

Visual text forms

Graphic or illustrated text	Information is presented through graphics, charts or diagrams as opposed to prose. Graphic text is often used in advertising to get a message across quickly and effectively.
dramatic performance	The act of performing a drama. The way in which this performance is done will help to highlight certain key messages and values while reducing the emphasis on others.
multi media production	Any combination of graphics, text and audio that is put together to convey information to the viewer.
audio performance	The acting out of an audio-based text.
drama production	The act of performing a drama. The way in which this performance is done will help to highlight certain key messages and values while reducing the emphasis on others.
electronic text	A website or other electronically produced text.
film	A series of moving images placed together along with audio to tell a story. Films are usually from one to three hours in duration and are stand-alone in that they tell a complete story.
radio programme	Content broadcast regularly and by the same hosts on the radio medium
TV programme	A programme broadcast on the television medium. A story gradually unfolds over the course of several sequential episodes of the same programme.

Visual text features

Shot types

Camera shot types are measured on the length of a person. We are able to work out which shot type the director is using by determining how much of a person is shown in the frame. Different shots are used to present the story in a certain way, and also to help the viewer react to different aspects of the story in particular ways.

Extreme close-up: An eye. This shot type is used to draw the audience's attention to something that is important to the narrative.

Close up: A face. This is used to draw the audience's attention to something while still showing something else significant in the frame. For example, it might show the emotions that one character is experiencing.

Mid close-up: Head and shoulders. This is often used to show conversations between people, as the audience is able to see the person talking and also some background or the person who is being spoken to.

Mid-shot: From the waist up. This allows the audience to see the character's movement. It is used to show where the character is going, while still showing the audience where the character is.

Long shot: Head to toes. The audience is able to see the entire person in this shot. It allows the director to show the audience what the character is wearing, where the character is and also what else is in the scene.

Establishing shot: This is a shot taken from a distance which allows the viewer to see the setting of a scene. Type type of shot is often used at the beginning of a film or scene.

High-angle shot: The camera is positioned higher than the subject of the shot. This makes the subject of the shot look small, weak and vulnerable. This shot is often used to show victims just before they are attacked.

Low-angle shot: The camera is positioned lower than the subject of the shot. This makes the subject of the shot look big, powerful and strong. This is often used to make the hero of the story look powerful.

Mise en scene: This is a French term that refers to 'everything within the scene'. It pays particular attention to aspects of composition and framing, as well as colour choices and balance within the frame. The director often uses it to achieve certain effects within a scene.

Props: These are items that the characters either carry or wear. Examples include knives which are typical of horror films, and guns, which are typical of the action genre.

Costuming: The clothes that characters wear reflect their personalities and their motivations within the film. Each costuming choice is significant and links to other aspects in the film.

Camera movement is also an important tool that directors are able to use to present their story in a certain way.

Pan: The camera moves from left to right or vice versa. This is often used to show the audience the whole setting, while still achieving more detail than an establishing shot would achieve.

Track: The camera moves forward and backwards. This is often used to show characters running and helps the audience stay close to the action.

Tilt: This is when the camera moves sideways to distort the perspective. This is used to create disharmony in the frame.

Zoom: This is where the camera moves closer to the subject while the film is still rolling. This allows the viewer to get a closer look at a certain thing.

Sound types:

Diegetic sound: Sound that comes from within the world of the film. Examples include footsteps and characters speaking to one another. This takes place during production (when the film is being filmed). It enables the audience to interact with the action on screen.

Non-diegetic sound: Sound that is added to a film during the post-production stage (editing after the film has been filmed). Examples include background music and sound effects. This is added purely for the audience's benefit. It will help to highlight certain issues presented by the director.

Background music: This is added in the post production stage. It is used to enable the audience to clearly identify with the themes and ideas being presented. It is also used to create tension or mirror the mood that the director is trying to set up.

Dialogue: Characters speaking to one another is referred to as *dialogue*. This is integral in every film as it helps to build important relationships between the characters and enables the audience to clearly identify the characters and their feelings towards them.

Types of lighting

Back lighting: This form of lighting is achieved by having a strong light shining into areas of unwanted shadow within a scene. It goes unnoticed by the characters, but enables the director to highlight the subject more clearly and achieve shadows only where they want them.

Source lighting: The light is provided by something in the world of the film. An example is a lamp in the room that might be the only light source in a particular scene. This is often used to create a sense of reality within the world of the film or to highlight a significant part of the scene.

Key lighting: This is the main lighting that fills the scene. It is used in varying degrees by the director to achieve the mood and atmosphere that is intended.

Natural lighting: This is lighting from the sun. It helps to give a scene a natural and realistic look. It is often used when the director wants the audience to connect with a character in a positive light. The sun produces shadows which depict the time of day. This can also be utilised by the director of a film for particular effect.

Artificial lighting: This refers to fluorescent lighting that is often found indoors. What results is a scene devoid of any definable shadows, where all characters are exposed. This is manipulated particularly in the science-fiction genre.