



CREATIVE INDUSTRIES CLUSTER OF VOJVODINA

CODE OF QUALITY FOR MEDIA CONTENT FOR CHILDREN

Ethical Framework for Creating Content for Children and Youth

2026

GUIDING PRINCIPLES

Media content shapes children's perception, which carries the weight of reality for them. The quality of media content for children is grounded in the organic unity of artistic excellence and the ethical responsibility of creators.

The pace of technological advancement leaves society with too little time to establish protective mechanisms, yet more than enough for the complex consequences of media saturation and the influx of non-aligned content on children and youth to become evident.

This global phenomenon has sparked widespread concern and the need for greater oversight of media access and higher content quality, calling for accountability across all stakeholders – from families and educational institutions, through creators and producers, to broadcasters and global distribution platforms that recognize ethical integrity as a paramount criterion of professional and market value.

Contemporary production challenges require a multidisciplinary approach that connects artistic expression with advancements in developmental, social, and communication sciences. Such a creative alliance forms the foundation of excellence for original work that ignites the imagination and the joy of learning, safeguarding a safe space for every child's development.

STANDARDS OF ETHICAL MEDIA CONTENT PRODUCTION FOR CHILDREN AND YOUTH

Nine Pillars of Responsible Creation

1. Standard of Developmental Alignment

Creating an Atmosphere for Content Comprehension

Developmentally aligned content strives to cultivate a sense of security as a prerequisite for effortlessly following the narrative, sustained attention, curiosity, and the joy of understanding. The creative process consciously diverges from abrupt auditory or visual shocks that could induce fear, disrupt attention, lead to passive viewing without understanding, or cause confusion.

2. Standard of Linguistic Identity

Affirmation of the Mother Tongue and Cultural Diversity

The Serbian language and its native Cyrillic script represent the fundamental cornerstone of a child's cognitive development and sense of belonging. The standard mandates nurturing multiculturalism and the linguistic richness of the community, alongside upholding high standards of spoken and written linguistic culture. The creative process strives for proper pronunciation and preserving the authentic spirit of the language in translations and adaptations, consciously diverging from vocabulary impoverishment, linguistic negligence, and the excessive use of loanwords and slang.

3. Standard of Narrative and Communication

Development of Empathy and Trust

Storytelling creates space for a genuine encounter with the world and diverse human emotions, offering constructive models for their recognition and conflict resolution. A quality narrative strives for a clear storyline and dramatic resolution that preserves faith in goodness, strengthening personal integrity and hope. The creative process consciously diverges from cynicism, mockery, humiliation, unresolved conflicts, or violence as dramatic shortcuts.

4. Standard of Audio Design

Preservation of Natural Acoustics and Sensory Peace

The quality of the auditory environment is grounded in the principles of sound harmony (theory of psychoacoustic balance). The standard prioritizes natural vocal timbres, organic soundscapes, and balanced frequencies, safeguarding the child's auditory and mental space. The sound design process consciously diverges from sonic saturation, synthetic tones, excessively loud effects, and acoustic aggression.

5. Standard of Visual Design

Nurturing Visual Rhythm and Aesthetics

The frame is crafted as a carefully composed whole, characterized by warmth, clear layout, and spatial logic. Editing pace, lighting, and color palette align with the child's natural perceptual capacity, facilitating effortless engagement with the storyline, authentic connection, and non-verbal communication. The visual design process consciously diverges from visual aggression, rapid cuts, and intrusive animations.

6. Standard of Interactivity and New Media

Digital Safety and Attention Protection

Interactive and digital content is designed with a sense of moderation that preserves the child's connection to the real world, encouraging imagination, physical movement, and creative off-screen play. The creative process consciously diverges from algorithmic attention capture, addiction traps, intrusive countdown timers, commercial manipulations, and content that encourages aggressive behavior.

7. Standard of Inclusion and Diversity

Equal Participation and Co-Creation – “Nothing About Us Without Us”

Inclusivity is woven as an inseparable element of the authorial concept from the very initial idea. Children of diverse abilities and life experiences are recognized as equal protagonists of stories and active co-creators of the media space. The creative process consciously diverges from a patronizing tone, pity, and tokenistic representation.

8. Standard of Universal Accessibility

Sensory and Functional Content Accessibility

Media content is designed to be sensorially and functionally accessible to all, striving toward the highest, AAA (Triple-A) level of compliance according to the international Web Content Accessibility Guidelines (WCAG), applied by leading global distribution platforms and public broadcasters such as Netflix, Disney+, Apple TV, and the BBC (British Broadcasting Corporation). The standard promotes the planned integration of closed captioning, audio description, sign language interpretation, and adaptable user interfaces, enabling every child to fully participate in the shared experience of play and art. By planning these elements early in the budgeting and development stages, financial and technical production barriers are effectively eliminated.

9. Standard of Professional Verification

Ethics and Multidisciplinary Alignment of Media Content

The standard fosters collaboration between creators and expert consultants to consistently apply all established benchmarks in practice. Professional coordination throughout project development ensures the work fully aligns with the genuine needs and developmental capacities of children. Simultaneously, this framework uncompromisingly protects the child's integrity through content that excludes every form of manipulation, distress, and excessive emotional or cognitive strain.

IMPLEMENTATION OF THE CODE

This Code serves as an ethical compass for the community of creators, producers, contributors, and editors of the Creative Industries Cluster of Vojvodina. Our mission is to empower authorial creativity through the highest global standards, establishing children's safety in the media space as the starting point of the creative process. Through this Code, we cultivate production practice as a space of creative responsibility and care toward children and youth, striving to ensure media content becomes a reliable and safe foundation in their upbringing.

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