

YEAR 11-12 SUMMER INDEPENDENT LEARNING WORK

BTEC Extended Certificate in Creative Digital Media Production

PART ONE – COMPULSORY TASKS

Welcome to your Summer Independent Learning (SIL) work for BTEC Extended Certificate in Creative Digital Media Production. This course will give you the knowledge and skills required to make the next step into the creative industries. Some of the key skills required in the industry include the ability to research effectively, respond to briefs and commissions and to have that all important creative spark. Therefore, you have been given two tasks to complete, due in your first lesson, which test these key skills.

McDonald's®

Scenario:

During the period of lockdown in the UK due to the COVID-19 pandemic, restaurants had to shut to follow social distancing guidelines. McDonald's is the largest fast-food restaurant chain in the world, with more than 37,000 locations in about 120 countries with global revenues of £17 billion. The marketing executives for McDonald's in the UK have asked you to conduct research and analyse one of their existing popular TV adverts and present reasons why it was successful. Then they would like you to create a new advertising campaign, to be released once they fully re-open all their restaurants.

Task 1

Research & textual analysis: McDonald's 'Parallel Lives' advertisement

Your first task is to analyse the popular McDonald's 'Parallel Lives' advertisement from 2014. You can either use a Word document or write onto paper. You should aim to write a minimum of 800 words and using examples from the advert (you can screenshot). You should analyse the advert focusing on the following areas as a guide:

- Who do you think the audience for the advert is and how do you know?
 - Why is certain music chosen?
 - Explore why you think certain camera shots, lighting or editing is used in the advert
 - How typical is this of usual TV adverts? Can you compare to another advert?
 - How does the advert persuade the audience to go to McDonalds?
 - What advertising techniques are used and why? Try to use key advertising terms (see resource below)
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- Please use this link or scan the QR code to access the advertisement:
<https://www.youtube.com/watch?v=qlvY73HfJWM>
 - Please use this link or scan the QR code to a glossary of key advertising terms (you will need to sign-up to Quizlet see all the terms):
https://quizlet.com/_5ak0ao?x=1jqt&i=1ldx5x



Task 2

Creative Brief: McDonalds' Post-COVID19 Advertising Campaign

For Task 2, McDonalds have asked you to create materials for their advertising campaign to be released once all their restaurants are fully re-opened after lockdown. It is worth pointing out that McDonalds have sent this request to a number of other media producers, so McDonalds will need you to persuade them that your idea is worth taking forward.

- Use this link or scan the QR code to help you with thinking about the 'appeal' of your advert. <https://www.youtube.com/watch?v=vpwYsGUIT8>



List of requirements:

- A **treatment** for the TV advert
 - Descriptions of scenes and transitions
 - Character description
 - Shot descriptions
- Write a **pitch** of your idea
 - What are your ideas and solution in relation to the scenario?
 - What are the technical practicalities of your campaign? How long would it run for? What materials and talent do you need?
- A **storyboard** of the advert
- A **strapline** for the campaign (a catchy sentence for the advert – e.g. 'We all have McDonalds in common' from the Parallel Lives Advert) and a **hashtag** to be used on social media.
- A **digital or sketched poster** to run alongside the campaign

PART TWO – ADDITIONAL TASKS

One thing your media course will demand is that you understand media theories and that you can use them to talk about different media texts.

Access the following links and read the articles to get an understanding of some of the key theories we will be discussing. It might help to make your own notes on what you read, to help you to understand it better.

<https://www.filminquiry.com/film-theory-basics-laura-mulvey-male-gaze-theory/#:~:text=The%20Male%20Gaze%20theory%2C%20in,passive%20objects%20of%20male%20desire.&text=The%20Male%20Gaze%20suggests%20that,by%20identification%20with%20the%20male.>

<https://www.communicationtheory.org/reception-theory/>

<https://www.communicationtheory.org/uses-and-gratification-theory/>

<http://thowe.pbworks.com/f/dyer.on.stereotypes.pdf>

<https://revisionworld.com/a2-level-level-revision/media-studies-level-revision/genre-theory>

After you have read about the theories, see if you can think of media texts you're familiar with that you could apply them to.

For example:

In what ways is Deadpool a typical superhero movie and in what ways does it **subvert the genre**?

What do James Bond films offer us in terms of how they view women?

How is the last magazine you read typical of its form? How has it tried to attract certain audiences?

What genre was the last TV programme you watched? What **generic conventions** did it follow? For what reasons might audiences have chosen to watch it?

This sort of reading and understanding of theory, as well as applying it to the media you consume every day, will help you to be successful on the course, particularly when it comes to developing your skills of analysis.