

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: research skills; the ability able to analyse effectively; respond to briefs and commissions; to have that all important creative spark. Therefore you have been given the following tasks to complete, due in your first lesson, which tests these key skills.

### Task One - Research

Find definitions of some key terms used in media.

target audience    mise-en-scene    diegetic sound    connotation    genre

### Task Two - Analysis

Watch the following 30 second advertisement for thortful.com and answer the following questions.

You are advised to watch the advertisement at least five times, as every time you watch it you will see and hear something new.

We would then like you to answer some questions. Some are short answers, some longer.

Where appropriate use the media terminology.

<https://www.youtube.com/watch?v=dATO0Lmxxig>

**see next page for questions**



Look at any other thortful.com advertisements - do they share any qualities? Make notes.

### Task Three - Create

thortful.com are wanting to get some creative ideas for their Christmas campaign which will launch November 2022. We would like you to come up with a concept for a new 30 second advertisement. You have free rein on how this advertisement would be made, the storyline, the setting, the characters, choice of music etc.

What you must ensure is the following:

Target Audience of males & females 16+

Must be able to be broadcast across different platforms, ITV, Ch4, Ch5, Netflix, Sky, Youtube in what is known as peak or family viewing of 5-9pm.

You must include the company slogan & logo and potential tone.

Please complete the following - a script and accompanying storyboard for your idea.

Watch How to Storyboard - [https://www.youtube.com/watch?v=ux\\_Em1IVsji](https://www.youtube.com/watch?v=ux_Em1IVsji)

Storyboard sheet will either need to be printed or create your own using the template.

Watch the advertisement at least 5 times before you answer the questions.  
You may watch the advertisement as many times as you need as you answer the questions.  
Please make specific references to aspects from advertisement.

Q1. Give one way the camera been used to create meaning for the audience? [2 marks]

Q2. Give one way colour been used to create meaning for the audience? [2 marks]

Q3. Give one way the setting give meaning to the audience? [2 marks]

Q4. Give two examples of how sound has been used in the advertisement?  
And what meaning does that give the audience. [4 marks]

Q6. How are the characters created & used to have an effect on the audience? [8 marks]

# Sample Script Format

**FADE IN:** Marks the start of the screenplay.

**SCENE NUMBER** Generally numbered only in the shooting script

**TRANSITION** Used as transitional instructions for editing

**EXTENSION** Clarifies where a character is when they can't be seen

**PARENTHETICAL** Provides info on how the actor should say the line

**SHOT** Indicates the camera angle or movement in a scene

**FADE IN:**

1

**EXT. SUBURBAN HOME - NIGHT**  
WE OPEN on a modern suburban home. The front window illuminated by the lights inside. We see the silhouette of a small human figure as it runs back and forth. We push in closer as we slowly see a BOY running around the house.

**CUT TO:**

2

**INT. SUBURBAN HOME - KITCHEN - NIGHT**  
A GREEN BALL sits on a counter top. A young hand snatches it. It belongs to FILBERT (9), wiry, lost in his own imaginary world. Dressed as a Knight. A toy sword in his other hand.

**FILBERT (V.O.)**  
This is my castle. I am sworn to protect it. Anyone that stands in my way shall bear the wrath of the almighty--

Just then, the babysitter walks by. BECKY (23), trendy, distracted. She is mid-phone call with Filbert's Mom, TRACY.

**BECKY (into phone)**  
Oh yeah, he's being good. He's just fighting orcs or trolls.

**INTERCUT PHONE CONVERSATION**

**TRACY**  
Oh that's perfectly normal.

Filbert lifts his sword into the air, lets out a big battle cry, and sprints from the kitchen to --

**HALLWAY**

Filbert comes around the corner, distracted by his fantasy, bumps into the wall. His favorite ball slips from his hand. Everything slows down for Filbert.

**FILBERT'S POV**

**IN SLOW MOTION** - The ball tumbles down the stairs. WE HEAR each bounce echo as the ball travels down the steps.

**SCENE HEADING**  
One line description of the location and time of day

**ACTION**  
The description of the actions in a scene

**CHARACTER**  
Identifies the character who is speaking

**DIALOGUE**  
The lines of speech your character says

**INTERCUT**  
Instructions when cutting to multiple locations

**SUBHEADER**  
Used when there are minor changes in a location

Production Title \_\_\_\_\_

Production Team \_\_\_\_\_

Shot No	Shot Type	Timing	camera movement, music, sound, notes

Edit - visual Edit - audio

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