



Media Codes and Conventions

Introduction

What are **media codes**?

Types of **Media Code**

<p>Technical Media Codes</p>	
<p>Symbolic Media Codes</p>	
<p>Written Media Codes</p>	

Technical Media Codes



Message / Scenario	Use of Equipment
<p>There's an earthquake in a movie scene.</p>	
<p>A movie scene implies a character is being spied on.</p>	
<p>A tense TV show scene showing characters are high on a ledge.</p>	
<p>A scary scene in a live play wants to make use of lighting.</p>	
<p>An interactive presentation (PowerPoint) needs to be made more exciting.</p>	

Symbolic Codes: **Colour**



Bright
Sunny
Warm



Environment
Recycling
Earth



Energy
Power
Strength



Wealth
Value
Prosperity

Symbolic Codes: **Sounds**

Scenario	How can sound be used?
A giant is approaching in a children's TV show.	
A TV game show wants to build suspense after a contestant gives an answer.	
There is a car chase in a movie scene that the director wants to be very tense.	

Symbolic Codes: **Setting**

The main character lives a busy / hectic lifestyle.

The main character wants to live a quiet life away from people.

The main character has a large family.



Symbolic Codes: **Use of Voice**

Scenario	How can voice be used?
The character is hiding and doesn't want to be found.	
The character is scared.	
The character enters a room after being chased by someone.	
The character is angry with someone across the room in a scene.	

Written Media Codes: **Typography**

Hello	Hello	HELLO	hello
hello	Hello	Hello	Hello