



Sector, Purpose, Requirements, Codes,  
 Demographics, Mise-en-scène, Typography



Media products are aimed at specific audiences. These can be categorised into

**demographics...**



- Accessibility
- Age
- Ethnicity
- Gender
- Interests/lifestyle
- Location
- Socio-economic

Colour, language, font & layout will change depending on the **target audience...**



Children's magazines use bright colours, cartoonish fonts and busy layouts.

Adult's magazines use muted colours, sans serif fonts and one main image with more text.



**Media Sectors**

**Traditional:**

- film
- television
- radio
- print

**New:**

- computer games
- interactive media
- internet
- digital publishing



**Media Products**

- Video
- Audio
- Music
- Animation
- Special effects (SFX/VFX)
- Digital imaging and graphics
- Social media platforms/apps
- Digital games
- Comics and graphic novels
- Websites
- Multimedia
- eBooks
- AR/VR

Purpose of a media product...

- advertise/promote
- educate
- entertain
- inform
- influence

Style, content and layout will adapt to meet each purpose:

- Colour - bright colours to attract attention for advertising, colours used to organise an informative product.
- conventions of genre - film posters have certain content, so do RPG games and news websites.
- tone of language - friendly for advertising but authoritative for information products like news.
- positioning of elements - all websites use a header and footer, magazine mastheads are at the top.



Use these pods to revise the media industry...



Requirements



Target Audience



Types of **AUDIO**...

- Music
- Sound effects
- Voice/Dialogue
- Silence



Shot types...



EXTREME CLOSE-UP



CLOSE-UP



MEDIUM CLOSE-UP



MEDIUM SHOT



MEDIUM WIDE SHOT



WIDE SHOT



Typography types...

**Serif.**

Traditional, have feet.

**Sans Serif.**

Modern, feet free.

**Script.**

Cursive, a bit more decorative.

**DISPLAY**

Decorative, good as a design focal point.



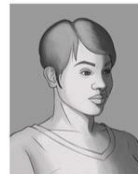
Lighting direction...



Front



Back



Side left



Side right



Back and side



Below



Top



Above and side



Types of **WEB INTERACTION**...

- Button
- Click
- Drag and drop
- Hotspot
- Navigation bars
- Rollover

Types of **FORMATTING**...

- Capitalisation
- Contrast
- Font type
- Shading
- Size
- Underlining