

## YEAR 12 SUMMER INDEPENDENT LEARNING WORK

### **BTEC Extended Certificate in Creative Digital Media Production**

Welcome to your Summer Independent Learning (SIL) work for BTEC Extended Certificate in Creative Digital Media Production. This course will give you the knowledge and skills required to make the next step into the creative industries. Some of the key skills required in the industry include the ability able to research effectively, respond to briefs and commissions and to have that all important creative spark. Therefore you have been given two tasks to complete, due in your first lesson, which tests these key skills.

# **McDonald's**

## **Scenario:**

During the period of lockdown in the UK due to the COVID-19 pandemic, restaurants have had to shut to follow social distancing guidelines. McDonald's is the largest fast-food restaurant chain in the world, with more than 37,000 locations in about 120 countries with global revenues of £17 billion. The marketing executives for McDonald's in the UK have asked you to conduct research and analyse one of their existing popular TV adverts and present reasons why it was successful. Then they would like you to create a new advertising campaign, to be released once they fully re-open all their restaurants.

### **Compulsory Task 1**

#### **Research & textual analysis: McDonald's 'Parallel Lives' advertisement**

Your first task is to 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 800 words and using examples from the advert (you can screenshot). You should analyse the advert focusing on the following areas as a guide:

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

- Please use this link or scan the QR code to access the advertisement:  
<https://www.youtube.com/watch?v=qlvY73HfJWM>



- Please use this link or scan the QR code to a glossary of key advertising terms (you will need to sign-up to Quizlet see all the terms):  
[https://quizlet.com/\\_5ak0ao?x=1jqt&i=1ldx5x](https://quizlet.com/_5ak0ao?x=1jqt&i=1ldx5x)



### **Strongly Recommended Task**

#### **Textual analysis Part 2**

In the same way as you analysed the 2014 'Parallel Lives' McDonalds advert above, choose a new advert from the company and conduct another 800 word analysis.

## Compulsory Task 2

### **Creative Brief: McDonalds' Post-COVID19 Advertising Campaign**

For Task 2, McDonalds have asked you to create materials for their advertising campaign to be released once all their restaurants are re-opened after lockdown. McDonalds expect this campaign to be ready to launch for the start of the next academic year, once all social distancing measures are potentially eased, so you will need to consider the timescales and logistics involved. It is worth pointing out that McDonalds have sent this request to a number of other media producers, so McDonalds will need you to persuade them that your idea is worth taking forward.

- Use this link or scan the QR code to help you with thinking about the 'appeal' of your advert. <https://www.youtube.com/watch?v=vpwYsGUWIT8>



List of requirements:

- A **treatment** for the TV advert
  - Descriptions of scenes and transitions - This should be a detailed written account of what happens in each scene
  - Character description
  - Shot descriptions
- Write a **pitch** of your idea
  - What are your ideas and solution in relation to the scenario?
  - What are the technical practicalities of your campaign? How long would it run for? What materials and talent do you need?
- A **strapline** for the campaign (a catchy sentence for the advert – e.g. 'We all have McDonalds in common' from the Parallel Lives Advert) and a **hashtag** to be used on social media.

## Strongly Recommended Task

As part of the creative work you will complete during the first and second year of the course you will be required to complete a wide range of additional pre-production tasks. It is recommended that you engage in creating the following two creative pieces for your Post-COVID advert.

- A **digital or sketched poster** to run alongside the campaign
- A visual **storyboard** of the advert