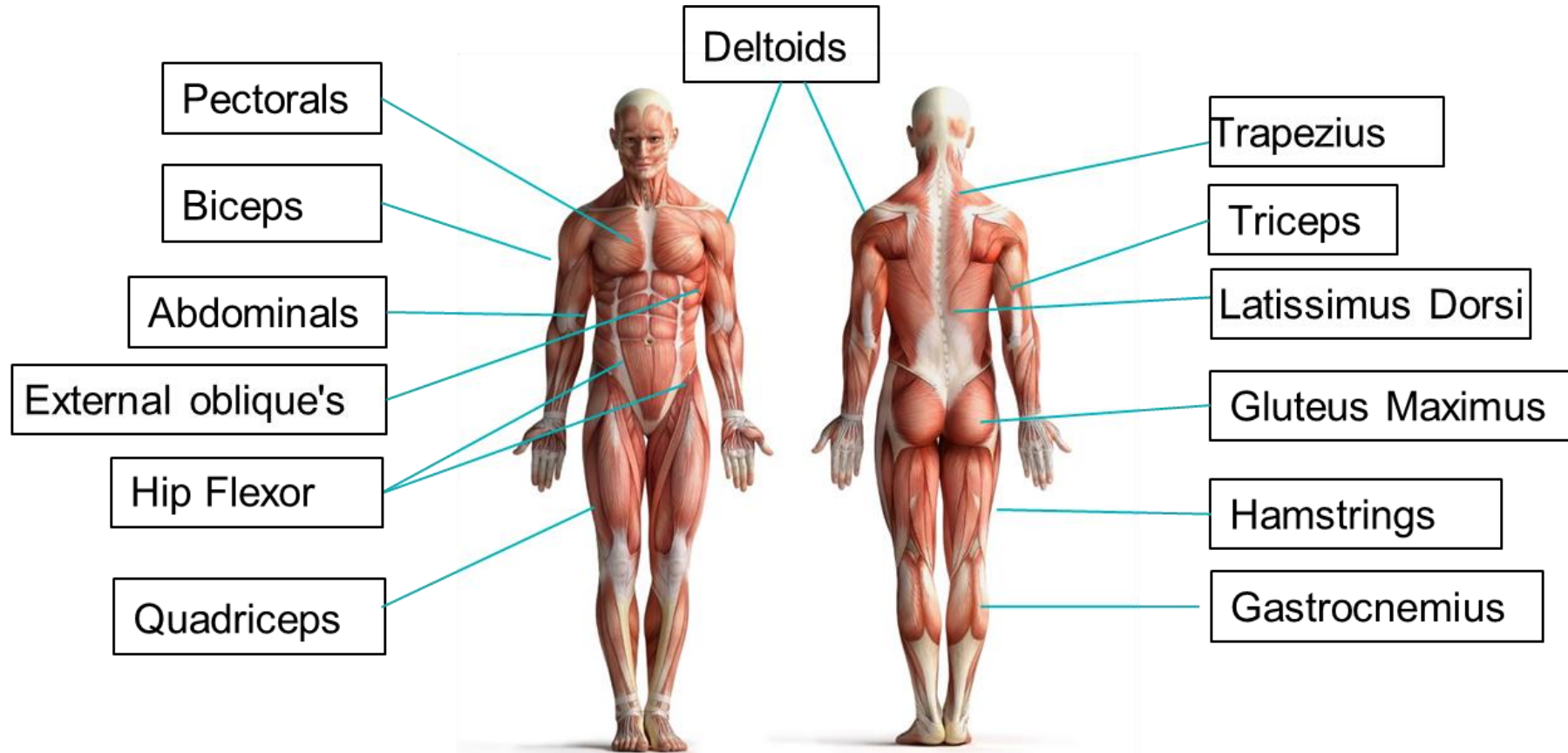
Spanish

Spanish	English
Me gustaría ser más verde	I would like to be greener
Siempre apago la luz	I always turn off the light
Reciclo la basura cada día	I recycle rubbish every day
Creo que soy...	I think I am...
Quiero ser más...	I want to be more....
Tengo que ahorrar energía en casa.	I have to save energy at home...
La contaminación del aire es muy preocupante	Air pollution is very concerning
Tenemos que cuidar el planeta	We have to look after the planet
Ayer reciclé el vidrio y el plástico	Yesterday I recycled the glass and the plastic.
Me preocupa mucho el problema del calentamiento global...	I am really worried about the problem of global warming
Muchos países se enfrentan a graves problemas sociales.	Lots of countries face serious social problems
Es un gran problema a nivel mundial que afecta a muchos países.	It's a big problem that affects many countries
¡Qué verde!	How green !
La basura	rubbish
Los recursos	resources
El mundo	The world
La escasez de agua	The scarcity of water

Spanish	English
El efecto invernadero	The Greenhouse effect
¡Qué malgasto!	What a waste !
Los desechos	waste
El medio ambiente	The environment
La deforestación	Deforestation
El hambre	Hunger
La sequía	drought
Si pudiera, reciclaría toda mi basura....	If I could, I would recycle all my rubbish...
Si tuviera el dinero, Compraría un coche eléctrico.	If I were to have the money I would buy an electric car.
quiero ahorrar energía	I want to save energy
los efectos del calentamiento global	The greenhouse effect
intento reciclar todo lo posible	I intend to recycle everthing possible
deberíamos ahorrar la energía	We should save energy
la energía renovable.	Renewable energy
usar menos electricidad	Use less electricity
soy muy ecológico/a	I am ecologically-friendly

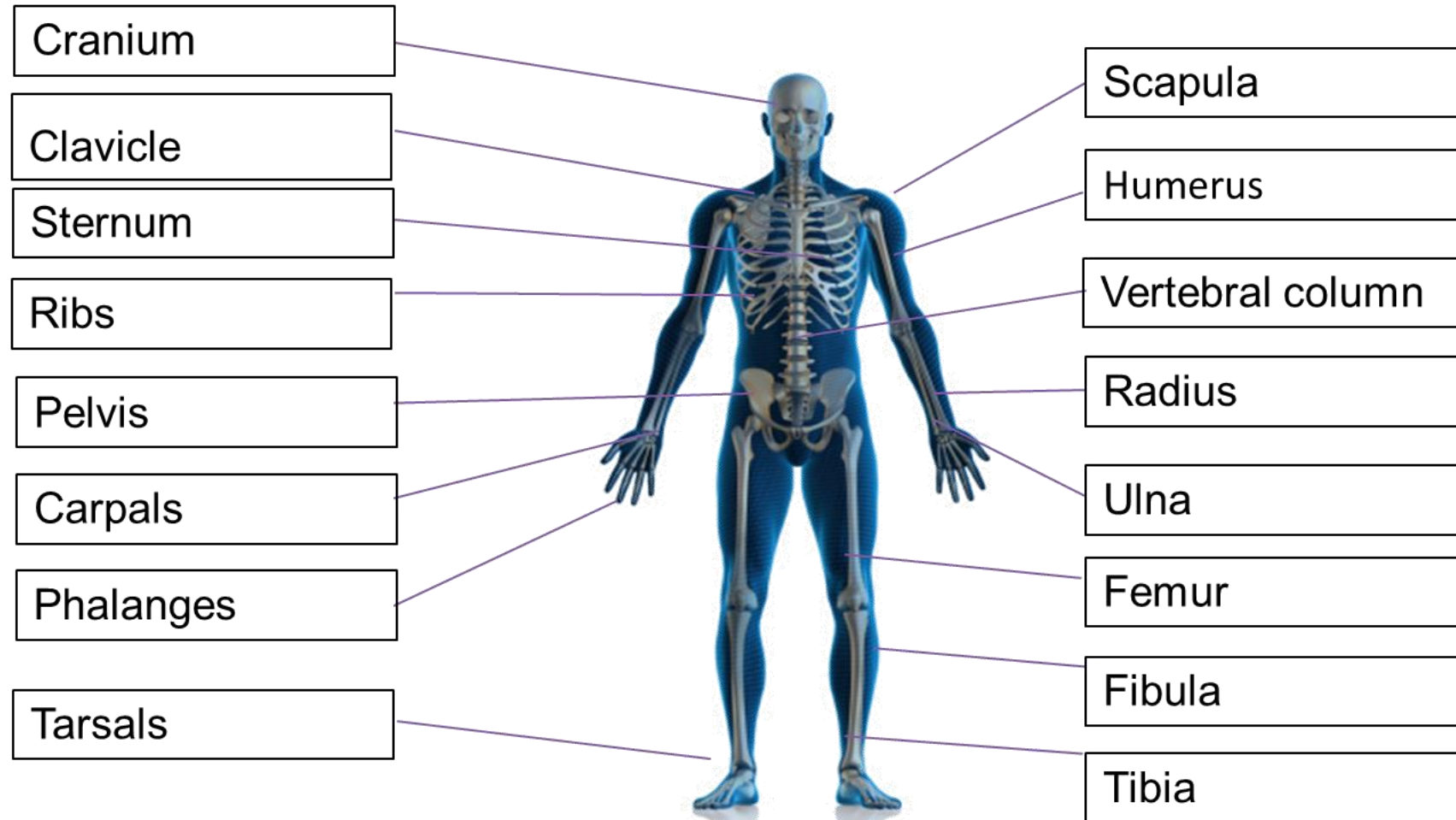
Muscular System

Key Word	Definition
Muscular system	Works in conjunction with the skeleton to produce movement of the limbs and body
Antagonistic pairs	Muscles are arranged in antagonistic pairs. As one contracts, its partner relaxes
Agonist	The muscle that contracts to produce movement
Antagonist	The muscle that relaxes to allow the movement to occur



Skeletal System

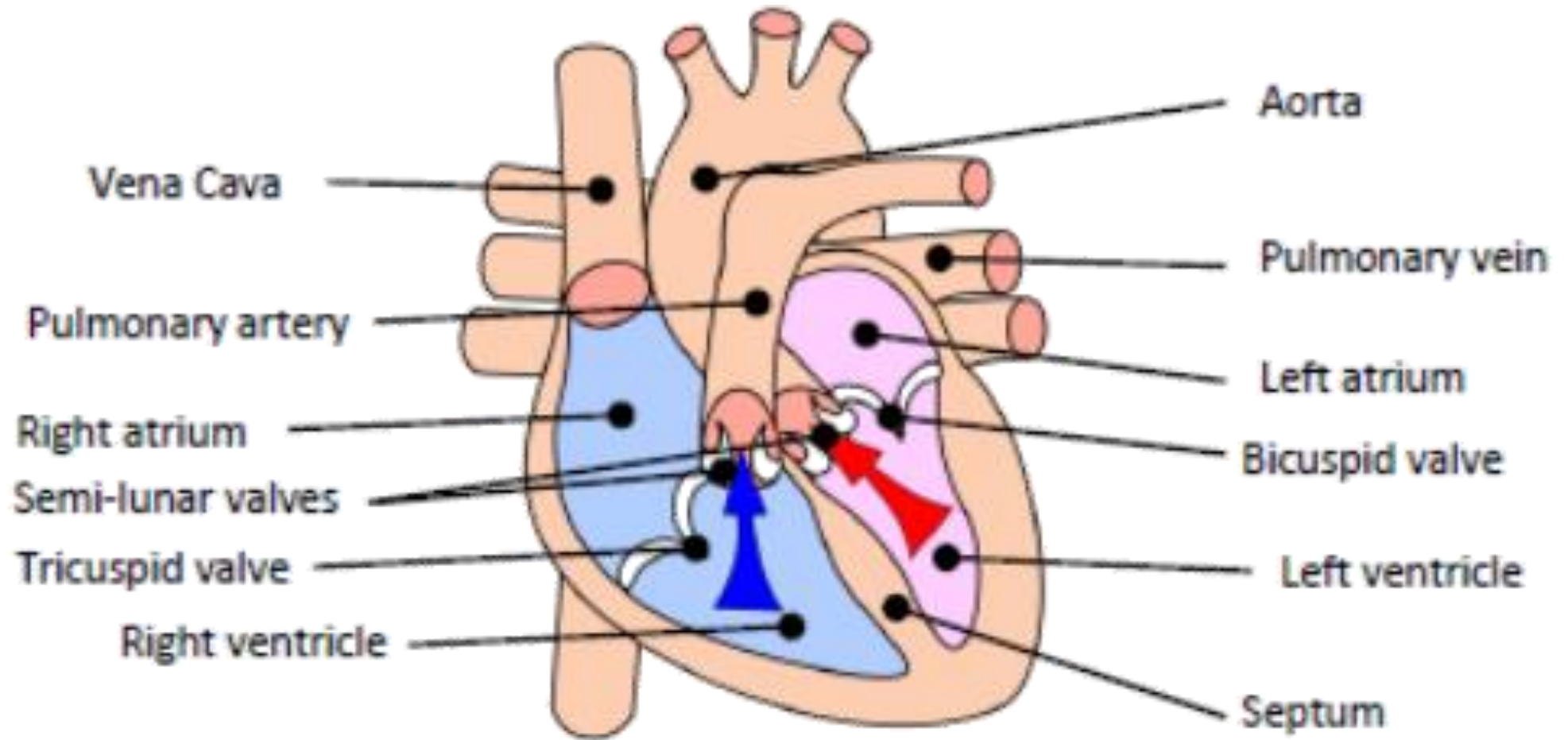
Key Word	Definition
Skeletal system	Works in conjunction with the muscular system to produce movement of the limbs and body
Ligaments	Connect bone to bone
Tendons	Connect muscular muscle to bone



Cardiovascular System

Deoxygenated blood = BLUE (Right side)

Oxygenated = RED (Left side)



Cardiovascular System – Components of blood

Red blood cells	Carry oxygen from the lungs to the working muscles + Removes CO ₂ .
Haemoglobin	A protein that binds and carries oxygen molecules.
White blood cells	Are part of the immune system and fight disease and infection.
Platelets	Blood platelets are formed in the bone marrow and are essential in the clotting of blood. Platelets are the workhorses of the cardiovascular system.
Plasma	Blood plasma is made up of 90% water. It contains a range of substances that aids the circulation between cells and tissues.

Blood Vessels

Arteries	<p>Carry blood away from the heart, Oxygenated blood (except pulmonary artery)</p> <p>Thick/elastic walls</p> <p>High pressure</p> <p>Small lumen</p>
Veins	<p>Carry blood back to the heart</p> <p>Deoxygenated blood (except pulmonary vein)</p> <p>Thin walls + larger lumen</p> <p>Lower pressure</p> <p>Valves</p>
Capillaries	<p>In the tissue</p> <p>Site of gaseous exchange</p> <p>Very thin walls</p>

Types of practice	
Massed practice	When no rest intervals are given
Distributed practice	When a rest interval is given to allow recovery, feedback & coaching
Fixed practice	Uses repetition of the same activity to develop consistency in performance
Variable practice	Involves performing a skill in different situations where conditions are changeable
Goal Setting	
Goal Setting	Done to motivate performances
Short term goals	A goal you want to accomplish soon
Long term goals	A goal you want to accomplish in the future
Outcome goal	Helps the performer to focus on the big picture of what they are trying to achieve.
Performance goal	Allows the athlete to focus in on details of the performance, not just winning and losing
SMART Targets	Are used to help guide goal setting. SMART is an acronym for Specific, Measureable, Achievable, Realistic and Time bound
Specific	Targets must be concise
Measureable	Must be measured and compared
Achievable	Target must be challenging but yet reachable
Realistic	Matched to the performers skill level
Time bound	Set for a particular time to be completed.

Mental preparation	
Mental Preparation	Involves the athlete imagining themselves in an environment performing a specific activity using all of their senses
Feedback	
Feedback	Vital part of information processing which provides confidence, motivation and improves performance
Intrinsic feedback	This comes from within the performer. Kinaesthetic senses provide feelings from muscles/joints about the action
Extrinsic feedback	This comes from results and match analysis
Concurrent feedback	Information provided to the athlete during the performance
Terminal feedback	Information provided to the athlete before or after the performance

Promoting and Pitching	
Target Audience	The target audience refers to the specific group of audience members who would most benefit from your production.
Pitch	A pitch is a presentation of an idea to a group of people who can help turn the idea into a production/performance/event.
Arts Commission	This is where an individual or organisation funds an artist to create a piece of work based on their specifications.
Artistic Intention	This is the overarching aim which is communicated clearly to the audience.
Market Research	This is the process of gaining information about your chosen target audience through collecting data to help reveal key trends.
Public Relations	This is the process of promoting the production with a key focus on image and relaying key product information to the audience.
Arts Organisations	
Arts Council England	An arts council is a government or private non-profit organization dedicated to promoting the arts; mainly by funding local artists, awarding prizes, and organizing arts events.
BBFC	This stand for the British Board of Film Classification. This organization is responsible for censorship of all films content released.

Stage Roles	
SM ASM	Stage Manager is responsible for the running of the show and is responsible for the stage.
Director	ARTISTIC DIRECTOR – They may be involved in the directing of the show and the programming of a venue. TECHNICAL DIRECTOR – This involves overseeing the technical requirements of a production.
Stage Crew	The stage crew are a team of members who take responsibility for moving any scenery and props.
Actor	The actor is the person whose role it is to play a character
Stage Terms	
Strike	Striking the set and rigging at the end of a production run.
Blocking	The precise planning of how actors will move about the stage.
Auditorium	The auditorium is a room that enables an audience to hear and watch performances.
Curtain Call	The curtain call occurs at the end of a production.

Business

Key Word	Definition
Entrepreneur	Someone who creates a business, taking on financial risks with the aim of making a profit from the business
E-commerce	Using the internet to carry out business transactions
Demographic	Relating to the population, such as average age, average income and so on
Sales revenue	The amount of money that comes in from a business's sales
Market share	The proportion of sales in a market that are taken by one business
Market segmentation	The process of breaking the whole population into smaller parts. Age, gender, occupation, lifestyle, income
Focus group	A group of people who discuss their views on a product, service advertisement or idea, either face-to-face or online
Ethics	Moral principles or standards that guide the behaviour of a person or business (Doing the right thing)
Stakeholder	Anyone who has an interest in the activities of a business, such as its workers, its suppliers, the local community and the government
Overdraft	A facility offered by a bank that allows an account holder to borrow money at short notice and go below 0 in their account for a short time.
Share capital	Money to invest in a business is raised by the business issuing shares that it then sells to those who wish to invest in the company
Break-even point	The point where revenue received meets all of the costs of the business

Key Word	Definition
Social objectives	Likely to be non-financial, such as to reduce the carbon emissions of a business or improve the quality of life for a local community
Asset	Any item of value that a business owns, such as its machinery or premises
Net cash flow	The difference between cash in e.g. revenue and cash out e.g. utility bills. (A prediction remember)
Limited liability	The level of risk is limited to the amount of money that has been invested in the business or promised as investment
Franchise	When one business gives another business permission to trade using its name and products in return for a fee and share of its profits
Product differentiation	Designing a product with some unique features that distinguish it from similar products sold by competitors
Brand loyalty	A customer's willingness to buy a product from a particular business rather than from its competitors
Business plan	A document that outlines how an entrepreneur is going to set up a new business
Target market	That group of people that a business has identified as potential customers
Budgets	Pre-set financial targets for a business to achieve, like a sales budget, or abide by, such as an expenditure budget, in a given period of time
Footfall	The number of people passing a particular location within a given time period
Labour	Workers, workforce, employees
Conflict	A serious disagreement, usually between people (stakeholders), countries or ideas

Business

Key Word	Definition
Minimum wage	The lowest legal rate of pay for employees, depending on their age and their type of employment
Globalisation	When businesses operate and in international scale and gain international influence or power
Tax	A proportion of an individual's income or a business's profits that must be paid to the government
Imports	The flow of goods and services into a country from another country
Exports	The flow of goods and services out of a country to another country
Marketing mix	Product, price, promotion, place
Inflation	The costs of products and services are increasing
Interest rates	The % rate of borrowing goes up. Also savers do receive higher rates as well though
Exchange rates	The value of your £ against another can go up or down. Meaning you get more or less for your £ when buying abroad
Recession	When earnings, productivity and employment can fall within the country
Social media	Facebook, Instagram etc. to promote the business products, services and customers to leave reviews

Key Word	Definition
Fixed costs	Costs that do not change with productivity
Variable costs	Costs associated with production e.g. raw materials
Legislation	Laws that impact on business e.g. Data protection, Health and safety, consumer law, minimum wage
Location	Where you choose to locate physical premises. Consider cost of rent, near competitors, near target audience, near labour and raw materials
Quantitative data	Numbers, statistics, percentages, charts—All can be easily interpreted and analysed
Qualitative data	Opinions and more in depth responses to market research
Margin of safety	Distance between current number of sales back to the breakeven level of sales.
Market research	Finding out what consumers want and/or what your competitors are doing. Primary or secondary methods can be used
Market mapping	Mapping out your competitors to see if there is a gap in the market. The criteria may be price against quality

iMedia

Topic Area 1: The media industry

Traditional media	Film, Television, Radio, Print publication (newspapers, magazines)	
New media	Computer games, Interactive media/website, Internet, Digital publishing (e-books)	
Products	Video, Audio, Music, Animation, Special effects, Digital images and graphics, Apps, Digital games, comics, websites, Multimedia, AR/VR	
Job roles media industry		
Creative	Animator, Content creator, Copy writer, Graphic designer, Illustrator, Photographer, Script writer, Web designer	
Technical	Camera operator, Games programmer/developer, Sound editor, Audio technician, Video editor, Web developer	
Senior roles	Campaign manager, Creative director, Director, Editor, Production Manager	
Pre-production	Mind maps of concepts Mood boards Visualisation diagrams Storyboards Script writing	Designing client briefs Creating Work plan Identifying target audience Considering H&S Considering legislation
Production	Filming, sound recording, creating media graphics, recording music/soundtracks, creating websites/animation	
Post production	Editing, CGI, sound effects, opening titles ,closing titles, editing music, distribution	

File types and formats

Depending on the pre-production document that you are creating, the content of it, and the software you are using, a digital file will be created when a project is saved or exported.

It is important that the file type and format used is compatible with the document type otherwise it may be unreadable or inaccessible.

Some file types are designed to only be used by specific software packages e.g. Photoshop .psd whereas others are designed to be widely compatible and accessible e.g. .pdf

Examples of File Formats

Product	File types you could use
Image	.jpg, .png, .tiff, .psd, .bmp, .pdf
Video	.wmv, .mp4, .mov, .flv, .avi
Audio	.mp3, .wav, .ogg, .aac, .m4a
Document	.doc, .pdf, .ppt, .pub, .html
Animation	.gif, .swf,

Cooking and Nutrition

Key Word	Definition
Nutrition	A study of what people eat and how all the nutrients in foods work together in the body
Balanced Diet	A balanced diet is one that contains the correct nutrients in the correct proportions, plus the correct amount of water and dietary fibre to meet the body's needs
Cholesterol	A type of fatty substance made in the liver
Coeliac Disease	A disease which develops from an intolerance to gluten
Eatwell Guide	A pictorial food guide showing the amounts and types of foods that are needed to make up a healthy balanced diet
Allergen	A substance that causes an allergic reaction
Anaphylaxis	A serious allergenic reaction that is very rapid in onset and can cause death if the throat swells and the person cannot breathe
Reference Intake (RI)	The recommended quantity of a nutrient that an adult should eat every day
Recipe Amendment	Changing or altering a recipe eg changing some ingredients and/ or cooking methods
Food Poisoning	Illness caused by bacteria or other toxins in food
Bacteria	Extremely small single celled organisms that can only be seen under a microscope.
Salmonella	Food poisoning bacteria found in chicken, some dairy foods and raw eggs
Staphylococcus	Food poisoning bacteria found in egg products , chicken, salad, tuna and eggs
Temperature probe	Device used to check the temperature in the centre of cooked food.

Key Word	Definition
Abstract expressionism	A development of abstract art which originated in New York in the 1940s and 1950s aimed at subjective emotional expression with particular emphasis on the spontaneous creative act.
Avant-garde	Avant-garde ideas, styles, and methods are very original or modern in comparison to the period in which they happen.
Chiaroscuro	An Italian term which refers to the use of the dramatic contrast of light and dark in a painting
Dadaism	An art movement formed during the First World War in reaction to the horrors and folly of the war, in which the work produced is often satirical and nonsensical.
Futurism	An artistic and social movement that originated in Italy in the early twentieth century. It emphasised speed, technology, youth, and violence, and objects such as the car, the aeroplane, and the industrial city
Impressionism	A style of painting associated mainly with French artists of the late nineteenth century, such as Edgar Degas, Edouard Manet, Claude Monet, and Pierre-Auguste Renoir. Impressionist painting seeks to re-create the artist's or viewer's general impression of a scene.
Minimalism	A style that uses pared-down design elements (uncomplicated, kept purposefully simple
Photorealism	A genre of art that encompasses painting, drawing and other graphic media, in which an artist studies a photograph and then attempts to reproduce the image as realistically as possible in another medium.
Still life	One of the principal genres (subject types) of Western art – essentially, the subject matter of a still life painting or sculpture is anything that does not move or is dead.

Music

Key Word	Definition
Syncopation	Emphasis placed on a note that is not normally stressed, or between beats music with a steady beat.
Dotted note	A dot added after a note, adding an extra half to its length three beats per bar
Chords	A chord in music is a combination of three or more notes played simultaneously, forming the harmonic foundation of a piece.
Triplet	Three notes played in the time of two.
Structure in pop	organization and arrangement of various song sections like verses, choruses, bridges, and the overall layout, creating the framework for the composition.
Harmony	is the combination of different musical notes played simultaneously, creating a rich and pleasing sound that adds depth and character to a musical piece.
Time signature	It tells you how many beats are in each measure and which note gets one beat, helping you keep track of the rhythm while playing or singing.
Dynamic	The volume of a sound or piece of music – loud/soft
Pulse	The steady beat in music
Timbre	Each instrument own unique 'tone quality' and the voice as an instrument had different Timbre
Accent	Extra stress placed on a note or chord
Texture	Sometimes voices sing different parts at the same time creating Harmony. Not all vocal music is accompanied by instruments, unaccompanied singing is called A Cappella.
Rhythm	Rhythm is the pattern of sounds and beats in music that creates a sense of movement and flow. It is like the heartbeat of a song that helps us feel the music and dance or sing along. Rhythm can be fast or slow, simple or complex, and is created by combining different beats and notes in a particular order. It is an essential element of music that makes it enjoyable and exciting to listen to.
Tempo	Tempo refers to the speed of music. It's how fast or slow a song sounds.