

□□□ T206 INTRODUCTION TO DESIGN AND PRODUCTION □□□

Assignment 1: Production Introduction (Please type with name and date)

I. What are credits for?

II. Look at a website, TV show, commercial, animated piece and/or game or any other media project (can be online). Choose two very different examples and for each one, answer the following questions to the best of your ability-

Example 1: Title/Type of Media

Example 2: Title/Type of Media

1) How does the piece tell a story?

2) How does it entertain?

3) How does it express information, educate or persuade the audience?

4) How does it create desire (white teeth=attracting a partner)?

5) How does it add value to the consumer's experience (makes cleaning the oven easier or knowledge of the how to do something)?

6) How does it add to art or culture?

7) What is expected of the audience in these examples?