

# SUBJECT: Media

## UNIT: Non-Examined Assessment (NEA)



### Key Terminology

- **Focal Point:** Usually the largest and most dominant visual element, designed to attract the eye.
- **White Space:** Effective use of empty space to make the ad look clean and uncluttered, drawing attention to key elements.
- **Pack (Product) Shot:** A clear image of the product itself to ensure it's recognisable.
- **Logo:** The primary visual symbol representing the brand. It should be unique, memorable, simple, and versatile.
- **Tagline / Slogan:** A short, catchy phrase that encapsulates the brand's essence, promise, or unique selling proposition (USP). (e.g., Nike: "Just Do It.")
- **Colour Palette:** The specific set of colours used consistently by the brand. Colours evoke emotions and associations (e.g., green for nature/health, blue for trust).
- **Typography:** The style and appearance of text (fonts, size, colour).
- **Layout:** The arrangement of elements on a page or screen.
- **Narrative:** The story being told (e.g., linear, non-linear, enigma codes).
- **Unique Selling Proposition (USP):** Highlighting what makes the product unique or better than competitors.
- **Copy:** Written content used in a media product.

### Key Concepts

- **Mise-en-scène:** "Everything in the shot." This applies to visual media.
- **Composition:** How elements are arranged within the frame.
- **Visual Hierarchy:** Arranging visual elements to guide the viewer's eye through the design, indicating the order of importance.
- **Emphasis / Dominance:** Making certain parts of the visual stand out more than others to grab attention. This is closely related to hierarchy.
- **Alignment:** Arranging elements in a way that creates order, visual connections, and a sense of professionalism. Elements are often aligned to a common edge or axis.
- **Proximity:** Grouping related elements together so that they are perceived as a single unit rather than separate items. This helps to declutter the design and improve understanding.
- **Target Audience:** Crucially, all visual choices are made with the specific audience in mind. What colours, imagery, and style will resonate with them?
- **Purpose/Message:** Every visual element should contribute to the overall message the creator wants to convey.
- **Context:** Where and how the visual media will be consumed (e.g., a small phone screen vs. a large billboard) influences design choices.
- **Storytelling:** Visuals are powerful tools for telling stories, even without words.
- **Semiotics:** The study of signs and symbols. Visual elements act as signs that carry meaning (denotation and connotation).

### Analysis Techniques

- **Audience Positioning:** How the media product encourages the audience to think or feel a certain way.
- **Mode of Address:** How the product directly or indirectly "speaks" to its audience (e.g., formal, informal, direct address).
- **Uses and Gratifications Theory:** Why audiences choose to consume certain media (e.g., for information, entertainment and escapism, social interaction, personal identity).