

Magna Academy Poole

Summer Preparation Task



A Level Media Studies

Why study Media at Magna?

Media Studies encourages you to question the validity of the information we receive on a daily basis and to be aware of bias within the media so that by the end of the course you should have an even better understanding of the world we live in. You will also have the opportunity to consolidate your learning through a creative media project.

Purpose of task:

As part of your 'Getting Ready to Study A Level Media' I want you to use your current research, analysis and creative skills to come up with ideas for next years' EDUQAS set practical coursework brief.

REMEMBER – THIS IS A PRACTICE TASK – YOU WILL HAVE TO RESPOND TO A DIFFERENT BRIEF IN 2021)

Task: You have been asked to create a cross-media production of promotional materials for an original movie, which will be made by British film company (Film4 Productions) targeting a specialised audience of 18-34 year-old film fans with a specific interest in your chosen genre of film.

Print Length: 4 pages (the front and back cover count as one page each).

You will be producing marketing materials for your own original Horror or Crime Drama or Coming-of-Age or Musical genre (select 1 genre option).

What I want you to produce

A Research Portfolio to include:

1. Analysis of existing Posters, DVD covers and Websites relating to the genre chosen – appropriate to the budget and target audience (aim for at least 2).
2. 200 word Statement of Intent (Explanation and justification of ideas for you own movie and approaches you intend to take)

More detailed planning / designs consisting of your idea for (pick 2 of the options below):

3. DVD Front and Back Cover
4. Advanced Teaser Poster
5. Main Theatrical Release Poster (portrait)

All of the practical tasks can be done on paper or computer, depending upon your access to technology – for these tasks you can use found images.

Recommended resources:

More detailed explanation and resources around this task are in a PowerPoint on YR11 Google Classroom has a range of resources and influences to start tcos2az.

Make use of Youtube to look at examples of British films in your chosen drama.

Film 4 / Netflix / Amazon Prime...

Deadline for Task: First lesson in the week commencing 7th September 2020

Recommended reading & activities list:

WJEC/Eduqas Media Studies for A Level Year 2 & A2 Paperback – available at Amazon or local library when they are next open.

Be a regular visitor to The Guardian website sections for Media, Culture and Technology to enhance your media capital.

Required stationary and equipment
A4 Folder, SD Card, lined paper, highlighters and pens.
Essential resources
We have cameras and tripods but if you have access to these resources that is great.
Things to consider
This course rewards learners who are creative and academic. Between now and the start of the course spend time looking at news sites as well as delving more deeply into the your streaming providers content, especially in terms of media focused documentaries: BBC i-player, Netflix, Amazon Prime... Get out there and be creative as often as possible – use your mobile phone if you do not have access to the video cameras / SLRs. Remember to do this safely and adhering to social distancing measures.

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