

COMPONENT 1 - EXPLORING MEDIA PRODUCTS

What are the different types of media products?

Moving Image/Audio	<ol style="list-style-type: none"> 1. TV Programmes 2. Films 3. Music Videos 4. Animations 5. TV and Radio Adverts 6. Radio Broadcasts
Publishing	<ol style="list-style-type: none"> 1. Newspapers 2. Magazines 3. Comics 4. Brochures
Interactive	<ol style="list-style-type: none"> 1. Websites 2. Mobile Apps 3. E-Magazines 4. Mobile games 5. Online Games 6. Video Games 7. Advertisements

How can you identify the audience for a media product?

Gender	Is it aimed more at a male or female audience? Or both?
Age	Is it aimed at a particular age group? E.g. Children / Teenager
Lifestyle	Is it for a specific group with a shared interest? e.g. extreme sports, knitting, cars
Socio-Economic	Is it aimed at a particular class of people? E.g. upper class - Vogue
Primary Audience	Who is the product mainly aimed at?
Secondary Audience	Who else might be interested in the product or be attracted to it?

What is meant by codes and conventions?

For example - Most Magazine covers feature: A title, a larger central image, information about the articles in the magazine, the price, a barcode etc

What are the purposes of different media products?

- To inform the audience
- To inspire the audience
- To entertain the audience
- To benefit the audience
- To raise awareness for a cause
- To promote a product / service / person
- To innovate
- To provide escapism
- For the benefit of the community For profit
- For experimentation

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How are media products designed to appeal to the audience?	
Genre	<ul style="list-style-type: none"> • For Film this includes: Sci-Fi, Horror, Thriller, Comedy, Animation. • For Games: 1st Person Shooter, Driving, Sports, PVP, Strategy
Sub-Genre	Different versions within a genre - perhaps combining two genres to make a new one (Hybrids) e.g. Animated Sci-Fi, First Person

Narrative: What are the different ways that media producers develop the story?	
Narrative Structure	Does the story have a linear structure? (Start, middle, end)
Characterisation	Hero, Villain, Donor, Helper, Princess, Dispatcher, and False Hero

Audience interpretation: How does the audience interact with the product?
<ul style="list-style-type: none"> • Passive interaction: Accepting the message without question • Active interaction - questioning the message given or using interactive features (e.g. the Red Button, voting on celebrity shows like "I'm a celebrity")

Representation of people and places: How does the media product portray people and places?
Are there positive or negative portrayals of the characters and places? Are there stereotypical images / descriptions? Does the producer consider the perspective of the audience?

Media production techniques	
Audio/moving image media products:	<ul style="list-style-type: none"> • Camera work, e.g. set-up, framing, shot type/length, camera angle, movement of the camera in a shot • Mise en scène, e.g. use of costume, hair, makeup, props, setting and expression • Lighting set-up, e.g. under, overhead lighting, side lighting, fill, use of shadows • Use of sound, e.g. , sound effects, voice-overs, dialogue, incidental music, bridges, sound mixing • Editing techniques, e.g. flashbacks, transitions, pace, continuity, montage
Publishing media products:	<ul style="list-style-type: none"> • Using different layouts and design techniques, e.g. alignment, balance, contrast, proximity, repetition, rule of odds use of white space • Style of typography, e.g. serif and sans serif typefaces, fonts and font size,, letter spacing and line height, readability • Photographic techniques, e.g. composition, image quality, lighting effects, depth of field, aesthetic, rule of thirds • Image editing techniques, e.g. adding filters, colour and contrast, layering images, distorting images.
Interactive media products:	<ul style="list-style-type: none"> • Interactive features, e.g. image galleries, option menus, navigation screens, levels • User interface, e.g. screen, interaction, graphics, buttons, layout, colour • Usability/playability, e.g. accessibility, navigation, controls, rules, challenge • Mise en scène and lighting, e.g. graphics, sprites, character models, 3D environments, interactive objects, textures, lighting schemes • Sound design, e.g. soundtracks, sound effects, sounds triggered by game events.