

BTEC Creative Digital Media Production

Year 12 to Year 13 Summer Independent Learning

This is your summer independent learning tasks for Creative Digital Media Production. You will be given tasks based on preparing you for Unit 8: Responding to a commission. A large part of this unit is communicating and expressing your ideas clearly and with detail; your SIL should reflect this.

Task 1: Understanding the Commission: Self-Health

Write at least 300 word that summarise and deconstructs the Self-Health commission to demonstrate your understanding of what the client is asking for. This should include a discussion of:

- The purpose of the commission
- The themes
- The key messages
- The target audience
- What the client attempting to achieve

Link to the commission is here: <https://bit.ly/3wsT9U1>

You will need to choose to either “Commission 1: Promotional Video for use on social media” or “Commission 4: Print advertising campaign” to complete the following activities:

Task 2: Primary Textual Analysis

Find an example of a product that already exists that would meet the brief and analyse it for conventions and use of media language. No more than 300 words – focus on your use of technical language and how the producers of the product have constructed the print or AV piece to send a message. Use screengrabs to illustrate your analysis.

Task 3: Ideas creation

Create two ideas for products that would meet the brief – give descriptions of what the product would look like, narrative techniques, events, characters, locations, images, designs etc. Each idea should be at least 200 words.

Task 4: Treatment

Choose one of your ideas from the two above and create associated **treatment** documents such as a storyboard or mock up of your product. This should be a storyboard of a full one minute of your AV piece or at least 2 print mock ups. The templates will be uploaded to the ‘Y13 2022 SIL’ assignment on Teams.