

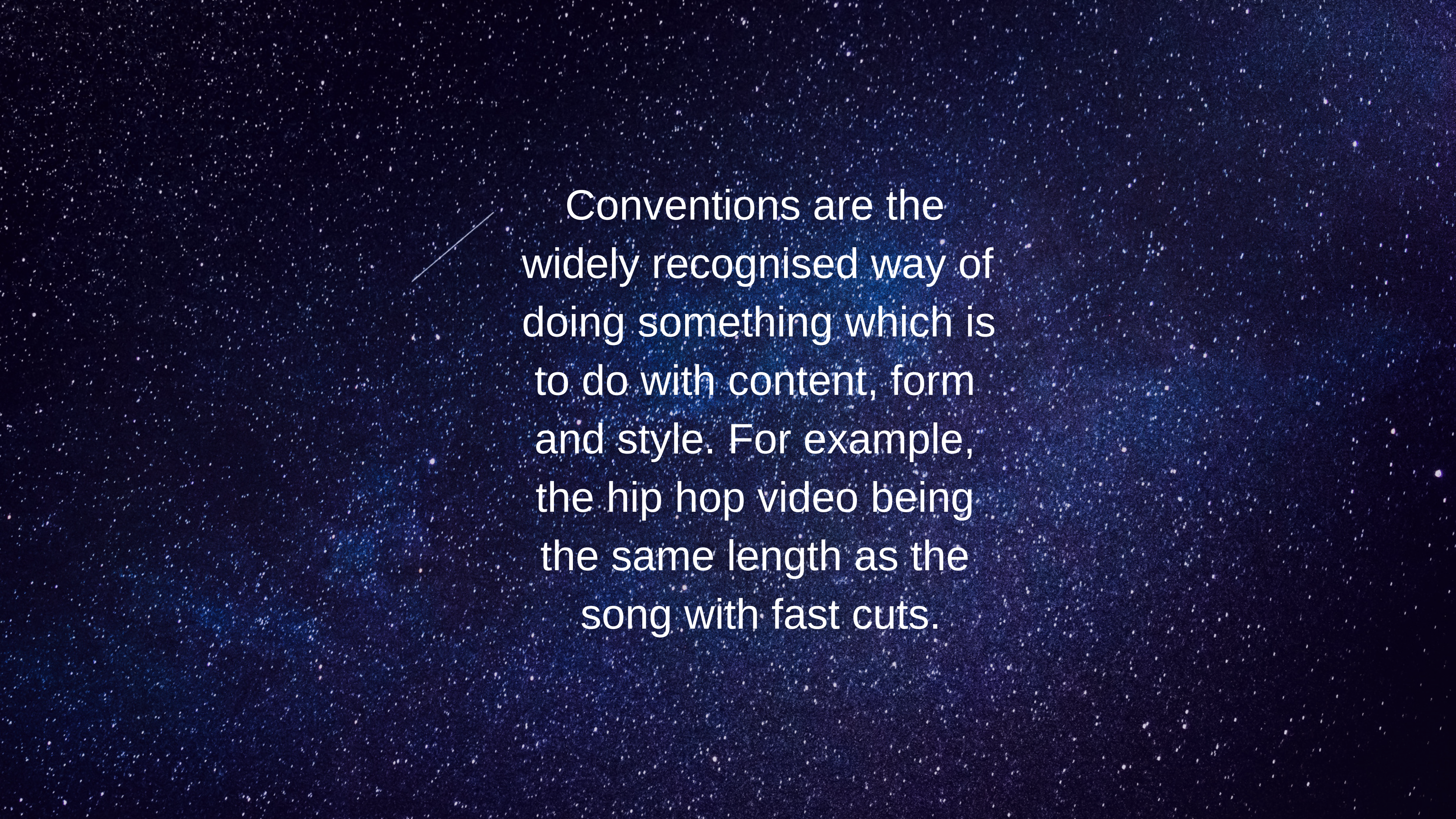


Codes and Conventions of film opening sequence

What are Codes and Conventions:

Codes are systems of signs, which create meaning. There are two categories of codes, Technical & Symbolic. An example of a code that creates meaning is baggy pants in a Hip-Hop music video.





Conventions are the widely recognised way of doing something which is to do with content, form and style. For example, the hip hop video being the same length as the song with fast cuts.

Difference between codes and conventions:

The difference is that codes might be individual to the media text you are analysing for example, in the opening of the song, the music video might have tracking shot that is significant for that particular video but irrelevant for the other. Whereas, conventions are something they all share within a genre.

What is a film opening sequence:

It is a method by which films present their title, key production and cast members utilizing conceptual visuals and sound.



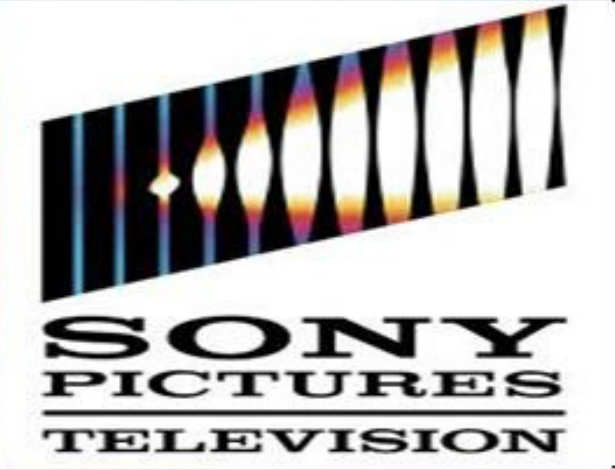
The elements that make
a film opening sequence
are:

- Production Company
Logo
- Titles
- Location
- Genre
- Themes & Topics
- Action
- Mise-en-Scene

- Narration
- Dialogues
- Sound
- Style of Font
- Flashback

Production Company:

A film production company is generally involved in producing recorded entertainment. Most often, the production company for films provide the money, and thus sets the budget, and may also make decisions on what director, and actors can be hired. The logo of the production company is the first thing that appears on a screen when a movie starts. In a broad sense, the production company is responsible for the overall creation of the work.



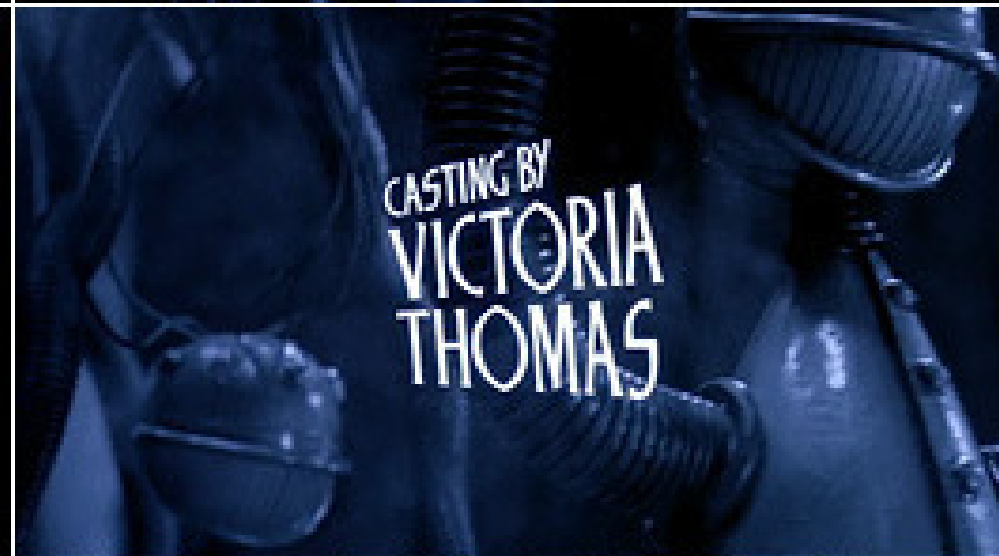
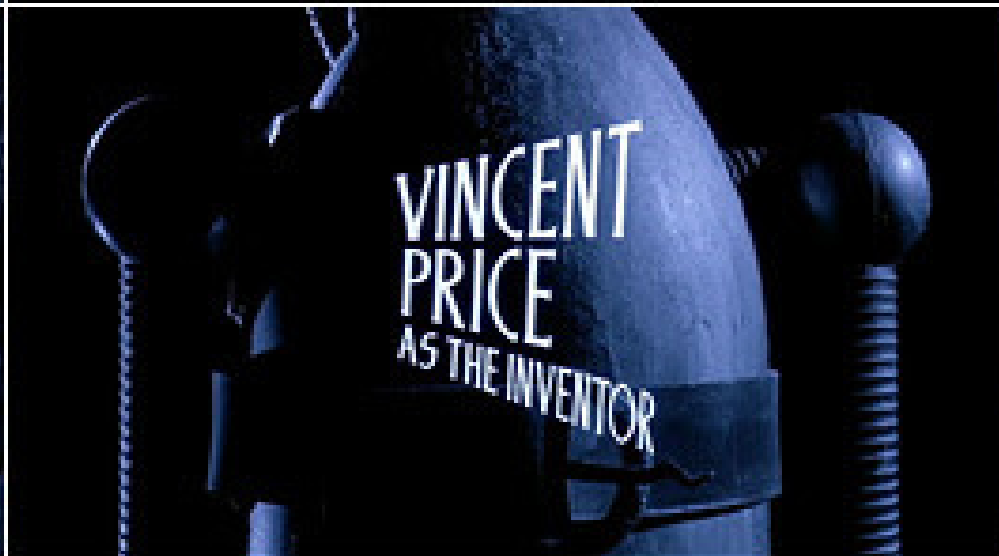
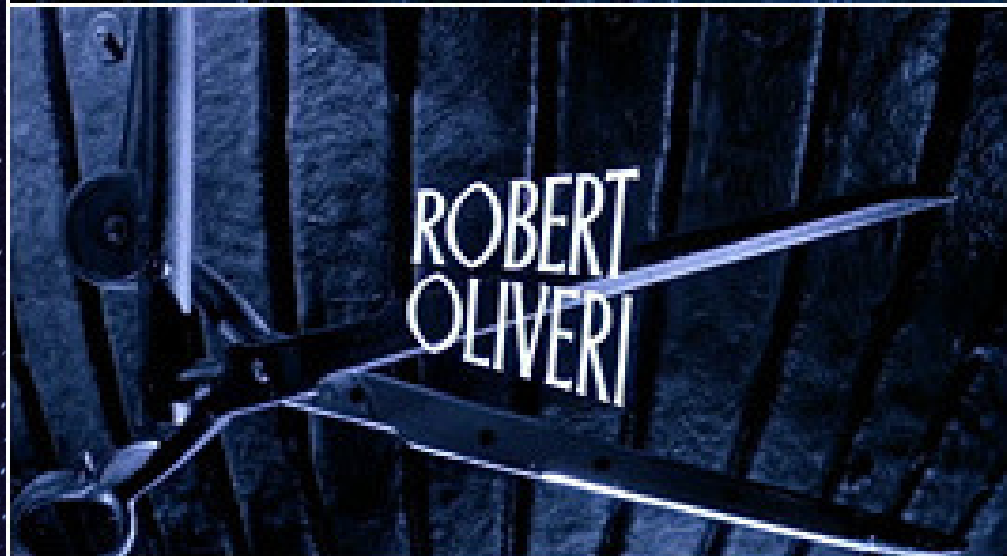
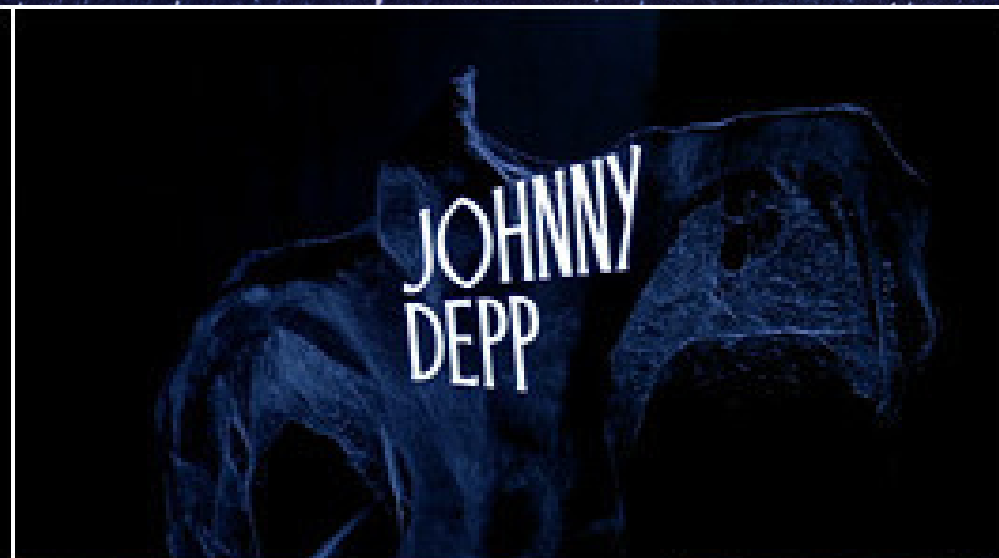
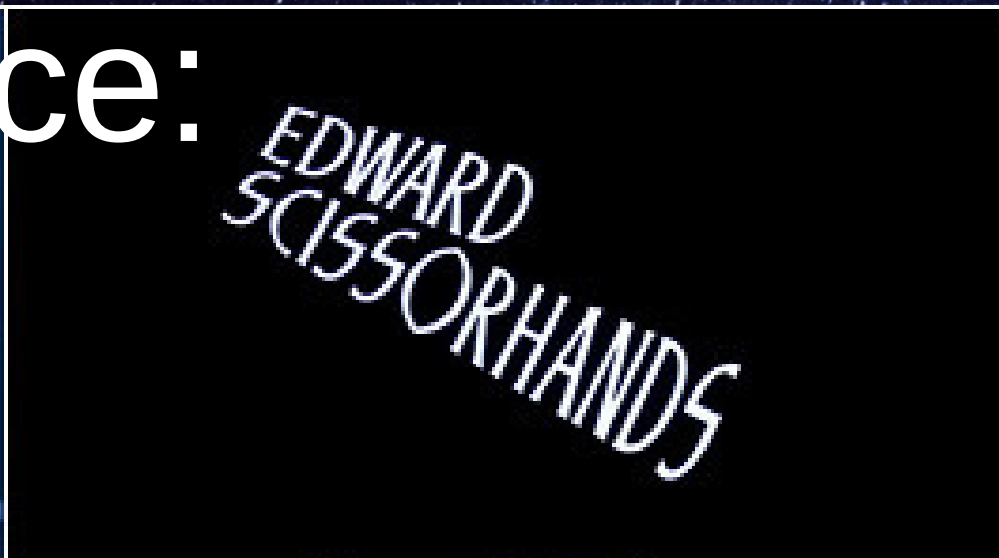
Titles:

The titles are mentioned to tell the audience the names of the people and organisations involved in the film making. Irrespective of the movie genre, there is a conventional way of presenting this information to the public. The pattern in which the titles are presented follow a standard format.

- Production company
- Producers' names
- The Director's name
- Name of the film
- Lead Actors
- Supporting cast
- Crew Members

Example of the title

sequence:



OTTO PREMINGER PRESENTS

OTTO PREMINGER PRESENTS



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STARRING JAMES STEWART

GEORGE C. SCOTT
ORSON BEAN
RUSS BROWN
MURRAY HAMILTON
BROOKS WEST
KEN LYNCH
JOHN QUALEN
HOWARD McNEAR
ALEXANDER CAMPBELL

BASED ON THE NOVEL BY
ROBERT TRAVER

EDITOR LOUIS R. LOEFFLER
SOUND JACK SOLOMON
SCRIPT SUPERVISOR KATHLEEN FAGAN
MUSIC EDITOR RICHARD CARRUTH
SET DRESSING HOWARD BRISTOL

PRODUCED AND DIRECTED BY OTTO PREMINGER

This example is from the movie "Anatomy of a Murder".

Genre:

Genre is a French word that means sort or style. It is used to group various types of art according to a predictable range of features and expectations. Genres are found in all forms of art. Be it music or films.

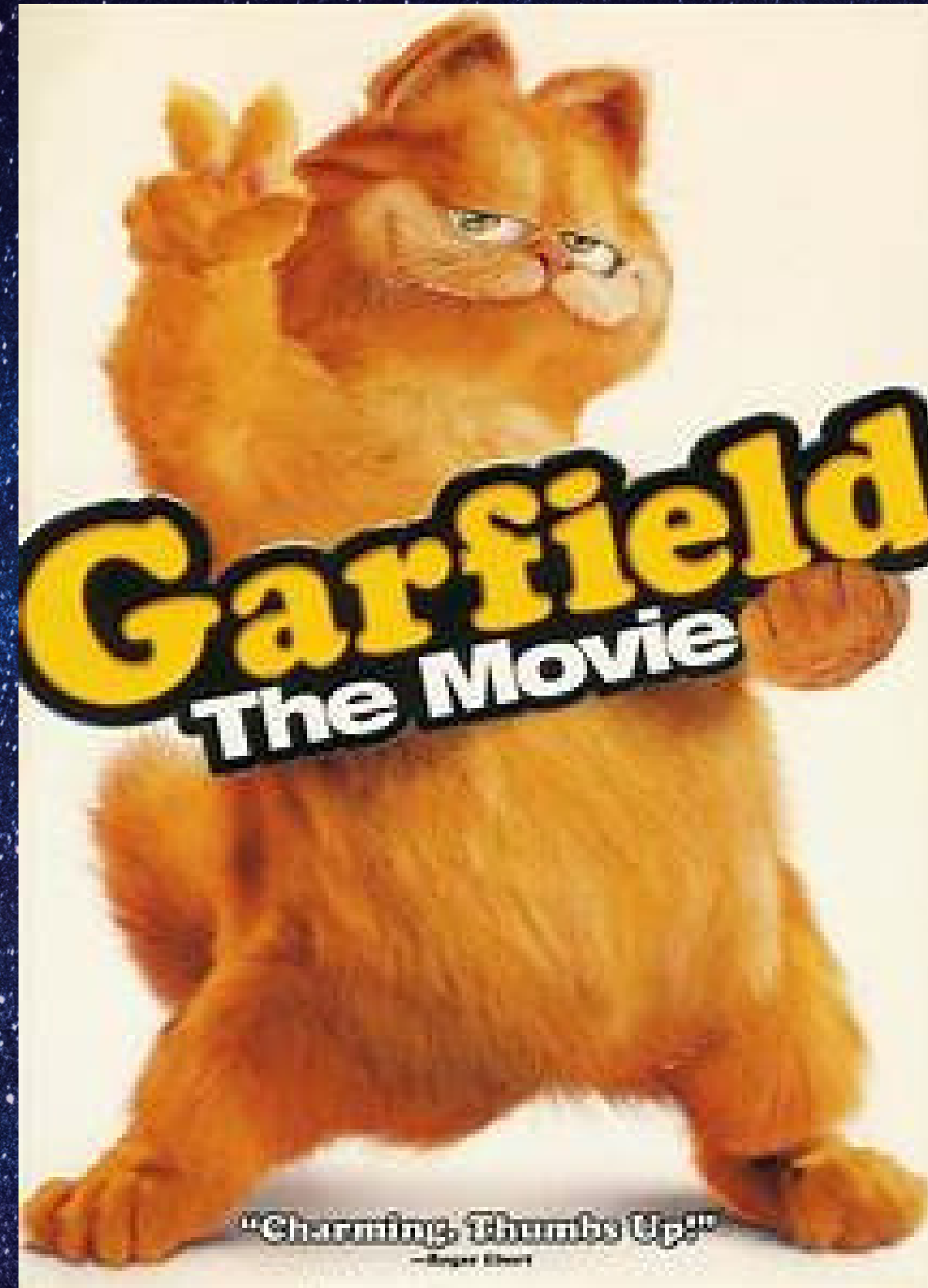
Musical genres include rap, rock, country, jazz. Film genres include Action, Adventure, Comedy, Crime, Drama, Horror, Sci-Fi, War. The importance of categorizing is that the audience gets drawn towards whatever is similar to their life with the genre. This further entices them to watch the movie.

Action movies usually have high energy, big budget physical stunts.

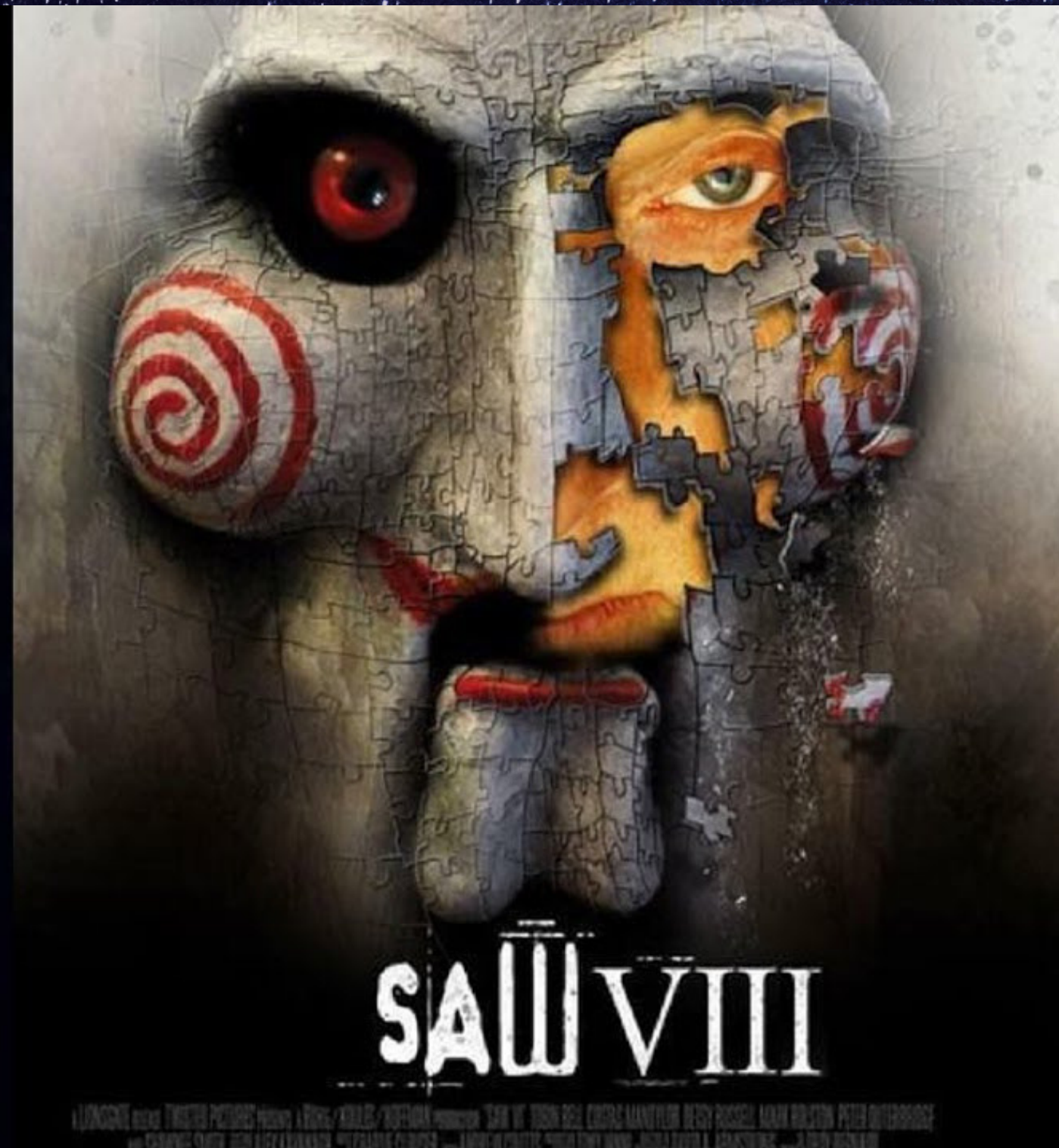
Adventure movies are exciting, are about expeditions/ fun missions. Horror movies have worst fears as plots or supernatural parts.



A comedy movie but with a hint of romance.



A comedy movie with animation. Animation is used to portray the start of the film in a creative way..



The genre of these two films is Horror.

Location:

The location that is seen in the beginning establishes the context for a scene by showing the relationship between its important figures and objects. As told earlier, that, establishing shots provide context for all the future actions of the characters as they can navigate your audience from scene to scene while drawing them into the story as it unfolds. Establishing shot is important for creating a geographic location for your action.



This is the establishing shot of the movie "10 things I hate about you"

Themes and Topics:

The topic/ theme is self-explanatory. It basically, is the story within the genre. By watching the opening sequence, audience gets the clue about what the narrative is going to be. On the contrary, some film openings might not have any theme associated with the scene to create enigma for the viewers. The emotion, love is a great opening to distinguish a theme and genre. The theme of love and the genre of romance is indicated to audience by the romantic voice over that is attached with the scene or the montage of people hugging their partners. The themes can be about power, education, racism, feminism, stereotypes, youth and politics related.

Style of Font:

It plays a vital role in setting the overall tone of the film. Typography is all about adjusting the text that goes with the film scene while creating a powerful content.

Deco titling set in Yasashii font, and teamed with subheadings set in simpler yet still vintage-inspired Neutraface.

HERE'S TO THE FOOLS WHO DREAM.

RYAN GOSLING EMMA STONE

LA LA LAND

FROM THE DIRECTOR OF WHIPLASH



Narration:

Narration is an act of telling a story, usually in a chronological order. Making up a scary ghost story and relating it around a camp fire is an act of narration.

Narration generally means any kind of explaining or telling of something. It is usually used in reference to storytelling. Believable narratives help convince the audience that the unfolding fiction is real.

Sound:

This is the use of tone, volume, tempo, which will generically start quiet and slow-paced in the beginning of the film. Diegetic sound can be heard by the characters within a scene. Non diegetic is a sound that the characters cannot hear and is not part of the imaginary world of the story. Sound score is the musical component of a programme's soundtrack. Sound effects can be added to a film's opening sequence during the post-production stage.

