



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. Director Ken Loach has created a new coming-of-age social realist drama that explores the impact of social media on teenagers in contemporary Britain, with a particular focus on the introduction of recent UK regulations aimed at restricting young people's access to certain platforms. The film presents a powerful and authentic portrayal of adolescence in the digital age, highlighting issues such as online identity, mental health and peer pressure.. Sixteen Films are specifically looking for marketing material that captures and emphasises the emotional struggles faced by young people growing up online. It should also communicate the film's social realist aesthetic, showcasing its honest depiction of modern teenage life and the broader societal implications of regulating digital spaces during a critical stage of development.

Compulsory Task 1: Research and Analysis

Before creating any physical material for the client's brief you need to show you understand how marketing material is constructed and how they are effective. A fundamental part of successful work in this industry is **analysis** of what already exists and **research**.

Tasks:

1. Choose two film posters (www.impawards.com) and write a minimum of 300 words each analysing the common elements (codes and conventions). Include areas such as: what would you expect to see? What are the common elements? You may want to discuss how colour, layout and design, camera shots, props etc have been used.
2. Choose a DVD cover/back in the social realism genre and write 300 words analysing the common elements (codes and conventions). Include areas such as: What would you expect to see in this genre of film and its marketing material?

*(You may produce any of the above electronically or on paper)

Explore this [online folder](#) for resources and key terms that will support your analysis of Media Language and Codes and Conventions.

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.