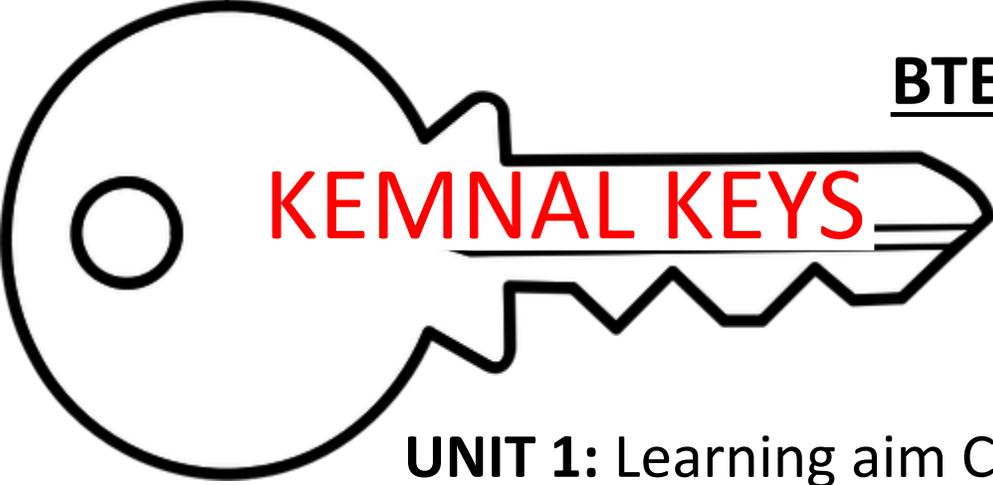


KEMNAL KEYS

UNIT 1: Learning aim C: Explore how audiences engage with digital media products

Topic C.1 Communication of meaning Learners will understand how audiences 'read' meaning from media, the typical use of stylistic codes in media sectors and its part in production. Codes as 'signs' which can be interpreted on different levels: ● denotation (description or identification) ● connotation (associations that the image or text implies or suggests, usually cultural assumptions linked to the denotative level). Learners need to be able to understand stylistic codes (as signs) and examples of how they are used in media products. ● Colour (contrast, brightness, black and white, filters, saturation, desaturation, shades, tones) ● Framing and angle (long shot, close up, medium long shot, extreme close up, medium close up, medium shot, overhead, over shoulder, point of view, straight-on, low, high).

- Movement (panning, tilting, tracking, slow motion, speed, zoom in, zoom out, handheld, crane) ● Composition or navigation (layout, focus, rule of thirds, asymmetrical composition, balance, juxtaposition, integration of text with image, fonts, to direct viewing/reading) ● Mise en scène (use of costume, hair, make-up, props, setting and figure expression) ● Lighting (under, overhead, side, fill, high key, low key, shadows, silhouette, functional) ● Editing of moving image and/or sound (pace, rhythm, continuity, cuts, fades, transitions) ● Sound (incidental music, bridges, aural motifs, jingles, voiceovers, sound effects, dialogue, levels, perspective)



KEMNAL KEYS

YEAR 11: TERM 6

UNIT 1: Learning aim C: Explore how audiences engage with digital media products

Learners should understand how stylistic codes can be used to create meaning in products across sectors:

- to create mood, atmosphere, meaning, intimacy, excitement, dynamism, style, aesthetics, subjectivity, memorable aspects, genre
- to direct or alert the viewer; draw attention to person, character or detail; direct listener; communicate messages and values; change distance or perspective
- to indicate or signify a specific era, climate, theme or change of timeframe, status, isolation, character, feelings, messages and values, genre, character traits
- to reflect, enhance or flatter the subject; mimic or reinforce action; manipulate events or space, change timeframe; move narrative forward; improve ease of consumption.

Learners should define and understand the following concepts and how digital media products use these concepts to communicate meaning and engage audiences in different media sectors. Key concepts:

- representation of places, people/characters, events, products/services/brand identity:
 - through the use of stylistic features, positioning and perspective
 - audience identification
 - use of stereotyping (gender, social class, race).
- generic elements (which make the product recognisable as being 'of its type')
- narrative (the order of story or positioning of content):
 - storyline (plot, story, narrative)
 - characterisation (identification)
 - themes
 - structures (linear, non linear, openings, endings)
 - narrative devices (use of narrator, subjective, objective, mode of address)
 - continuity (narrative style across products).