

<p>What are the different types of creative media product?</p> <p><u>Audio / Moving Image</u></p> <ol style="list-style-type: none"> 1. TV Programmes 2. Films 3. Music Videos 4. Animations 5. TV and Radio Adverts 6. Radio Broadcasts 7. Podcasts <p><u>Publishing Products</u></p> <ol style="list-style-type: none"> 1. Newspapers 2. Magazines 3. Comics 4. Brochures 5. Print Advertisements <p><u>Interactive Media Products</u></p> <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 	<p>How can you identify the audience for a media product?</p> <ol style="list-style-type: none"> 1. Gender - Is it aimed more at a male or female audience? Or both? 2. Age - Is it aimed at a particular age group? E.g. Children / Teenagers 3. Lifestyle - Is it for a specific group with a shared interest? e.g. extreme sports, knitting, cars. 4. Socio-Economic - Is it aimed at a particular class of people? E.g. upper class – Tatler magazine 5. Primary Audience - Who is the product mainly aimed at? 6. Secondary Audience - Who else might be interested in the product or be attracted to it? 	<p>What are the purposes of different media products?</p> <ul style="list-style-type: none"> • 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
<p>What is meant by codes and conventions?</p> <p>The features of media products which are common to most similar products. For example - Most Magazine covers feature: A title, a larger central image, information about articles in the magazine, the price, a barcode etc</p>	<p>Representation of people and places:</p> <p>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?</p>	<p>Audience interpretation:</p> <p>How does the audience interact with the product?</p> <ol style="list-style-type: none"> 1. Passive interaction: Accepting the message without question 2. Active interaction - questioning the message given or using interactive features (e.g. the Red Button, voting on celebrity shows like “I’m a celebrity” 3. Preferred Readings: where the producer wants to give a particular message or point of view.

How are media products designed to appeal to the audience?

1. Genre - The recognisable type / style of product -
 - For Film this includes: Sci-Fi, Horror, Thriller, Comedy, Animation.
 - For Games: 1st Person Shooter, Driving, Sports, PVP, Strategy
2. Sub-Genre - Different versions within a genre - perhaps combining two genres to make a new one (Hybrids) e.g. Animated Sci-Fi, First Person Driving Game
3. Repetition / Difference - How similar / Different is the magazine, TV programme, Website, Game to other similar products in the same genre

Narrative: What are the different ways that media producers develop the story?

1. Storytelling - E.G the plot of a film or the use of images alongside text in an app, the inverted pyramid of a newspaper article
2. Narrative Structure - Does the story have a linear structure? (Start, middle, end) or a non-linear structure, is it interactive? Is the storyline circular?
3. Point of view (POV) From whose point of view is the story told / experienced? 3rd person? 1st person?
4. Characterisation - This helps in creating a picture of the Protagonist and others, in the readers mind. It talks about the characters - Persona, Looks, Mannerisms, Language, Type of Person, Background etc.
5. Themes - Does the product have an identifiable theme? E.g. Post - apocalyptic, Romance, Zombie invasion, Western, Detective etc.
6. Setting - Where is the product based - this could be the location or background or in games it could be open-world.
7. Mode of address - There are different ways to address the audience: formal (e.g. a news broadcast) direct (e.g. the cover of a magazine) or informal (e.g. a game)

How are media production techniques combined to create meaning for audiences?

Audio/moving image media products:

- 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:

- 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