

Question Sheet 3: Producing the title sequence



Student name: _____

Teacher: _____ Class: _____

Before commencing this task, you should be familiar with three basic concepts of media literacy:

- **Signs** – a representation of a system of meaning: television, film, photograph, webpage, video game, an actor, a setting, a colour, a facial expression
- **Codes** – the organisation of signs into systems of meaning
 - technical codes – framing and composition, camera angles, editing, etc.
 - symbolic – stereotypes, objects, setting, text, body language, etc.
- **Conventions** – the accepted processes for production of media, for example, media genres, software types, title sequences, media formats, etc.

Individually or as a class, respond to the following questions:

1	Identify how the construction and production of the title sequence has evoked your immediate response about the series.	
----------	-------------------------------------------------------------------------------------------------------------------------	--

2 What signs, codes and conventions have been used in the title sequence?		
SIGNS	CODES	CONVENTIONS