Narrative, Style & Genre
Unit 2: Area of Study 1

In this Area of Study we focus on learning the following dot points:

• How narratives construct realities and meaning for audiences.
• The personal and distinctive style of media creators and producers in constructing narratives.
• Manipulation of media codes and conventions in the construction of narratives.
• Personal values and their relationship to individual interest and engagement in narratives in different media forms.
• Audience engagement, consumption and reception and their influence on the construction of narratives. Individual characteristics of audience.
• Students must study two narratives in different media forms.

For this Unit we must study **TWO** narratives in different media forms.

These will be:

MOVING IMAGE - Film Text, The Social Network.

PRINT PRODUCTION: - The Facebook Series By – Pawel Kuczynski

PRINT CODE & CONVENTIONS:

- Hierarchy – Where the eye travels first etc and then lingers. What elements you place emphasis on.

- Layout, Composition, Spacing

- Colour

- Typography, Graphics & Imagery

- Negative Space / White Space
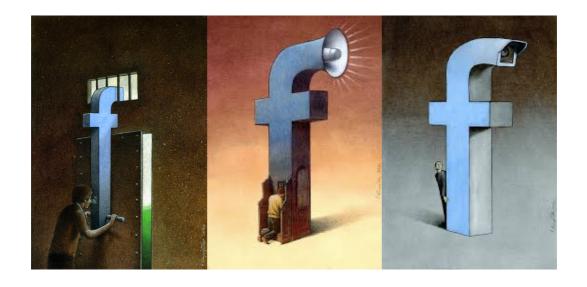
- Paper Stock

- Narrative

- Point of view

GENRE:
A class or category of artistic endeavour having a particular form, content, style and or technique.

CONVENTIONS OF NARRATIVE STORYTELLING

- Opening / Development & Closure
- Multiple Storylines
- Narrative Possibilities
- Character Development
- Cause & effect
- Setting
- Structuring of Time
- Point of View

PRINT PRODUCTION
By: Pawel Kuczynski, Titled: The Facebook Series

It is your job to be able to unpack and analyse the above images and discuss how the print code and conventions were employed by the creator to have an impact and tell a story to the intended audience.

THEN: We watch the film text, 'The Social Network' and do the same for a Moving Image. Here you will be able to analyse how the code and conventions of storytelling and moving image are employed to engage the audience and inform the intended audience of the Genre and the Narrative being told.

CODE & CONVENTIONS OF MOVING IMAGE

- Camera
- Acting
- Setting
- Mise-En-Scene
- Editing
- Lighting
- Sound
- Special Effects
- Point of View
- Character & Story Arc
- Cause & Effect