

Starter

WHY HAVE YOU CHOSEN MEDIA?



Learning objectives:

- What should I expect from Media at KS5?
- What is my summer case study?

Explanation

Core Expectations for **Every Lesson**

1. Attend lessons on time and in professional attire
2. Be prepared for each lesson by ensuring you bring the appropriate equipment
3. Ensure all work is organised in the appropriate section of your subject folder
4. All deadlines must be met to avoid a 6 week “Risk of Failure” program
5. Respect the classroom, Replace chairs, Rubbish in bins
6. Speak to **ALL** members of the HT community with respect
7. No mobile phones/ear pods to be used in lessons or around the school
8. Starters are to be completed in silence
9. Be proactive and not reactive
10. Expect to work harder than you ever have before



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Learning objectives

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Key words:



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Explanation

COURSE: Cambridge technical level 3 digital media- extended certificate
EXAM BOARD: OCR

Why have I chosen this course for you?

Collaborators

The Cambridge Technicals in Digital Media have had support from a range of employers and universities. These include:

Employers	HEIs
Gabrielle Media	Coventry University
Night Zookeeper	Lincoln University
Sumo Digital	Bournemouth University,
Super Being Labs and State of Ambition	Arden University
Steady Go	
Herbert Art Gallery	
Rural Media	
Word of Mouth Productions	
Offshoot Films	
ClearSilver	
South Yorkshire Film Network	
Cambridge TV	
Showroom Workstation	
4Ps Marketing	
LSECT	



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UNITS		
UNIT 1	Media Products and Audiences EXTERNALLY SET EXAM	
UNIT 2	Pre-production and planning EXTERNALLY SET EXAM	
UNIT 3	Create a media product INTERNALLY ASSESSED COURSEWORK	
UNIT 20	Advertising INTERNALLY ASSESSED COURSEWORK	
UNIT 21	Create a Pitch INTERNALLY ASSESSED COURSEWORK	
UNIT 24	Cross media awareness INTERNALLY ASSESSED COURSEWORK	



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What kind of learner do I need to be?

- Independent
- Excellent attendance
- Self motivator
- Creative
- Organised
- Good time management
- Meet deadlines
- English at least a Grade 4



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Explanation

What will I need for September?

- All our case studies and learning will be done electronically however a lever arch folder with sleeves and 10 dividers is required.
- Know how to access your schools one drive
- I will provide you with a note book for starter activities
- You summer project ready to share with the group
- Lots of enthusiasm and willing to get stuck into extra curricular activities



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Explanation

Show us your creativity...

Brief:

Broxbourne golf complex in Wormly Broxbourne, are having a Family Fun day at Broxbourne golf complex in August.

The golf complex are in need of a static social media post for their Instagram page (Broxbourne golf complex)

Other relevant information includes:

Half price on footgolf, crazy golf, 5 inflatables and soft play for under 3's

Barbeque (hog roast)

Time 11:30 – 2:30pm

Open to all.

Free entry

Skills:

Layout

Typography

Colour

Information

Target audience

Advert/ poster

Logo (source from the internet)

Social media and contact

Software

You can use either PP, Photoshop or canva

Time Allowance:



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Explanation

Case Study

Your assignment is to show me what you already know about media.

You are asked to choose a film of your choice and create a case study around it.

I have given you some prompt areas to consider but this will show me how independent you are, your level of writing skill and Research techniques.

All writing must be your own including your own thoughts and choices.

Have fun!

Summer task:

- Your assignment is to show me what you already know about media.
- You are asked to **choose a film** of your choice and create a case study around it.
- I have given you some prompt areas to consider but this will show me how independent you are, your level of writing skill and
- Research techniques.
- All writing must be your own including your own analysis and conclusions

Areas to consider:

What film genre is it?
How do you know?
What is the narrative structure?
What are the characters and how are they presented to the audience?
How does the producers use costume/make-up to support the character role or narrative?
How does the production designer use location/set dressing and props to create the 'look' of the film?
How does the actor use body language and facial expressions?
Camera shots used?
How does the audio support the narrative?

How are the characters represented?
What ethnic groups are being shown?
Are any stereotypes used?
What age are the characters and how does the creators show these different ages?
How are genders constructed?

Who is this film's target audience?
How do you know this?
Give me a profile of the target audience?

What age rating is it? What does that mean? (BBFC)
Who is the parent company?
What company made the film?
Who distributed the film?
How many countries is it sold in?
What was its gross profit?

Please use full sentences and paragraph when analysing

You may submit this in your way showing me how you like to work:

- hand write,
- use a word processor,
- create a PowerPoint,
- add images, analyse
- spider diagrams
- Screen shots to support descriptions or analysis

Any questions or further guidance please email me on ledsterh@haileyburyturnford.com



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End & send

Q&A

Expectations

- ✓ All equipment away
- ✓ All rubbish in the bin
- ✓ All work in folders and stored away
- ✓ Everybody leaves in a calm manner.
- ✓ Computers logged off and tidy



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