



## **A Level Media Studies - Summer Independent Learning Activity - Y11>Y12**

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**

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 made for television. The film is a unique take on the genre, blending both fictional on location filming of actors made for television. The film is a unique take on the genre, blending both fictional on location filming of actors made for television.

## 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 task is 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.

## Strongly Recommended Task

### Creating Marketing Material

Based upon your research of social realism 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.

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

### Analysis Task:

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.