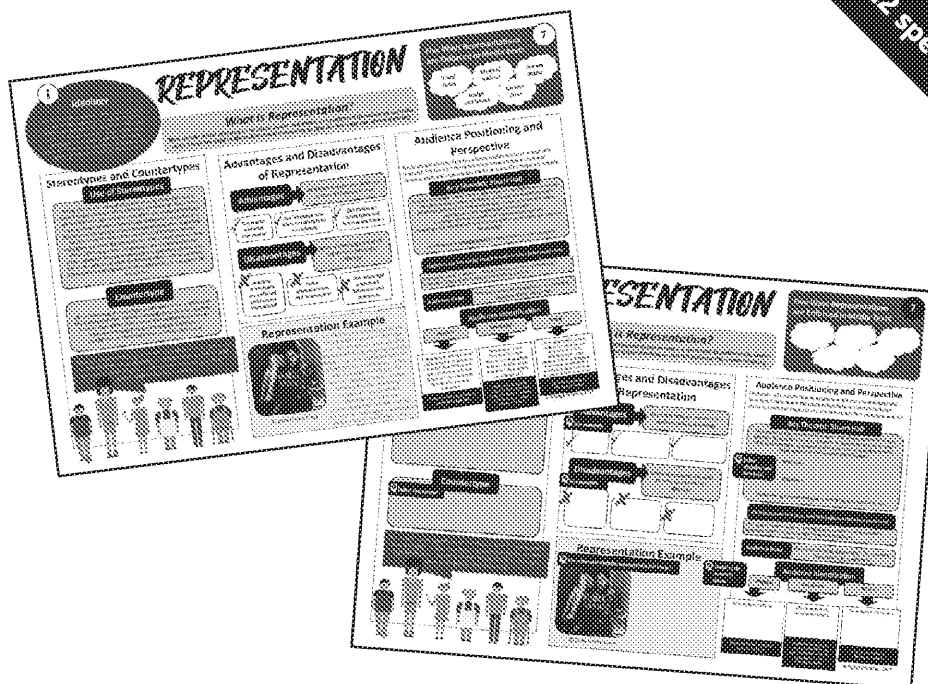




Topic on a Page for BTEC Tech Awards in Creative Media Production

Component 1: Exploring Media Products

Second Edition, June 2023

zigzageducation.co.uk

**POD
12144**

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9. Production Techniques: Publishing	
10. Production Techniques: Interactive Media	

Activity posters are provided for each of the posters above.

All Topic on a Page posters are provided in A3 and A4 formats.

Teacher's Introduction

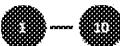
This resource is primarily intended to be used during revision by students studying BTEC Tech Award Level 1/2 in Creative Media Production: Component 1: Exploring Media Products (teaching from September 2022).

Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

As a revision tool, this resource does not aim to cover the material in depth but rather provide visual 'mind maps' of the **Component 1** section of the specification, which students can use as the basis of their revision, covering all the key terminology and knowledge that they need for their assessment. The resource is especially suited to visual learners, and those learners who find it hard to revise from written notes.

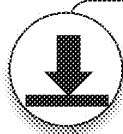
The resource consists of:

- 10 completed mind maps, which provide solutions to the activity mind maps, labelled: 
- 10 activity mind maps (partially complete) for students to complete, labelled: 

All mind maps are provided in A3 and A4 formats.

How to use this resource:

- The sheets can be handed out at the end of the course, or at the end of each topic for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught so that students have a visual reminder of what they have been covering in their lessons.
- The resource also includes partially completed mind maps. Students could be encouraged to complete the exercises as a way of recapping knowledge from the topic at the end of teaching. More-able students could, additionally, be asked to think of further examples to illustrate the points, whereas lower-ability students could provide more illustrations or colour-code the mind maps to aid memory of the key topics.



Pages from this resource which are relevant to final assessment in **2023** are available on the ZigZag Education Support Files system, which can be accessed via zzed.uk/productsupport

June 2023

Second Edition, June 2023

Changes have been made to the resource to account for the changes made to the specification, for first teaching from September 2022.

Media products typically appeal to the audience for one or more of the following reasons:

- 1 Audience engagement
- 2 Visual appeal
- 3 Content, story or theme
- 4 Technical aspects
- 5 Character/Celebrity appeal
- 6 Use of current trends

Researching Media Products and Practices

Primary Source

Immediate first-hand account of a topic

EXAMPLE:

Printed materials can include:
diaries, letters, interviews, newspaper articles, government documents, photographs, novels, plays and music

Secondary Source

Provides second-hand information and commentary from other researchers

EXAMPLE:

Secondary sources can include:
journal articles, textbooks, political commentary, biographies, newspaper editorial, reviews and literary criticism

Media Research Techniques

Technical Analysis

The research methods to describe, interpret and understand media products from literal meanings, ideologies, assumptions, values and symbols

Personal Response

An opinion or a response personally to a media product; this can include describing your own thoughts and feeling how it relates to you, the world around you, the thought that... It may question why... / felt... relate to...

Practical Experimentation

Can be used to help establish cause-and-effect relationships

Recording Research

Examples:
Note-taking, audio recordings, research and screen recordings

Qualitative Research

Collecting and analysing non-numerical data to describe characteristics, find correlations or test hypotheses to provide supporting evidence for ideas or arguments

Reviews

Surveys

Interviews

Observations

Quantitative Research

Collecting and analysing numerical data to describe characteristics, find correlations or test hypotheses to provide supporting evidence for ideas or arguments

Circulation figures

Box office figures

Website visits

Rankings

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Zig Zag
Education

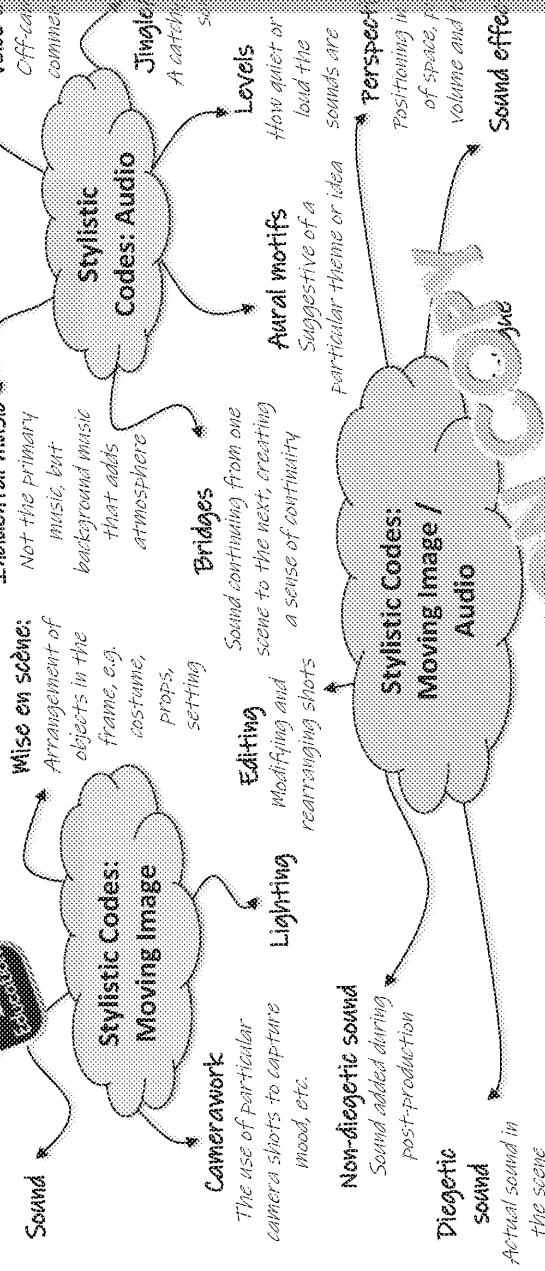
MEDIA PRODUCTS

What are Media Products?

The different media types created in media sectors that make up the creative media industry, e.g. audio / moving image, publishing and interactive

Moving Image

PRODUCTS Films, trailers, TV programmes, documentaries, animations, training videos, adverts, etc.



Stylistic Codes

A collective term that refers to different elements used to tell story within media products:

- colour
- navigation
- editing
- framing and camera angle
- camera movement
- mise en scène

Devices

Collective term for technological objects:

- Laptops
- Games consoles
- Tablets
- Mobile phones
- TVs
- PCs
- Tablets

Platforms

Mediums for distribution:

- Digital download
- Theatrical release
- DVD/Blu-ray
- TV/radio broadcasts
- Video games
- Online streaming

Products

Systems to run or store media content:

- Working together: enables media content to be used and others that act to increase their visibility for wider distribution
- Video games
- Music CD
- Reading: Smartphone
- Cinema release
- DVD/Blu-ray

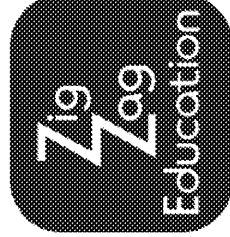
Interactivity

Graphics

- Text
- Sound
- 2D/3D

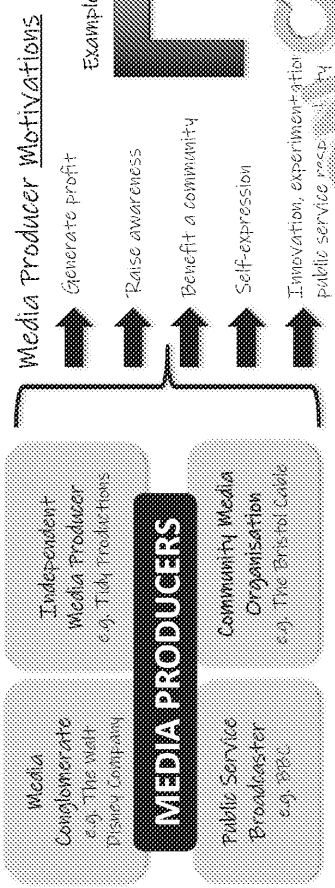
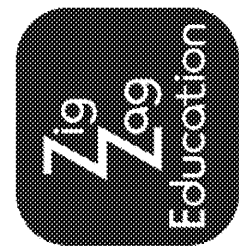
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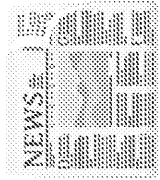


TO EDUCATE OR INFORM

Informative media products are produced to inform or provide information to an audience.

EXAMPLES

- News television broadcasts, such as BBC or ITV news
- Radio news, such as BBC Radio 2
- Gardening television programmes
- Newspapers, such as *The Times* or *The Guardian*
- News websites, such as Sky News
- Film and TV websites discussing new releases



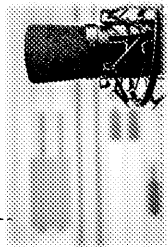
And many more!

TO DESCRIBE

Descriptive media products are produced to present a concept or an object to an audience.

EXAMPLES

- College prospectus
- Instagram posts
- Radio 4's *The Infinite*
- Product pages
- Television advertisements such as 'This is not just food... This is M&S food.'



And many more!

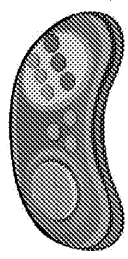
TO ENTERTAIN

Entertaining media products are produced to create audience enjoyment through engaging concepts and interesting ideas.

EXAMPLES

- Video games, such as *Call of Duty*
- Entertainment television programmes, such as *The X Factor*
- Films
- Music videos

And many more!



Media Products That Serve

- Audiovisual image, print media and interactive media products can be used to:
- entertain, to inform, to educate, to persuade, to inspire, to challenge, or to promote ideas or products.
- Media producers will use language codes and conventions in a specific way in order to do this. Often, media products can serve multiple purposes.

The film *Don't Look Up* was inspired by the production of the film *Adam McKay* fear of climate change and social commentary on wealth inequality and capitalism.

Note: Media producers also include quality, distinctive, accessible, inclusive and/or interactive.

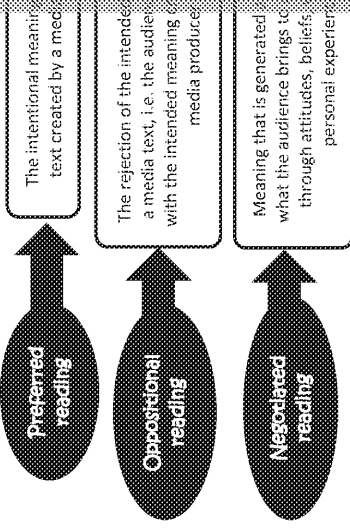
AUDIENCE

What is Audience?

A term used to refer to a group of consumers (who read, listen to, watch, etc.) who are interested in a particular media product.

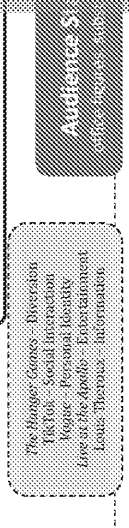
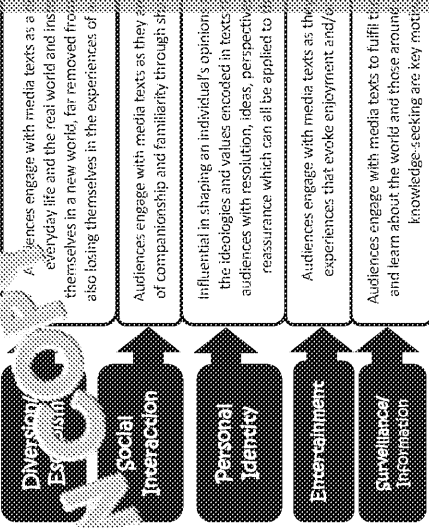
Audience Responses

When media producers create media products, they create particular meanings that they want the audience to take away.



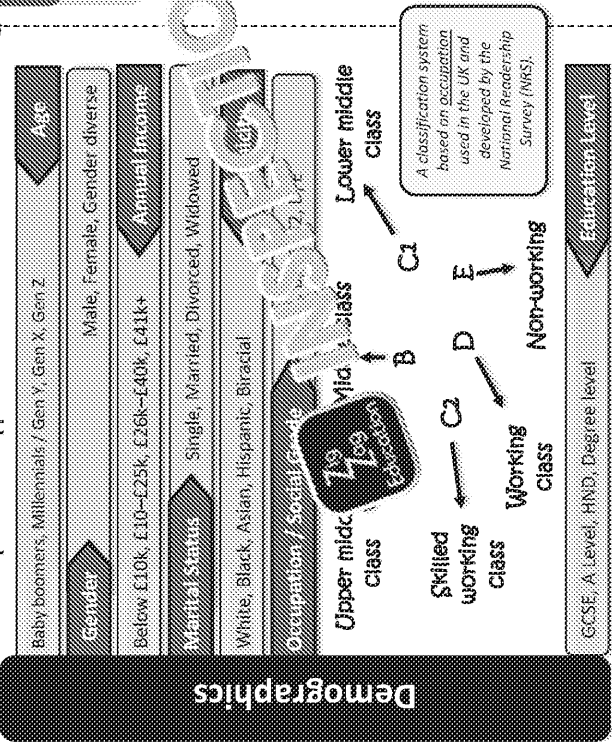
Audience Uses and Gratifications

Bumiller and Katz suggest that media consumers play an active role in selecting and seeking out the media they choose to best fulfil their needs.



Classifying Audiences

Audiences are categorised through demographics that define groups of people based on a set of factors. These are used to ensure that a media product will appeal to the audience.

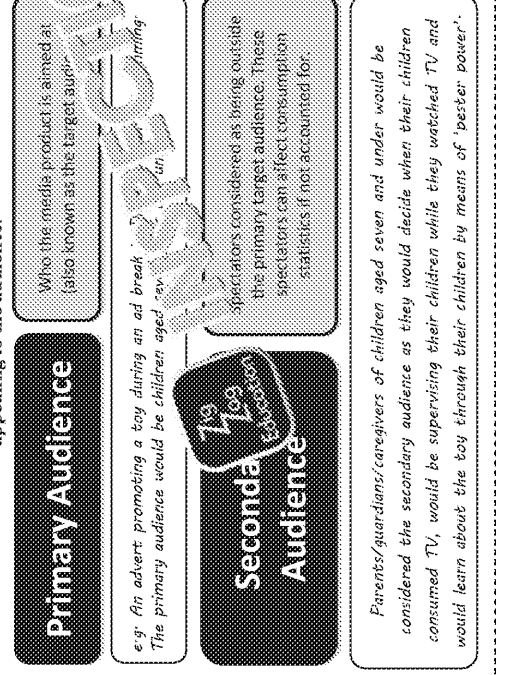


While demographics explain **who** your audience is, **psychographics** explain **why** the audience engages with certain media products, based on personality, lifestyle, habits, hobbies/interests, attitudes, beliefs and values.



Targeting Audiences

Media producers target audiences based on certain factors as this increases the media product's chances of being successful and appealing to the audience.



Examples of Genre

Moving Image
(TV programme | Film | Advert | Animation | Music video)

- Adventure
- Comedy
- Crime
- Fantasy
- Science fiction
- Romance
- Drama
- Documentary
- Music television
- Soap opera

Advert | Radio | Podcast

- Audiobook
- Audio guide
- Documentary
- Music formats
- News
- Current affairs
- Drama
- Soap opera
- Comedy
- Talk show
- Phone-in

Print Media

Brochure | Advert | Newspaper | Magazine | Comic

- Fashion
- Music
- Technology
- Photography
- Entertainment
- Sport
- Cars
- Broadsheet
- Tabloid
- Red top

Interactive Media

Mobile app | Mobile game | Online game | Website | E-magazine | Video game | Advert

- Commerce, e.g. Amazon
- Community, e.g. Facebook
- Information, e.g. First-person shooter news website
- Simulation, e.g. Fighting role-playing (RPG) strategy

Iconography

Images or symbols that are associated with a particular person or subject

Repetition and Difference

Repetition is the extent to which media conforms to generic codes and conventions. Difference is how a media product may go against generic codes and conventions, or introduce an element of originality.

Repetition

Hello and OK! magazines are similar products belonging to the tabloid magazine genre – similar to the UK's *OK!* and *Hello!* magazines used.

Difference

Some horror magazines go against the genre's conventions to the point of being 'anti-genre'. The abstract 'adventure game' *Yume Nikki* (2004), which subverts the genre by not having a story plot or a real end goal.

Subgenres

Refers to a subcategory within a particular genre

L.G. SUBGENRES OF THE ACTION GENRE

Action adventure
Action comedy
Action horror

Hybrids

Refers to a combination of themes and elements from two or more different genres

L.G. ROMANTIC COMEDY

Subverting Generic Conventions

In *La La Land* (2016) the main protagonists fall in love, but they pursue their dreams in Hollywood separately. Typically in romantic films, the main protagonists would have been reconciled and would have lived happily ever after. *La La Land* subverts this with the main protagonists not being reconciled, and instead it shows a dream sequence of what might have happened had the main protagonists got back together.

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NARRATIVE

What is Narrative?

Refers to an account of connected events

A scene or
time earlier
the main

Narrative Structures

Multistranded/Single

Multistranded describes a number of different storylines within a narrative that focus on the main characters, whereas a single narrative refers to one story/storyline, such as the Netflix *People* (2023)

Linear

Stories where events are presented as starting at the beginning and ending with a conclusion

Non-linear

A story where the events are not in chronological order

Circular

Describes a story that ends by returning to the starting point of the story

Interactive

Where the storyline is not predetermined - the audience chooses a unique narrative based on their choices

Open/closed

Closed: A narrative with a clear sense of an ending and no loose ends

Open: A narrative with no clear ending

Narrative Devices

Characterisation

The function of certain characters within a narrative

Five methods of characterisation

- ★ Physical description
- ★ Inner thoughts
- ★ Action
- ★ Reactions

Point of View (POV)

The perspective of the narrator

First-person narrative point of view is when the narrator is telling the story (they are usually the main character)

Third-person narrative point of view is when the narrator tells the story and relates to the experiences of a character

Storytelling

The plot of a story usually contains five parts

1. Exposition
2. Rising action
3. Climax
4. Falling action
5. Resolution or reversal

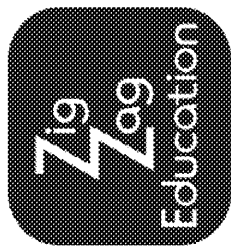
Inverted

The most news stories follow the 'inverted pyramid' structure

Can be used as a way to teach/reinforce:

- ideology
- cultural norms/differences
- ethics

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REPRESENTATION

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Ideology

The representation of places, people, ideas or events treats certain messages and values. These are called 'ideology', and ideology plays a major part in how audiences relate to and use media texts. Ideology can influence audience positioning, perspective and the way in which the audience will identify with a particular media product.

Stereotypes and Countertypes

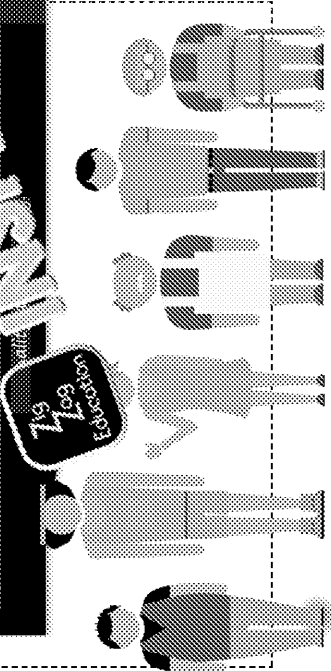
Use of Stereotypes

Refers to a person, place or a character that enacts typical traits associated with a particular social group. These traits are continuously reinforced and used within the media to reinforce to the audience an idea of typical ways that social groups behave. Stereotypes can be seen as both positive and negative depending on the context in which they are used. For example, gender archetypes represent the stereotypical roles or ideas that we have about different genders. For example, the 'damsel in distress' (often viewed as a negative stereotype) is typically a woman who needs rescuing. In contrast, the heroine (often seen as a positive stereotype) is a strong woman often admired by the audience for her actions.

Countertype

Like a stereotype, a countertype is ultimately still a simplification of a social group that in reality is actually quite diverse. However, a countertype differs from a stereotype because it involves an improvement away from the stereotype. Therefore, a countertype can be described as a positive stereotype.

The media creates stereotypes so that the audience can identify with simple characteristics. Stereotypes define a social group and are used together because they share similarities with each other.



What is Representation

How people, social groups, issues and events are portrayed in media texts. These are used to create an understanding so that the audience can relate to them.

Advantages and Disadvantages of Representation

Advantages

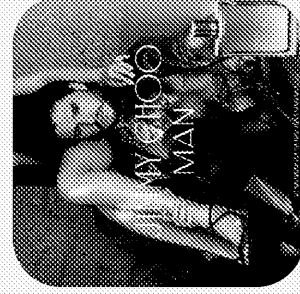
- Can create powerful role models
- Can introduce new ideas or concepts to an audience
- When stereotypes are positive and accurate
- Can disseminate stereotypes how we see the world

Disadvantages

- Negative stereotypes are enforced and become 'normalised'
- Make generalisations and assumptions
- When stereotypes are used to enforce a particular ideology
- Can enforce prejudiced behavior and communication

Representation Example

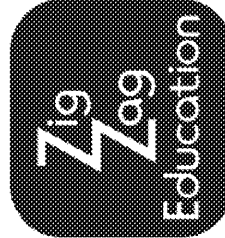
Kit Harrington is portrayed as an 'alpha male', a positive figure often associated with a strong confidence, making him a popular appeal. This is contrasted with the direct gaze, the positioning of his hand on the woman's shoulder, the centered framing of his face, and his confident appearance. This is reinforced as his counterpart's face was made to look smaller in comparison to Kit's.



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PRODUCTION TECHNIQUES: AUDIO & MOVING IMAGE

Camera-work

Training and Angles

Establishing shot / wide shot

Long shot (LS) / Full shot

Close-up (CU)

High angle

Low angle

Point of view

Where part of the subject takes up most of the frame, showing very little background. A shot that is useful for showing detail.

A shot used to look down on the subject

A shot used to look up at the subject

A shot used to show what the character is looking at or how they see the world

A camera movement that goes from left to right

A vertical camera movement that points up or down while the camera is stationary

A change in the camera angle that gives the illusion that the camera is moving closer to / further away from the subject

When a camera is mounted on a cart which travels along tracks, creating a very smooth movement. Also known as a dolly shot.

Gives the shot a jerky effect that creates a sense of realism

Movement

Travelling

Zooming in / Zooming out

Tracking

Handheld

Sound

More Audio / Moving Image Sound Terminology

- Bridges
- Perspective
- Audio beds
- Silence
- Aural motifs
- Levels
- Ambient sound

Diegetic
Refers to actual sound in the scene whose source is visible

Non-diegetic
Sound that is added to the post-production stage

Examples: Sound effects (clapping, voice-over), Intellectual music

Lighting

Underlighting

Lighting the subject from below

More Audio / Moving Image Terminology

- Medium long shot (MLS)
- Extreme close-up (ECU)
- Medium close-up (MCU)
- Medium shot (MS)
- Overhead
- Over-the-shoulder shot (OSS or OIS)
- Straight on
- Slow motion
- Speed
- Crane
- Focus
- Balance

Lighting that creates low contrast between light and dark areas. Lighting that is used to suggest an upbeat mood

Lighting the subject from above, where the light is forced to go downwards

Lighting that illuminates parts of the subject to create contrast between light and dark areas

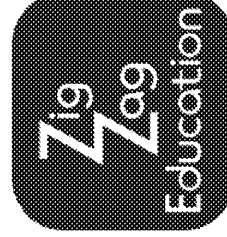
Lighting used for everyday purposes to read or to see what is in a room

More Audio / Moving Image Lighting Terminology

- Side lighting
- Fill
- Silhouette

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PRODUCTION TECHNIQUES: PUBLISHING

Layout and Design

White Space

Parts of the page that do not contain images or text to give visual impact to images so they stand out effectively.

Contrast

When two elements on the page are different, which is likely to catch your eye. This example uses contrast between the title of the magazine (in red) and the stories (in white).

Alignment

Text flow or image placement relative to a page. This example uses a mixture of alignments such as left, centre and right, which is typical of a magazine front cover.

Balance

Balancing a page layout means arranging the page so that no one area overpowers or dominates the other areas of the page. It is a principle of design, and types of balance include symmetrical, asymmetrical and radial. Magazine front covers typically use symmetrical balance to convey a sense of familiarity.



© 2011 Rolling Stone issue 1142, 27 October

Proximity

Relates to the placement of text and images on a page. This example positions the lead story next to the image of Steve Jobs. As this storyline has the biggest text font, the reader assumes the man in the image is Steve Jobs.

Repetition

The repeated use of elements are used to create emphasis. In this example, the use of repetition, it is a technique that is commonly used in headlines.

Photographic Techniques

The Rule of Thirds

Guideline used in publishing. Applies to the process of composing visual images on a page.

Depth of Field

The distance between the nearest and the farthest elements in a focused image.

Aesthetic

When an image is appealing to the eye and encourages viewer to look at it for longer.

Image Quality

Publishers strive for clear and sharp imagery.

The more pixels in an image, the larger you can print it.

Composition

The positioning of object within the frame.

Image Editing Techniques

Distorting



Layering

Original



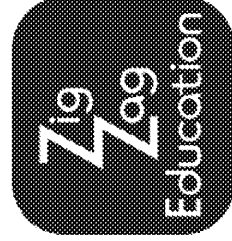
Filter

Did you know?

Images are one of the two most powerful tools publishers have, the other being words. The should be able to catch the eye of the audience and draw them towards the message.

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PRODUCTION

TECHNIQUES:

INTERACTIVE MEDIA

Interactive Features

Image galleries



Similarly to navigation screens, option menus provide a list of options that can help users to easily navigate. Typically, option menus are used in video games as part of gameplay.

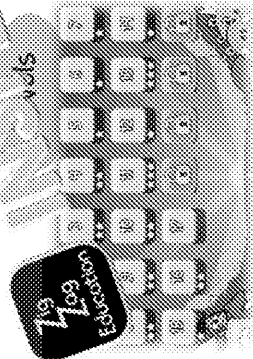
Option menus



Navigation screens

Navigation is a key factor to consider. Navigation allows for easy movement through a series of web pages. A typical option menu is a hamburger menu.

Levels in video game design are used to provide players with a goal, advance the storyline and provide players with an enjoyable 'immersive' experience.



For different levels of difficulty, users to consider. Techniques, skills and strategy.

The Five Stages

pre-production

development

production

post-production

deployment

monitoring

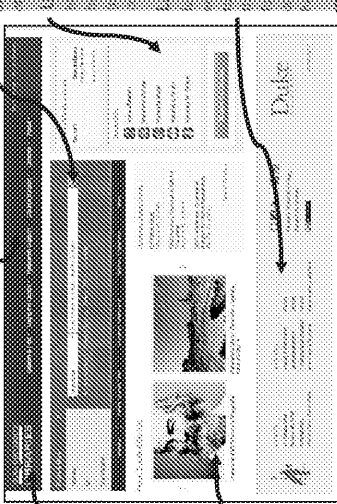
evaluation

User Interface

Navigation bar: Helps users to quickly access the information held within the website. The information is organised under relevant headings called 'menu items'.

Logo: Positioned in the top left-hand corner of the web page. Provides an easy way to let readers know the web page owner/brand.

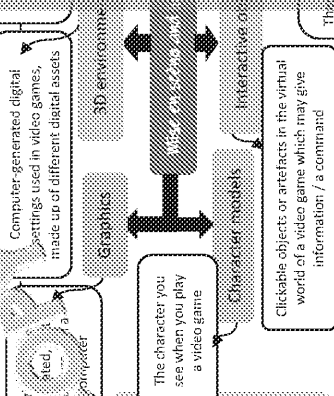
Graphics: High quality visuals are used to attract attention and to illustrate stories which enhance the website.



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Lighting

Lighting can help to create a realistic scene. It can also help to create a mood. Lighting can be used to create a sense of depth and to create a sense of atmosphere. Lighting can also be used to create a sense of movement and to create a sense of rhythm.



What is a sprite? A 2D image or animation moving independently of the background. It is typically used to represent the character that the player controls in a video game.

The game environment is the setting in which the narrative of gameplay takes place (the mise en scene). Typical game environments include 2D, 3D and, more recently, 4D perspective.

The input

1.

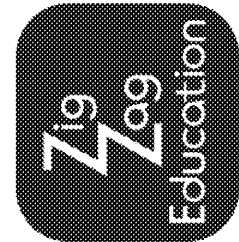
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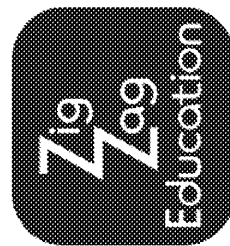
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Researching Media Products and Practices

Q Define primary research sources and give an example.

Primary Source

EXAMPLE:



Secondary Source

Q Define secondary research sources and give an example.

EXAMPLE:

Media Research Techniques

Q Define the media research techniques below.

Textual Analysis

Personal Response

Practical Experimentation

Examples:
Note-taking, audio recordings, research and screen recordings



Recording Research

Qualitative Research

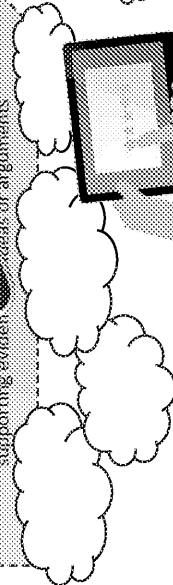
Collecting and analysing non-numerical data to describe characteristics, find correlations or test hypotheses to provide supporting evidence for ideas or arguments

Q Give examples of qualitative research.

Quantitative Research

Collecting and analysing numerical data to describe characteristics, find correlations or test hypotheses to provide supporting evidence for ideas or arguments

Q Give examples of quantitative research.



Observation

MEDIA PRODUCTS

What are Media Products?

The different media types created in media sectors that make up the creative media industry, e.g. audio / moving image, publishing and interactive.

Give examples of 'Moving Image / Audio'.

Moving Image / Audio

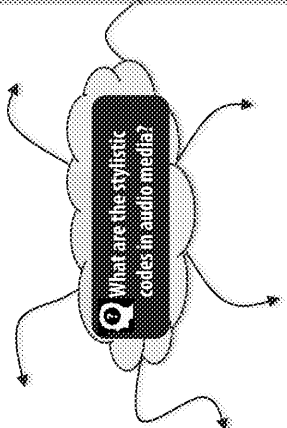
PRODUCTS



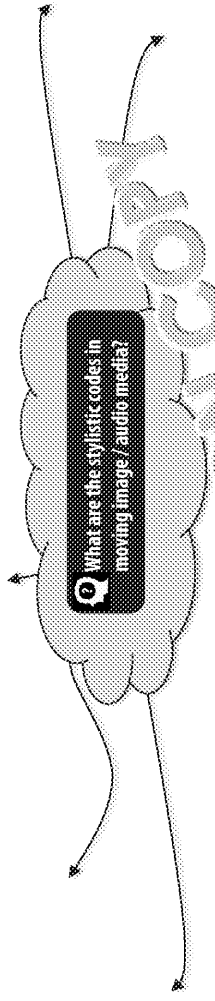
What are the stylistic codes in moving image media?



What are the stylistic codes in audio media?



What are the stylistic codes in moving image / audio media?



Devices

Collective term for technological objects:

- ...
- ...
- ...
- ...
- ...
- ...
- ...

Give examples.

Platforms

How do you distribute your products?

- ...
- ...
- ...
- ...
- ...
- ...
- ...

Give examples.

Synergy

Refers to two or more media sectors 'working together'. Enables media sectors to utilise each other's skill sets to increase their visibility for wider distribution.

Give an example.

PRODUCTS



Stylistic Codes

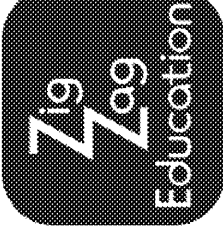
A collective term that refers to different elements used to tell story within media products:

- ...
- ...
- ...
- ...
- ...

Complete the elements used in...

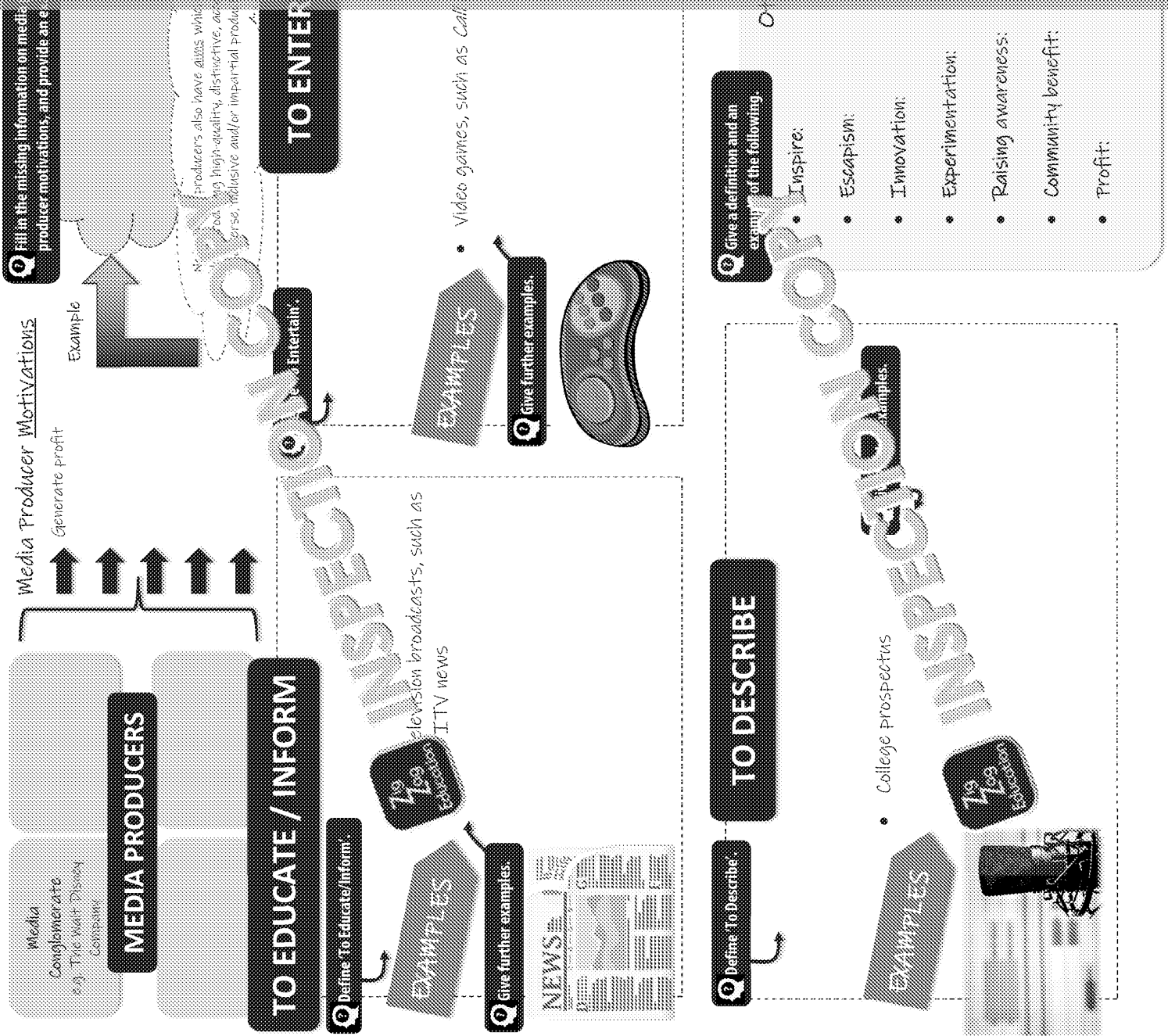
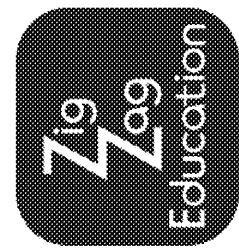
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AUDIENCE

What is Audien?

A term used to refer to people who _____ (who) read newspaper or magazines _____ (to watch television programs) _____ (to play games) and _____ (to watch films).

Audience Respons

When media producers create media products, they create particular meanings that they want the audience to take away.

Define the following audience readings.

Preferred reading

Oppositional reading

Negotiated reading

Audience Uses and Gratifications

Rhumer and Katz suggest that media consumers play an active role in selecting and seeking out the media they choose to best fit

Q **Define**

Diversion
Escalation

Social Interaction

Identity

Surveys

The Hunger Games - *Divergent*
TiTiTo - *Social Interaction*
Vague - *Personal Identity*
Live at the Apollo - *Entertainment*
Louis Theroux - *Information*

Audience Size

7 Add the missing demographic information.

Classifying Audiences

Audiences are categorised through demographics that define groups of people based on a set of factors. These are used to ensure that a media product will appeal to the audience.

Baby boomers / Millennials / Gen Y, Gen X, Gen Z

Male, Female, Gender diverse

Below £10k, £10-£25k, £26k-£40k, £41k+

Single, Married, Divorced, Widowed

White, Black, Asian, Hispanic, Bilingual

Complete the mind map with the missing social studies.

GCSE & Level UNN Progress Level

While demographics explain **who** your audience is, **psychographics** explain **why** the audience engages with certain media products, based on personality, lifestyle habits, hobbies/interests, attitudes, beliefs and values.

Targeting Audiences

Media producers target audiences based on certain factors as this increases the media product's chances of being successful and appealing to the audience.

Define 'Primary Audience.'

Primary Audience

**Provide an example of
Primary Audience.**

Define 'Secondary Audience'.

Second Audience

Provide an example of Secondary Audience.

Examples of Genre

Q Add in further examples of genre for each media type.

Moving Image
(TV programme | Film | Advert | Animation | Music video)

• Adventure

-
-
-
-
-

Advert | Radio | Podcast

• Audiobook

-
-
-
-
-

Print Media

Brochure | Advert | Newspaper | Magazine | Comic

• Fashion

-
-
-
-
-

Interactive Media

Mobile app | Mobile game | Online game | Website | E-magazine | Video game | Advert

• Commerce, e.g. Amazon

-
-
-

Iconography

Images or symbols that are associated with a particular person or subject

Repetition and Difference

Repetition is the extent to which media conforms to generic codes and conventions. Difference is how a media product may go against generic codes and conventions, or introduce an element of originality.

Repetition

Hello! and OK! magazines are similar products belonging to the tabloid magazine genre – similar to the main genre. They are used.

Difference

Some horror subvert stereotypes. One is the 'act horror-adventure' which subverts the genre by not having a story plot or a real end goal.

Q Define 'Subgenres'.

Subgenres

Q Provide examples.

1.6. SUBGENRES OF THE ACTION GENRE

Hybrids

Q Define 'Hybrids'.

Q Provide an example.

Subverting Generic Conventions

In *Lo Lard* (2016) the main protagonists fall in love, but they pursue their dreams in Hollywood separately. Typically in romantic films, the main protagonists would have been reconciled and would have lived 'happily ever after'. *Lo Lard* adverts this with the main protagonists not being reconciled, and instead it shows a dream sequence of what might have happened had the main protagonists got back together.

Q Fill in the gaps with the following: hybrid genres, type, easy, platform, codes and conventions, expectation.

The term 'genre' is used to refer to a type of media product. A genre is becoming increasingly identifiable by its characteristics. These identifiable characteristics are codes and conventions. These identifiable codes and conventions can be subverted. This in turn starts to make genre.

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Zig
Zag
Education

NARRATIVE

Q Define the terms below.

Narrative Structures

Multistranded/Single

Example
Love Actually (2003)

Linear

Example
Toy Story 4 (2019)

Non-linear

Example
127 Hours (2007)

Circular

Example
Stranger in Paradise (2008)

Interactive

Example
Chapters Interactive Story

Open/closed

Open:

Closed:

Example
EastEnders (Open (1995-))
The Leftovers (Closed) (2019)

Narrative Devices

Characterisation

The function of certain characters within a narrative

Q Provide examples.

Five methods of characterisation

★ ★ ★ ★ ★

Point of View (POV)

The perspective of the narrator

Q Provide examples.

First-person

Third-person

Storytelling

Complete the information below.

The plot of a story usually contains five parts

1. 2. 3. 4. 5.

Inverted

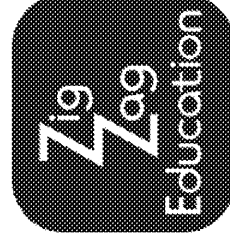
Can be used as a way to teach/reinforce:

- ideology
- cultural norms/differences
- ethics

The most new...
Who? What? Why?
Follows...
ob...
gen...

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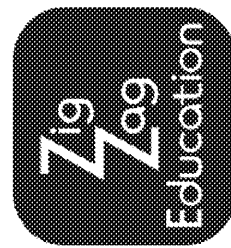
A scene...
time early...
the main...

Q Define 'Narrative'.

What is Narrative?

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REPRESENTATION

What is Representation

How people, social groups, issues and events are portrayed in texts. These are used to gain understanding so that the audience

Advantages and Disadvantages of Representation

Advantages

Give examples.

When stereotypes are positive and accurate

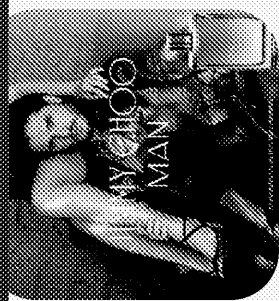
Disadvantages

Give examples.

When stereotypes are used to enforce a particular ideology

Representation Example

How is the male character represented in this image?



© 2014 Jimmy Choo

Stereotypes and Countertypes

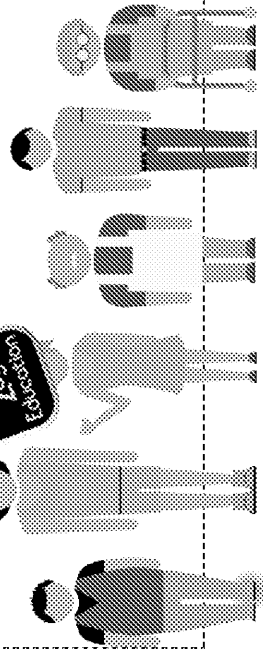
Define 'Stereotype'

Use a Stereotype

Countertype

Define 'Countertype'

The writer creates stereotypes so that the audience can easily understand the characters. Stereotypes are used because they share common characteristics.



PRODUCTION TECHNIQUES AUDIO AND MOVING IMAGE

Camera work

Define the terms below.

Establishing shot

Long shot (LS)

Close-up (CU)

High angle

Low angle

Point of view

Training and Angles

Fill in the keywords below.

A camera movement that goes from left to right

A vertical camera movement that points up or down while the camera is stationary

A change in the camera angle that gives the illusion that the camera is moving closer to / further away from the subject

When a camera is mounted on a cart which travels along tracks, creating a very smooth movement. Also known as a dolly shot.

Gives the shot a jerky effect that creates a sense of realism

Movement

The Five S

Fill in the boxes with the following terms: post-production, development, marketing and distribution, pre-production, production.

scriptwriting / preproduction
storyboarding / preproduction
production schedule
abstract design

Briefing / client agreement

Sound

More Audio / Moving Image Sound Terminology

- Bridges
- Perspective
- Audio beds
- Silence
- Aural motifs
- Levels
- Ambient sound

Diegetic

Non-diegetic



Lighting

Give definitions in the boxes below.

High-key lighting

Underlighting

Transitional lighting



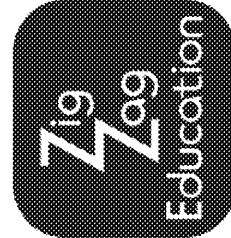
More Audio / Moving Image Camera Terminology

- Medium long shot (MLS)
- Extreme close-up (ECU)
- Medium close-up (MCU)
- Medium shot (MS)
- Overhead
- Over-the-shoulder shot (OSS or OTS)
- Straight on
- Slow motion
- Speed
- Cut
- Focus
- Balance

More Audio / Moving Image Lighting Terminology

- Side lighting
- Shadows
- Fill
- Silhouette

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PRODUCTION TECHNIQUES: PUBLISHING

Layout and Design

White Space



Contrast

Alignment

Balance

Q How have the following publishing features been used in this example?



© 2011 Rolling Stone Issue 1142, 27 October

Proximity

The Five Stages

Q Give a description of each stage of media production in the blank boxes below.

pre-production

development

Photographic Techniques

Q Match up the correct technique with the correct quality. The Rule of Thirds, Field Compression

Guideline used in publishing. Applies to the process of composing visual images on a page.

The distance between the nearest and the farthest elements in a focused image

When an image is appealing to the eye and encourages viewer to look at it for longer

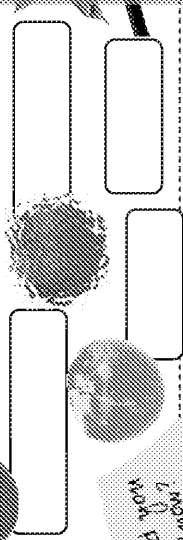
Publishers strive for clear and sharp imagery.

The more pixels in an image, the larger you can print it.

The positioning of objects within the frame

Image Techniques

Q Match the following techniques with the correct picture: distorting, layering, filter, original

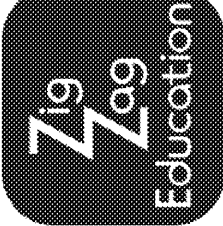


Did you know?

Images are one of the most powerful tools publishers have. The other being words. The image is able to catch the eye of the audience and then draw towards the message.

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PRODUCTION

TECHNIQUES:

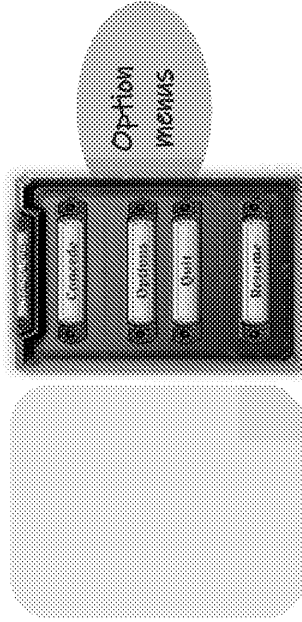
INTERACTIVE MEDIA

Interactive Features

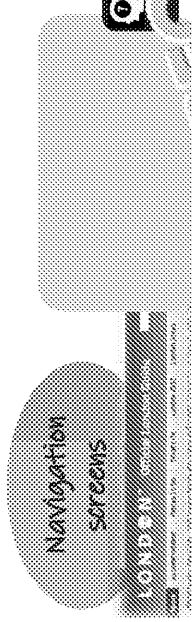
Q Give definitions in the blank boxes below.



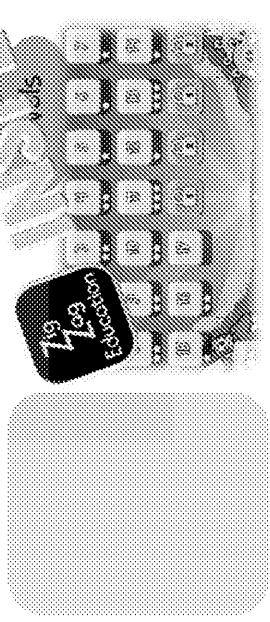
Image galleries



Option menus



Navigation screens



Zig Zag Education

The Five Stages

Q Give a description of each stage of media production in the blank boxes below.

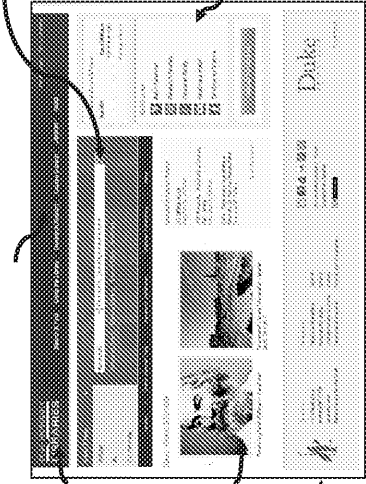
pre-production

development

production

Q Look at this example of a website. How many features can you spot?

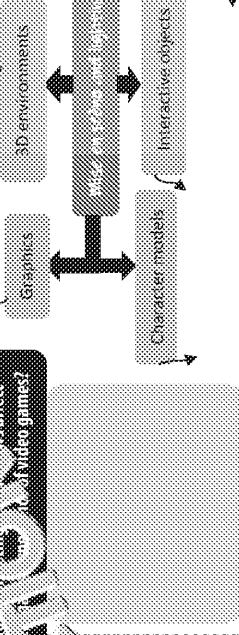
User Interface



© 2020 Duke University website homepage: <https://www.duke.edu>

Lighting

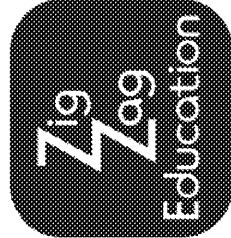
Q How do these affect the look of a video game?



Q What is a 'sprite'?

The 'sprite' is the character or object that the player controls. It is the main focus of the game and is often the only object that can move around the screen.

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