

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: Sweet Enough

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

- The purpose of the commission and what the client is attempting to achieve
- The key messages
- The target audience

Link to the commission is here: [Sweet Enough Commission](#)

You will now need to choose to either “Commission 1: viral video (up to 2 minutes approximately)” or “Commission 4: digital print product (4 pages minimum)” to complete the following activities:

Task 2: Primary Textual Analysis

Using the video or print example provided (depending on which commission you chose) analyse it for conventions and use of media language. No less than 300 words – focus on your use of technical language and how the producers of the product have constructed the print or video piece to send a message. Use screengrabs to illustrate your analysis.

Print example: [Antisugar Campaign](#)

Video example: [Kungfu Fighter, Hidden Sugar](#)

Task 3: Research and Primary Textual Analysis

Find 2 additional examples of products that already exist that would meet the brief and analyse it for conventions and use of media language. No less than 300 words each – focus on your use of technical language and how the producers of the product have constructed the print or video piece to send a message. Use screengrabs to illustrate your analysis.

Task 4: 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 5: 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 SIL’ assignment on Teams.

Task 5: Pitch

Now that you have completed some initial research, analysed similar products and created an original idea for this commission you need to write a pitch of no more than 350 words that convinces the client to choose you to create to create the media product. Your pitch will be assessed on:

- Overall idea and solution in relation to the commission and infographic provided
- Succinct communication and refinement of the pitch
- Understanding of the potential of the commission
- Solution being practicable.