

BTEC Creative Media Summer Independent learning

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 Bradford.

Task 1: Research

Find the definitions of the following key terms which you will use in media

- Target audience
- Mise-en-scene
- Cinematography
- Connotation
- Narrative

Task 2: Textual analysis of McDonald's 'Parallel Lives' advertisement

Analyse the popular McDonald's 'Parallel Lives' advertisement from 2014. You can either use a Word document or write onto paper. You should aim to write a minimum of 400 words and using examples from the advert (you can screenshot).

You should analyse the advert focusing on the following areas as a guide:

1. Who do you think the audience for the advert is and how do you know?
2. Why is certain music chosen?
3. Explore why you think certain camera shots, lighting or editing is used in the advert
4. How typical is this of usual TV adverts? Can you compare to another advert?
5. How does the advert persuade the audience to go to McDonalds?
6. What advertising techniques are used and why? Try to use key advertising terms (see resource below)

Please [use this link here](#) to access the advertisement

Please [use this link here](#) to access a glossary of key advertising terms (you will need to sign-up to Quizlet to see all the terms)

Task 3: Creative Project

You have been commissioned by McDonald's to create materials for their advertising campaign to highlight the value for money it provides. They want you to come up with a concept for a new 30 second advertisement.

You have complete freedom on how this advertisement would be made in terms of the storyline, the setting, the characters, choice of music etc.

You have been asked to make a 30 second long storyboard which explains:

- The time length of the scene
- An explanation of what is happening in the scene
- The technical and visual elements you will be using in your advert
- The audio that you will be using in your advert

The storyboard template is available in this [online folder](#) and you must also ensure that your advert meets the following criteria:

- It must be suitable for a target audience of male and females 16+
- You must include the McDonald's slogan, logo and jingle