

Transitions and animations

Transitions and animations can be used in media products to add meaning

Both transitions and animations are examples of **media codes**

- **transitions** – link one part of a product to another using some sort of change effect
- **animation** – moves objects on the screen to create meaning

Transitions and animations

Transitions are used to move from one scene to another, usually in on screen products – video, computer games, interactive products etc...

Examples include:

- **fade** – one scene fades out (usually to black) before the other appears. The gap can symbolise meaning and this transition is often used to signify the end of a significant element
- **cut** – a sudden cut from one scene to another. A jump cut removes part of the action, showing a movement from one timeframe to another
- **dissolve** – a gradual transition from one scene to another, with the second appearing through the first. Similar to a fade, and used to show time having passed
- **wipe** – the next scene moves in from one side of the screen, replacing the old one. Used to show a change in location or plot line

Transitions and animations

Animations are the on screen movement of objects, often graphics of some kind

They attract attention and can be used to highlight a key point or idea

Examples include:

- **adverts** might use animation to attract attention to an object, such as the price, a claim being made, a date etc...
- **computer games** might use animation in lots of ways – to signify movement or an explosion for example
- **interactive products** might use animation to make the product more exciting and to keep the user's attention
- **animated products** such as cartoons will obviously use animation throughout