

## A Level Media Studies - Summer Independent Learning Activity - Y11>Y12

Welcome to A Level Media Studies! 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.

### *Task 1: Research and Analysis- Compulsory*

#### **Tasks:**

1. Choose two film poster ([www.impawards.com](http://www.impawards.com)) and write a minimum of 300 words each analysing the common elements (codes and conventions). Include areas such as: what would you expect to see? What are the common elements? You may want to discuss colour, layout and design, camera shots, props etc.
2. Choose a DVD cover/back in the social realism genre and write 300 words analysing the common elements (codes and conventions). Include areas such as: What would you expect to see in this genre of film and its marketing material?
3. Create a small moodboard that outlines who Ken Loach is, what films he has produced/directed etc. You should be including in this the marketing material for some of his most successful work - do they use similar codes and conventions?

\*(You may produce any of the above electronically or on paper)

Explore this [online folder](#) for resources and key terms that will support your analysis of Media Language and Codes and Conventions.

## Tasks- Preparation for Y12 Media Studies Content and Initial Assessments

The first term of Media Studies is focused on introducing you to a range of different media products in different industries from different historical contexts. As such, the next task is designed to develop your confidence in identifying and analysing codes and conventions. This will help you prepare for your Initial Assessment where you will analyse and compare Media Language between an AV and print advert.

### Analysis Task B - Recommended:

Using the link provided analyse the charity advert from Save the Children 2019 Campaign.  
<https://www.youtube.com/watch?v=idfu6O6qFRo>

Your analysis should be a minimum of 500 words and cover the following information:

- What technical codes have been used and why?
- What visual codes have been used and why?
- Links to context - Historical, Cultural, Social?
- Identification of genre specific conventions

\*This can be produced as a hand - written report / essay or using screenshots with detailed annotations.

\*Bring your portfolio of research, poster analysis and creative ideas to your first lesson.