A-Level Media Studies – Summer Independent Learning Activity

Welcome to A-Level Media Studies! As Media is a discipline that requires you to be both analytical and creative, we want you to complete the following tasks ready for your first day at New College.

Context / Scenario

You are working as part of the creative team called 'Sixteen Films' as a short-term internship in the marketing department where you are part of a team responsible for creating advertising and promotional materials for film companies.

PART 1

Research and Analysis

A fundamental part of successful work in this industry is analysis of what already exists and research trends, expectations and box office success. The company 'Sixteen Films' has approached you, to ensure your internship becomes permanent, they have asked you to write a report on any film you find available on Netflix or BBC iPlayer.

Tasks

1. Once you have selected a film, use the website (http://www.impawards.com/) to find its poster. Then write a minimum of 300 words analysing the common elements (codes and conventions) of the movie poster you have identified.   Include areas such as: What would you expect to see? What are the common elements? You may want to discuss colour, layout and design, camera shots, props etc.

2. From the chosen film, write a (500 word +) report on the film. Things to think about are: identifying the genre, does the film meet the genre expectations or are they subverted? If the genre is a hybrid of 2 or more, how is that identified in the text? Select 2 of the elements below and explore a "Key Scene" exploring how these 2 elements have been used to impact the audience
   ○ Camera Work
   ○ Lighting
   ○ Mise-en-Scene
   ○ Editing
   ○ Sound.

3. You have now shown your skills and knowledge in assessing marketing material, identifying genre codes and conventions and displayed knowledge of key aspects of film production - sounds like you're ready to tell your own story. You have 6 shots to tell a story of any length on any topic. Shots can move and range from 1 second to 1 hour, this is your chance to tell the story of an encounter, of any sort that has something of a

beginning, middle and end - all in just 6 shots. The short must be an age 15 certificate or lower and eligible to shoot (don't set it on the moon if you can't shoot it there).

PART 2

Research Task:

Tasks
1. You may wish to research other short films before you start the voyage of creating your own, researching how a simple concept can have a beginning, middle and an end using www.shortfilmoftheweek.com

2. You also need to know what constitutes an age 15 certificate before you have your ideas and especially before you start storyboarding. Use the website www.bbfc.co.uk and find the age certification befitting your idea.

3. Research key historical and cultural dates/events that provide contextual information around racial tensions in the UK, gender imbalance and LGBT rights. ● Create a detailed timeline of events that includes at least 5 key discussion points for each decade from the 50s through to 2020.

Using the link provided analyse the charity advert from Save the Children 2019 Campaign. https://www.youtube.com/watch?v=idfu6O6qFRo

In your first lesson, we'll analyse this in detail looking at:

● What technical codes have been used and why
● What visual codes have been used and why
● Links to context - Historical, Cultural, Social?
● Identification of genre specific conventions

Notes on this topic will therefore be beneficial.

The storyboard can be completed with digital images taken by you or drawn by hand (avoid stickmen).

Bring your portfolio of research, poster analysis and creative ideas to your first lesson

Storyboards

Shot No:	Shot Type:	Angle:	Shot No:	Shot Type:	Angle:	Shot No:	Shot Type:	Angle:

Dialogue

Dialogue

Dialogue

Description of Direction/Camera/Movement

Description of Direction/Camera/ Movement

Description of Direction/Camera Movement

Shot No:	Shot Type:	Angle:	Shot No:	Shot Type:	Angle:	Shot No:	Shot Type:	Angle:
Dialogue			Dialogue			Dialogue		
Description of Direction/Camera/Movement			Description of Direction/Camera/ Movement			Description of Direction/Camera Movement		