

BTEC Creative Media – Summer Independent Learning Activity

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 / Scenario

You are working as part of the creative team called 'Sixteen Films' as a short-term internship in the marketing department where you are part of a team responsible for creating advertising and promotional materials for film companies.

PART 1

Task 1: Research and Analysis **1500 words**

A fundamental part of successful work in this industry is analysis of what already exists and research trends, expectations and box office success. The company 'Sixteen Films' has approached you, to ensure your internship becomes permanent, they have asked you to write a report explaining the stylistic codes and conventions of each of the film genres below.

What are the codes & conventions of:

- **Film Noir**
- **Thriller**
- **Horror**

As a guide you should be writing roughly **300 words** on the codes and conventions of each. Roughly **300 words** on Audience expectations of each genre, what are they and how are they met?

Textual analysis **900 words** looking at a microanalysis of a key scene from a film of your chosen genre. Simply select a genre, select a film that fits that genre, then a key scene of the film. From here you'll analyse **TWO** of the following: *Mise-en-scène*, *lighting*, *editing*, *sound* and *camerawork*, when analysing these, you'll identify how these have been used to emphasise a genre.

This is not a case of writing more makes it better but more so identifying the key elements of the genre, provide examples and screenshots along the way.

Things to think about: you may need to think about the key elements that define the genre – these are the 'Codes and Conventions' that help an audience identify it.

PART 2

Research Task:

You may wish to research other short films before you start the voyage of creating your own, researching how a simple concept can have a beginning, middle and an end using www.shortfilmoftheweek.com

You also need to know what constitutes an age 15 certificate before you have your ideas and especially before you start storyboarding. Use the website www.bbfc.co.uk and find the age certification befitting your idea.

Reports can be produced as a hand written report or type up and printed off, using screenshots with detailed annotations can always help.

The storyboard can be completed with digital images taken by you or drawn by hand (avoid stickmen).

***Bring your report, poster analysis and creative ideas to your first lesson ***