

Unit 2.5 – Media codes – core learning**Part 1: what are media codes?**

1. What are **media codes** used to do? (slide 1 & 5)

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2. What is a “**convention**”? (slide 1)

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Part 2: Technical media codes:**2a – camera techniques**

3. List **three** different types of **camera shot**

- a.
- b.
- c.

4. List **four** different types of **camera angle**

- a.
- b.
- c.
- d.

5. List **four** different types of **camera movement**

- a.
- b.
- c.
- d.

2b – lighting

4. What is **high intensity lighting**? What types of product might it be used for?

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5. What is **low intensity lighting**? What types of product might it be used for?

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6. Write down **two** types of **lighting position**

- a.
- b.

2c – sound and audio

7. List the **five** types of sound used as audio media codes (audio – slide 2)

- a.
- b.
- c.
- d.
- e.

8. Give an example of how sound and audio can be used as media code

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Part 3: Written media codes

9. The way text styles are used are a written media code

Name **three** types of **emphasis** that could be used in text

a.

b.

c.

10. Why might the size of a font be increased?

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11. Name the two main types of typeface

a.

b.

Part 4: Symbolic media codes**4a – mise-en-scène**

10. What is **mise-en-scène**?

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11. What might be included in mise-en-scène?

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4b – colour

12. Give an example of how **colour** can be used as a media code

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4c – graphics

13. Give **two** examples of how graphics can be used as a media code

a.

b.

4d – transitions and animations

14. What does a **transition** do?

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14. List three types of **transition** that could be used in a video product

a.

b.

c.

4e – movement and interactivity

15. How can **movement** be used as a media code?

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16. List **three** things that could be included under the heading of **interactivity**

a.

b.

c.