

Topic Area 2 – Factors influencing product design

2.5 Media codes used to convey meaning, create impact and/or engage audiences	
Content	Notes on breadth and depth required
Media codes: • technical • symbolic • written Ways that meaning, impact and/or engagement are created using: • animations • audio ◦ dialogue ◦ music genre ◦ silence ◦ sound effects ◦ vocal intonation • camera techniques ◦ angles ◦ shots ◦ movement • colour • graphics • interactivity • lighting ◦ intensity/levels ◦ position • mise-en-scene • movement • transitions • typography ◦ emphasis ◦ font size ◦ font types	To include: • Know the different technical, symbolic and written codes used to convey meaning, create impact and/or engage audiences • How codes are used to convey meaning, create impact and/or engage audiences • How the codes used relate to audience, purpose and context • How the combination of content and codes work together to convey meaning, create impact and engagement