

COMPONENT 1: EXPLORING MEDIA PRODUCTS



What are the different types of creative media product?

Audio / Moving Image	<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
Publishing Products	<ol style="list-style-type: none"> 1. Newspapers 2. Magazines 3. Comics 4. Brochures 5. Print Advertisements
Interactive Media Products	<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?

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?

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

What is meant by codes and conventions?

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 the articles in the magazine, the price, a barcode etc

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How are media products designed to appeal to the audience?

1. Genre	The recognisable type / style of product - <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
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

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?

Audience interpretation: How does the audience interact with the product?


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.

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? 3 rd person? 1 st 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)

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Media production techniques

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.

Interactive media products:

- 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.

PRODUCTION

This is the planning stage for your digital product. It is everything which happens before production begins.

Component 2: DEVELOPING DIGITAL MEDIA PRODUCTION SKILLS

<i>What is hardware?</i>	<i>What is software?</i>	<i>What are resources?</i>	<i>What is digitising?</i>
The equipment used.	Programs or applications used to create pre-production documents (which is different software used for reports or web research).	Covers both hardware, software and people.	This means making a digital copy that can be stored and distributed electronically.
<i>Hardware</i>	<i>Software</i>	<i>Techniques for pre-production documents</i>	
<p>The devices and equipment that could be used to create or digitise pre-production documents are, for example:</p> <ul style="list-style-type: none"> • A computer system, e.g. PC (desktop or laptop), Mac® but also tablets such as an iPad®. • Computer peripherals, e.g. keyboard, mouse, track pad, graphics tablet, display monitor, microphone, speakers. • Imaging devices, e.g. digital camera, scanner. • Other equipment, e.g. pens, pencils, paper (since some pre-production documents should be drawn by hand). 	<p>There are many different types of applications which could be used to create or digitise pre-production documents and each can be used for different purposes.</p> <ul style="list-style-type: none"> • Image editing or desktop publishing: Adobe Photoshop®, Illustrator®, Serif DrawPlus/Affinity Designer®, Pixelmator, Microsoft Publisher®. <ul style="list-style-type: none"> ○ Used to create a digital mood board, visualisation diagram or storyboard. • Word processing: Microsoft Word®, Apple Pages®. <ul style="list-style-type: none"> ○ Used to create a visualisation diagram or mood board. • Presentation software: Microsoft Publisher®, Apple Keynote®. <ul style="list-style-type: none"> ○ Used to create a visualisation diagram or mood board. • Web browser: Internet Explorer®, Safari®, Firefox®, Chrome™. <ul style="list-style-type: none"> ○ Used to obtain content for a mood board, or for an online applications such as mind maps. • Dedicated software applications: for example 'Freemind' for mind maps, 'Storyboard That™' or 'Toom Boom Storyboard™'. 	<p>There are two techniques used in making pre-production documents: creating and digitising.</p> <p>Creating is where you use the hardware devices to create the original pre-production document in a digital or electronic format. You then save work using a suitable file name and file format.</p> <p>Methods of digitising pre-production documents which have been completed by hand would include:</p> <ul style="list-style-type: none"> • Photographing the work, such as for a mood board or mind map. • Scanning the work, such as for a visualisation diagram or storyboard. 	
<p>Exam Tip</p> <p>Make sure you understand the difference between creating something original in a digital format and digitising what has already been created.</p>		<p>Think about it</p> <p>Scanning is a good option for A4 documents but a digital camera is a quick way for anything much larger. Think about what you could do with photographs, video clips and even sound recordings.</p>	