Movement and interactivity

Movement and interactivity are used in media products to add meaning

Both are examples of **media codes** used mainly in on screen products

- **movement** – something moving on screen
- **interactivity** – the user being able to control something or interact with something on screen

Movement and interactivity

Movement is used in a variety of ways:

- actors or animated objects moving onto or off of or across the screen, and towards or away from the camera. This movement happens in the foreground and is the main focus on a scene
- background movement, either the natural environment (e.g. trees moving in the wind, birds flying, waves breaking on the shore) or background action (people or vehicles moving)
- comic books and artwork can give the illusion of movement by using artistic styles

A comic book panel using artistic methods and text (the onomatopoeia at the bottom) to show movement

Animations and transitions aren't technically a movement media code but have their own section

Movement and interactivity

Interactivity is used mainly in interactive products, apps, websites, and computer games

It is a key media code for these products

Examples include:

- **websites** using buttons to navigate from one section to another. Buttons can be animated or allow drop down menus to appear
- **apps** could use augmented reality to show you what an area was like in the past or what a product might look like in your home
- **interactive multimedia products** might play video or audio when the user chooses to
- **computer games** are normally almost entirely interactive, allowing users a wide range of choices, each of which has an outcome