

Media codes – introduction

Media codes are ways of doing things in media products to create impact, grab an audience's attention, or to add meaning

They use **conventions** – the standard ways of doing things for types of product or genres

So, a crime drama might use dark lighting, different camera shots, and sound and music to create the atmosphere required

Media codes – introduction

There is a long list of media codes you need to know a bit about. They're broken down into three groups

Technical codes

- camera shots
- camera angles
- camera movement
- lighting
- sound and audio

Symbolic codes

- colours
- graphics
- animations
- transitions
- mise-en-scène
- interactivity
- movement

Written codes

- typography (text styles, fonts and emphasis)

Don't worry about remembering which group each code is in, that's not important

Media codes – introduction

This theme park information sign makes use of:

typography – the larger, bolder, outlined text at the top, the larger capitalised text further down

colour – using red to attract attention to the ride rules – and yellow for the header text

colour contrast – making the text easy to read on the background

graphics – the health and safety graphics and height indicators



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This scene from a TV drama uses:

lighting – low lighting to create mood

camera shot – mid shot shows the whole scene, framed to include all the actors

mise-en-scène – the set up shows each character's face. Props and sets used to show exactly where the action is taking place

fixed camera (no movement) – the scene needs to focus on the interaction between the three characters so no movement is needed

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Summary:

A **media code** is a way of creating impact, attracting attention or adding meaning to a media product

There are lots of media codes:

- camera shots, audio, lighting
- colours, graphic, movement, mise-en-scène
- transisions, animations, interactivity
- typography