Media PDP Tutorial 4

“Style & Genre”

The Style is the particular type of theme you have chosen to flow throughout your product. This will differ depending on the media form you have chosen. It should be around **half a page/ 300 words**.

Any of these areas, if they apply to your production can be used when outlining the style of your production. Your photography may incorporate sound, or a radio program may include camera work for example.

* For photography, you could discuss the narrative, colour palette, compositions, characters or moods your images have in common.
* Film could state the camera shots, camera movement, sounds, music, action, transitions or effects that will be used in the short production.
* Radio style involves sound management such as levels, effects, sound effects, music, transitions, hosting and content.
* Animation is quite varied and should focus on the type of animation, techniques, frame rate, technology, voice-work, mood or narrative.
* Print is strongly stylised with elements like font, layout, colour scheme, theme, imagery, captions, headings and writing style.

Genre looks at conventions of the media form which you are going to use in your production. You will use a variety in this **half page/ 300 word** document to strengthen the idea of how your product will adhere to or break conventions of the genre.

* A film genre such as a romantic comedy will use conventions such as a love story, drama, heartbreak, orchestral music, gradual transitions or good looking actors.
* You could use a genre such as black and white photography which involves, high contrast, strong lighting, a monochromatic colour scheme or a dramatic emotion.