Sixth Form Preparation for Success
Welcome to Digital Media
BTEC Level 3 Creative Digital Media

Introduction

BTEC Digital Media is a course centred around preparing you for multiple different sectors within the media industry, gaining transferable skills that apply to most modern professions. We focus on the film, journalism, and social media sectors, but cover a much broader scope over the two years.

Part I – Y11 into 12 Digital Media Specific Bridging Work
To be completed May – Sept
Remember that prizes will be awarded for 'exceptional' work that demonstrates effort above expected!

a) Investigate places of interest

For most of the units, you need to have reasonable experience watching, reading and using lots of <u>different</u> media. This could be (but not limited to) films, magazines, social media, podcasts, blogs, newspapers, adverts and promotional material. It is really important that you consume as much culture as possible to be able to analyse sources effectively and to create your own.

<u>Top 10 films to watch (if you can find a copy and in no order of importance)</u>

- "La Haine" 1995 Mathieu Kassovitz (15)
- "Chungking Express" 1994 Wong Kar-wai (12)
- "Amelie" 2001 Jean-Pierre Jeunet (15)
- "Schindler's List" 1993 Stephen Spielberg (15)
- "Joker" 2019 Todd Phillips (15)
- "300" 2006 Zac Snyder (15)
- "Inception" 2010 Christopher Nolan (12A)
- "Princess Mononoke" 2007 Hayao Miyazaki (PG)
- "The Shawshank Redemption" 1995 Frank Darabont (15)
- "12 Years a Slave" 2013 Steve McQueen (15)

<u>On Netflix- worth a watch:</u> "The Platform", "Parasite", "Fury", "Dunkirk", "The Big Short".

Familiarise yourself with the different media industries and take the tests. Study the different representations of gender, age and national/regional identity:

https://www.bbc.co.uk/bitesize/subjects/ztnygk7https://www.bbc.co.uk/bitesize/subjects/ztnygk7

Mrs Fisher- Check out the playlists on theories:

https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASghttps://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg

The Media Insider- Check out the playlists of media concepts and theories:

https://www.youtube.com/channel/UCGXfqzVEZr0XaZLWG3_HniAhttps://www.youtube.com/channel/UCGXfqzVEZr0XaZLWG3_HniA

b) Wider reading

Reading:

Gender in Advertising - Why are 'sexist' adverts being banned?	https://www.vox.com/the-goods/2019/6/18/18684088/uk-gender-stereotype-ad-ban-sexism-advertising-historyhttps://www.vox.com/the-goods/2019/6/18/18684088/uk-gender-stereotype-ad-ban-sexism-advertising-historyhttps://www.vox.com/the-goods/2019/6/18/18684088/uk-gender-stereotype-ad-ban-sexism-advertising-history
Ethnicity in TV - Why are Ofcom taking action?	https://www.ofcom.org.uk/about-ofcom/latest/media/media-releases/2017/diversity-uk-television-industryhttps://www.ofcom.org.uk/about-ofcom/latest/media/media-releases/2017/diversity-uk-television-industry
Misrepresentations of black men - How is 'misrepresentation' damaging to society?	https://www.theguardian.com/commentisfree/2015/aug/12/media-misrepresents-black-men-effects-felt-real-worldhttps://www.theguardian.com/commentisfree/2015/aug/12/media-misrepresents-black-men-effects-felt-real-world

c) Compulsory task

Produce a creative portfolio using different platforms and medias in order to have a showcase folder to be used in an "interview" for a media-related job. You must be able to show:

- Basic skills with film editing (most computers/tablets have basic software preloaded, but there are downloadable ones for free).
- Basic skills with editing images (for basic skills use Microsoft Word or PowerPoint).
- Basic understanding of how 3 different social media platforms work.

Include lots of examples of work you create- aim for one piece a week.

This can be presented as a working blog on any social media platform and/or a portfolio with images, mind maps, mood boards and the finished creative pieces.

Where to begin?

You could begin by having a go at one or all of the suggested tasks below- it is up to you what you would like to focus on, but try and push your boundaries- do something you haven't before.

Task 1: Use the images to create a music album front cover. How are you going to edit the image to make it look authentic? Think about: text, colour, effects, tone, positioning.

Task 2: Shoot a music video to any song of your choice. Show you have researched the meaning of the song first and make sure your video "story" is appropriate in style/tone/theme.

Task 3: Create a "teaser trailer" for an existing film. You could do this by using screen recording software.

Task 4: Film an "influencer" video for a new product, meant for Youtube or other similar social media platform.

Task 5: Create a series of film stills from different genres e.g. film noir, action, period drama, superhero, science fiction. Research different kinds of camera angles, use of lighting and set/mise-en-scene to make them creative, but clearly of a particular genre of film.

d) Stretch!

There will be a Team set up for our groups on Microsoft Teams for you to be able to share your ideas/more tasks to be set, such as a viewing diary- recording what you watch, reviewing and analysing the features. All of these tasks will apply to units done over the two years of the course and may help to shape the course in terms of which units we pick to do. We very much look forward to what you come up with and remember- this work is just as much for fun as it is essential to succeeding at digital media. Good luck!

Part II - Year 12 Head Start! for completion June – September

‘Section under construction. Additional content will be added ready for you to view in June’.