

Designing media products

Key point: the style, content, and layout of a media product is adapted to help meet its purpose

The target audience may also influence ways in which style, content, and layout are changed

Designing media products

The key things that influence style, content and layout are:

- conventions of genre – the ways in which things are usually done for this type of product
- colours
- layout and use of blank space; where objects are positioned on a product
- language – formal or informal; tone

These relate to **media codes** (section 2.5)

Designing media products

Conventions of genre are important and help audiences know what a product is and how it will work:

- video game controls usually work in the same sort of way (e.g. buttons on a controller). If you change them, it confuses the audience
- horror movies usually use music and lighting in particular ways
- comic books usually use hand written styles of text – but manga read in reverse...





Price, issue number, web address etc...
(may be at bottom; might include bar code etc...)

Magazine name - often at top

Use of colour to highlight
specific text same colour
repeats

Main graphic for cover story takes up
most of cover - highlight main reason
for buying magazine

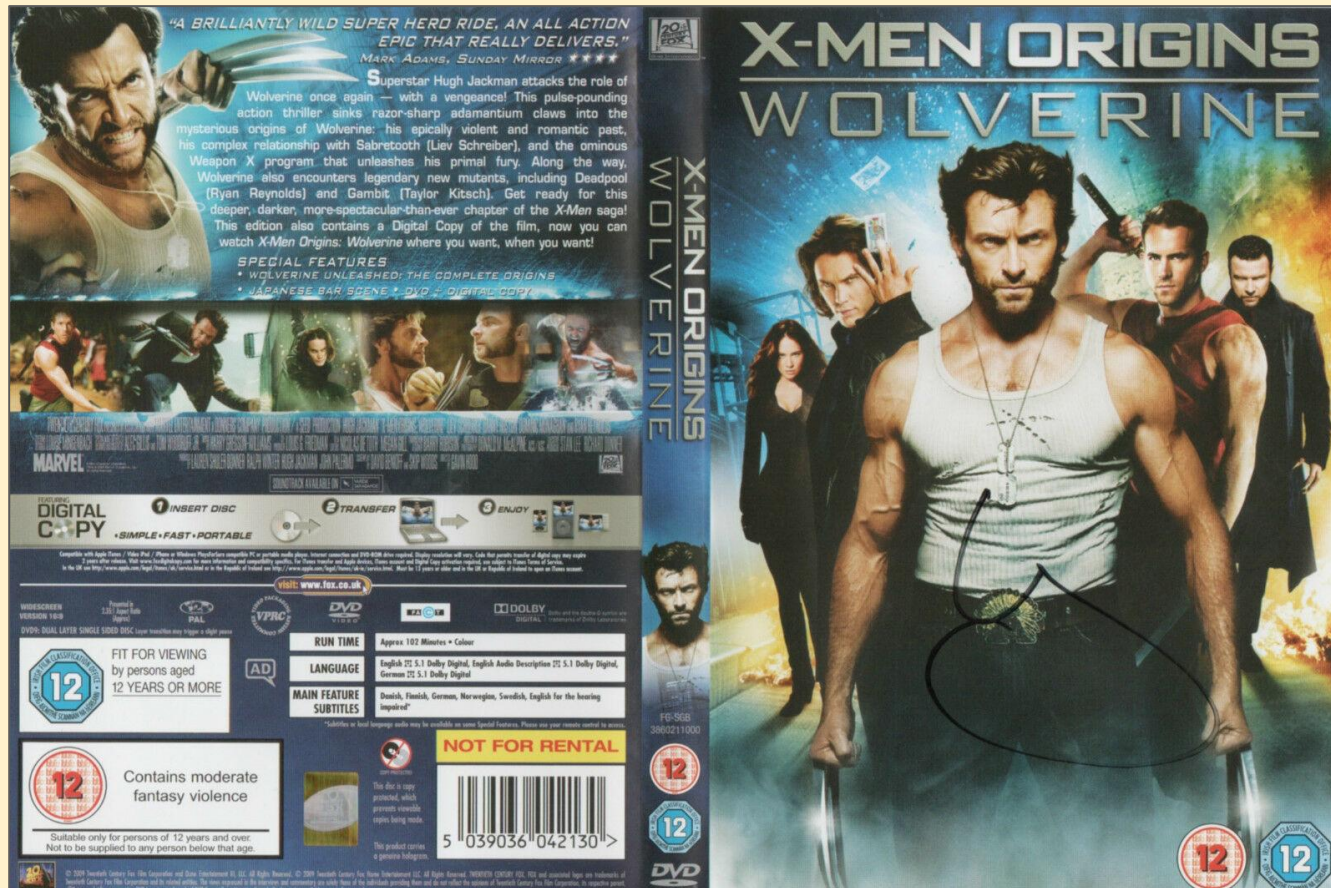
Other features - graphics and text to
highlight main reasons to buy
magazine

Use of **bold text** in places
Consistent font and sizes

“Blurb” on back telling you what the DVD is about - try to get people interested by use of language

Name and series - at top or bottom

Smaller images attracting attention



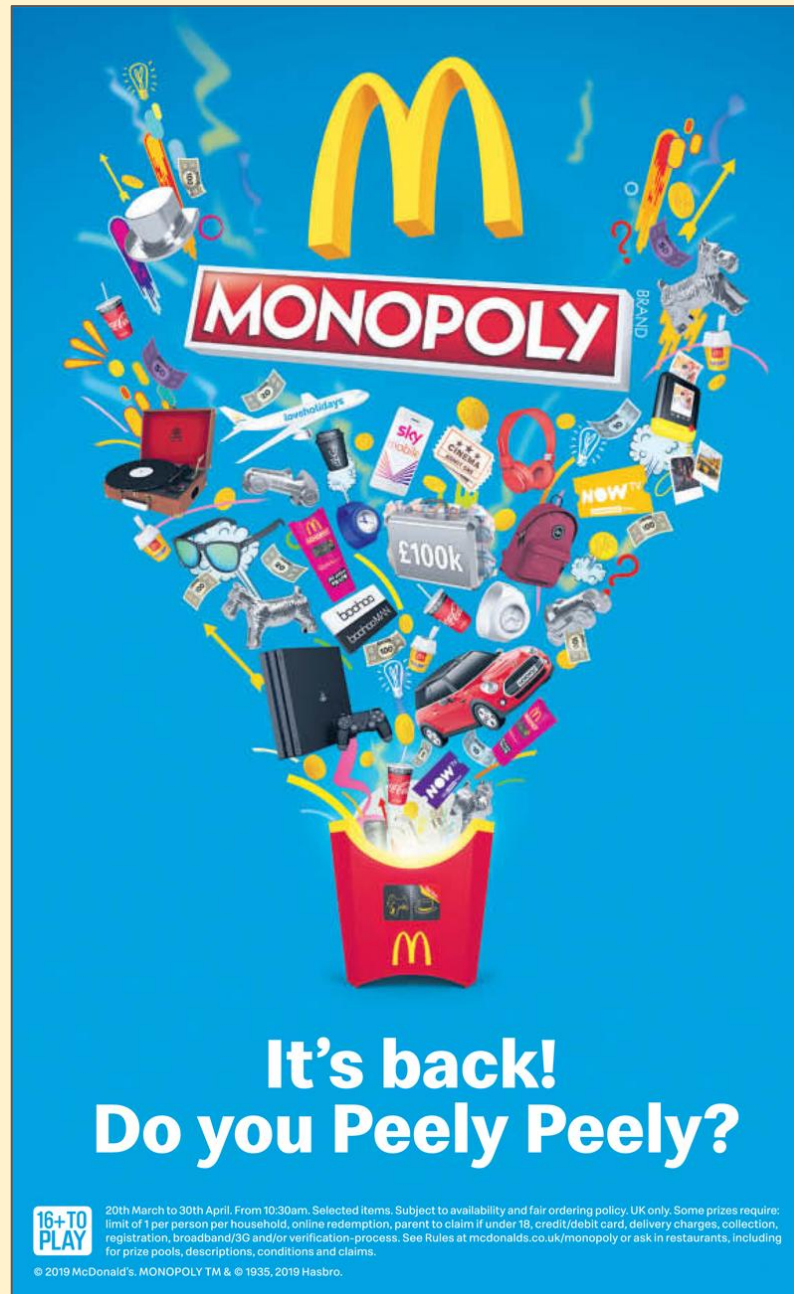
One main image to attract attention

Technical information, small print etc...

Information on spine

Age ratings - legal requirement

Barcode on back



Company logo -
probably a vector
image

One main image - attracting attention and trying to show what the advert is about

Limited text in main section - let the image tell the story

Clear font

Legal smallprint
required - but this is so
small it doesn't detract
from the main
message

Poster to promote a film

One main image - attracting attention and giving an idea about the type of film and the actors

Title of film - interesting use of fonts. Colours mirrors the dress above and below - red attracts attention

Tag line at bottom - mirrors line at top of the poster. Use of capitals



Information poster at a historic site. Combines text and graphics to give information

Intro and logo at top

Dunwich GREYFRIARS

You are free to walk around the unfenced areas, but please be careful not to cause any damage or leave litter on the site. If you walk directly ahead, you can look at the ruins in more detail, see the last grave from the footpath, and then turn south to walk through the cliff-top wood.

The last grave

Friary Ruins

Wood

You are here

Welcome to Greyfriars at Dunwich: one of the most important ancient monuments in Suffolk. The site has passed through many owners and had many uses over the centuries.

It is one of the last and the most complete remains of the ancient city of Dunwich, once a thriving medieval port and a major East Anglian centre, now almost entirely lost to the sea.

The Dunwich Greyfriars Trust will be maintaining the ancient monument to conserve the walls, gates and buildings in a sustainable way. A major restoration programme was completed in 2013 by English Heritage which will secure the site for many years to come.

In addition to the medieval friary, the Trust manages the adjoining Greyfriars Wood which has many species of trees and a particularly brilliant display of flowers in the springtime. Along the cliff path you can see the last grave of All Saints Church.

There is no entry charge, but we would be very grateful for a donation or your support as a member. See www.dunwichgreyfriars.org.uk

Vista showing how the friary might have looked in medieval times, and its relationship with the surviving gates, and All Saints, the last of the Dunwich medieval churches, lost to the sea in 1920.

10th - 11th century: Pales Dyke constructed to protect Dunwich: consisted of a ditch about 10 m wide and 3.7 m deep, with a bank behind, topped with a palisade.

1290: Northern part of the current precinct area given to the Franciscans.

Late 14th/15th century: Gateway and refectory building (central ruin) constructed. The friars were now wealthy through bequests.

1538: Friary surrendered to the Bishop of Dover during the Dissolution of the Monasteries, ordered by Henry VIII. The demolition of buildings began.

1710: Purchased by Sir George Downing. Central building converted into a country residence with an adjoining town hall and jail. Was called the Place but was known locally as Dunwich Castle. Much of the medieval friary wall was rebuilt.

1803: Purchased by the Barne family. Downing's alterations were demolished to leave the central building looking like a picturesque monastic ruin. The precinct was used as farmland and the buildings for agricultural storage.

1939-45: Occupied by the army. Used as a radar site and a gun position to defend against V1 rockets.

1947: Barne estate broken up and Greyfriars sold off.

1981: Site bought by Suffolk County Council.

2013: Dunwich Greyfriars Trust formed to manage the site.

This board was funded by the Amenity & Accessibility Fund.

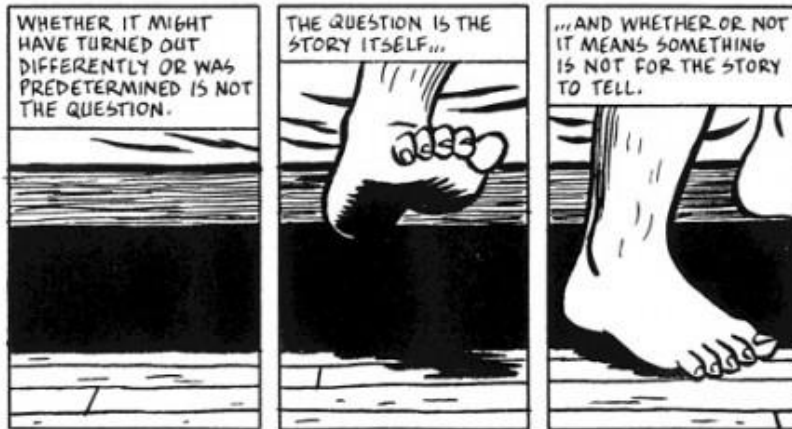
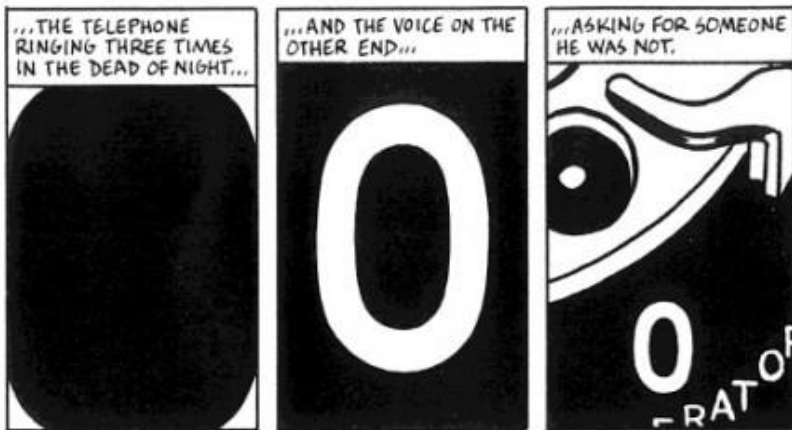
Use of bold text in places

Small sections of text - mainly images but lots of information

Photos, maps and drawings combined

QR code for more information

Coloured backgrounds for some text so that it stands out



Graphic novels combine text and images to tell stories and entertain.

Cartoons do something similar but are much shorter

