

# COMPONENT 1 - EXPLORING MEDIA PRODUCTS

## What are the different types of media products?

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

## 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

# COMPONENT 1 - EXPLORING MEDIA PRODUCTS

How are media products designed to appeal to the audience?	
Genre	<ul style="list-style-type: none"> <li>• For Film this includes: Sci-Fi, Horror, Thriller, Comedy, Animation.</li> <li>• For Games: 1st Person Shooter, Driving, Sports, PVP, Strategy</li> </ul>
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) or a non-linear structure?
Characterisation	Hero, Villain, Donor, Helper, Princess, Dispatcher, and False

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

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 per-

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