



Creative Media – Summer Independent Learning Activity

Welcome to Creative Media!

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

You are working as part of the creative team in a marketing agency responsible for creating advertising and promotional materials for film companies. The company 'Sixteen Films' has approached your agency as a client and are looking for marketing material to promote their new film. The director Ken Loach has created a new social realist drama based upon the period of Lockdown during the Coronavirus Pandemic in the UK. The film is a unique take on the genre, blending both fictional on location filming of actors with original documentary style footage taken by the public while in lockdown. Sixteen Films are specifically looking for marketing material that captures and emphasises the community spirit and camaraderie of the UK during the lockdown period. It also wants to promote the dramatic aesthetic of the film which realistically represents the nature of life during a national/global crisis.

You may produce any of the above electronically or on paper.

Research and Analysis

Before creating any physical material for the client's brief you need to show you understand how marketing material is constructed and how they are effective. A fundamental part of successful work in this industry is analysis of what already exists and research.

Tasks

1. Choose two film poster (<http://www.impawards.com/>) and write a minimum of 300 words each analysing the common elements (codes and conventions). 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. Choose a DVD cover/back in the social realism genre and write 300 words analysing the common elements (codes and conventions). Include areas such as: What would you expect to see in this genre of film and its marketing material?
3. Create a small moodboard that outlines who Ken Loach is, what films he has produced/directed etc. You should be including in this the marketing material for some of his most successful work - do they use similar codes and conventions? *(You may produce any of the above electronically or on paper) Explore this online folder for resources and key terms that will support your analysis of Media Language and Codes and Conventions.

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Task 2:

Creating Marketing Material Based upon your research of social realism/ Ken Loach and your analysis of film posters you now need to create the marketing material for the new film that will satisfy the requirements of the Sixteen Film brief (outlined in the context).

Re-read the information about what they require and what they want to communicate, thinking about how you might achieve this.

As part of the brief they would like you to create, in colour:

- An original idea/design for a DVD front and back cover which must include - An original title - Tagline - A synopsis
- 1 Banner poster (what you may expect on a bus/landscape billboard)
- 1 Theatrical poster

You can present this in any form you like including hand drawn sketches, images and text arranged on an application such as Word or if you have access to image editing software such as Photoshop this would be perfectly acceptable.

Preparation for Y12 Media Studies Content and Initial Assessments

The first term of Media Studies is focused on introducing you to a range of different media products in different industries from different historical contexts. As such, the next two tasks are designed to develop your confidence in identifying and analysing codes and conventions and how that can be impacted by the context it was created in. Part of this is also understanding and being able to identify conventions that are specific to different genres - as you have analysed above for social realism.

Research Task:

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>

Your analysis should be a minimum of 500 words and cover the following information:

- 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

*This can be produced as a hand written report or using screenshots with detailed annotations.

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