

**CTEC
DIGITAL MEDIA
SINGLE AWARD**

Transition pack

Name:

INSTRUCTIONS

This transition pack is designed to bridge the gap between KS4 and KS5 with the intention of consolidating prior learning for those who completed the BTEC Tech Award in Creative Media Production in KS4 but also to provide those who are new to the subject the opportunity to learn key concepts missed which carry through to KS5 CTEC Digital Media. Many aspects of this transition pack provide you with a basis and taster of tasks from a wide range of the units you will cover during Year 12 and 13.

This is the single award transition pack – all students will complete this.

If you are taking double award you will complete this and the double award pack – this is not an easier option, just an enjoyable one!



Section A: Key concepts

Theories and theorists

Below is space for you to research the theorists and their theories, as well as applying them to media products you know. This could be applied to any media product, however movies, TV shows and computer games are probably the easiest to apply the theories to. The example does not have to be a whole film, only a scene or even the trailer. There are far more than these three, but this will give you a good starting point.

Example of how theory relates to a media product		
Description of theory		
Theorist	<u>Narrative Theories</u> Todorov 5-step narrative formula	Strauss Binary opposition

Theorist	Description of theory	Example of how theory relates to a media product
<p><u>Genre Theories</u> Neale Repetition and difference</p>		
<p>Metz Genre stages theory</p>		

Theorist	Description of theory	Example of how theory relates to a media product
<p><u>Audience Theories</u> Hall Audience response theory</p>		
<p>Altman Audience pleasures</p>		

Theorist	Description of theory	Example of how theory relates to a media product
<u>Distribution Theories</u> Jenkins Media distribution and consumption		
Gerbner Cultivation theory		

Theorist	Description of theory	Example of how theory relates to a media product
Adorno Passive consumption theory		
Mulvey Objectification of women theory		

Key term definitions: Audience

Ensure you understand the following key terms to begin with – these are terms for Unit 1, but many are synoptic content used in other units as well.

Audience: Age and Gender	
Audience: Primary	
Audience: Secondary	
Audience: Ethnicity	
Audience: Socio- Economic groups	

Key term definitions: Purpose

Ensure you understand the following key terms to begin with – these are purpose terms for media products from KS4 BTEC Creative Media.

Purpose: Entertain	
Purpose: Educate / Information	
Purpose: Escapism	
Purpose: Profit	
Purpose: Community Benefit	
Purpose: Raising Awareness	
Purpose: Experimentation	
Purpose: Inspiration	
Purpose: Critical Acclaim	

Key term definitions: Synoptic

Ensure you understand the following key terms to begin with – these are terms for Unit 1, but many are synoptic content used in other units as well.

Synergy	
Cross-media promotion	
Time shifting	
Print media product (include examples)	
Audio-visual media products (include examples)	
Audio media products (include examples)	
Note: In BTEC Creative Media, Product types are categorised using the terms Moving image (Audio-visual), Interactive (Web/games/Audio) and Print – this is slightly different as highlighted above.	

Media product 1:

You must decide upon media products which you know well and have access to – owning them physically or digitally – to use as part of your own analysis of key concepts and theorists. This can be a film or game.

Date of release	
Genre: Main	
Genre: Sub-genres	
Actors and actresses	
Director/ Producer/ Music/score	
<u>Key scenes</u> Brief description and link of scenes on YouTube showing: Violence or Portrayal of women	

Media product 2:

You must decide upon media products which you know well and have access to – owning them physically or digitally – to use as part of your own analysis of key concepts and theorists. This can be a film or game.

Date of release	
Genre: Main	
Genre: Sub-genres	
Actors and actresses	
Director/ Producer/ Music/score	
<u>Key scenes</u> Brief description and link of scenes on YouTube showing: Violence or Portrayal of women	

Media product 3:

You must decide upon media products which you know well and have access to – owning them physically or digitally – to use as part of your own analysis of key concepts and theorists. This can be a film or game.

Date of release	
Genre: Main	
Genre: Sub-genres	
Actors and actresses	
Director/ Producer/ Music/score	
<u>Key scenes</u> Brief description and link of scenes on YouTube showing: Violence or Portrayal of women	

Media products production techniques 1

You must state how your media products use **mise-en-scene** to create symbolic meaning for the audience – what is it that the producer is trying to convey or make the audience understand or feel from the use of **mise-en-scene**?

TERM	MEANING
Mise-en-scene	
Media product 1 examples	
Media product 2 examples	
Media product 3 examples	

Media products production techniques 2

The same task as above but exploring different sound types and how they are used to convey meaning to the audience in your chosen media products

TERM	MEANING/EXAMPLE
Diegetic sound	
Media product example	
Non-diegetic sound	
Media product example	
Incidental sound	
Media product example	

Media Job Role 1:

You must show an understanding of the different job roles within the media industry including their skills, job roles and how they work collaboratively.

Website	
Skills – at least 5	
What do they usually do on a day-to-day basis for contributing to the production of a media product?	
How do they work collaboratively with other to help produce a media product?	

Take a screenshot of the job advert and save the image – you will need it!

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Section B: Pre-production

Pre-production for Unit 21 and 3

Below is the scenario used for both Unit 21 and 3. These units have been combined to provide a more complete and realistic way of creating media products.

For Unit 21 you will pitch your media product after researching and designing it, getting feedback from presenting your pitch and make any required improvements. Unit 3 is the creation of the media product you have designed, pitched and then made improvements to the design.

The scenario is fairly straightforward – you own a graphics design company and will pitch for the contract to create advertisements to promote Lincoln in their bid to become ‘Capital of Culture 2020’. The advertisements could be posters, flyers, leaflets, a web banner or billboard, for example. This is fictional, but has similarities to the European capital of culture (Liverpool, 2008), and the UK City of Culture (Hull until 2020). Your aim is to promote Lincoln to secure votes and support to be nominated as the Capital of Culture 2020.

Lincoln top 5 cultural aspects

Cultural aspect	Why is it cultural, significant and important?

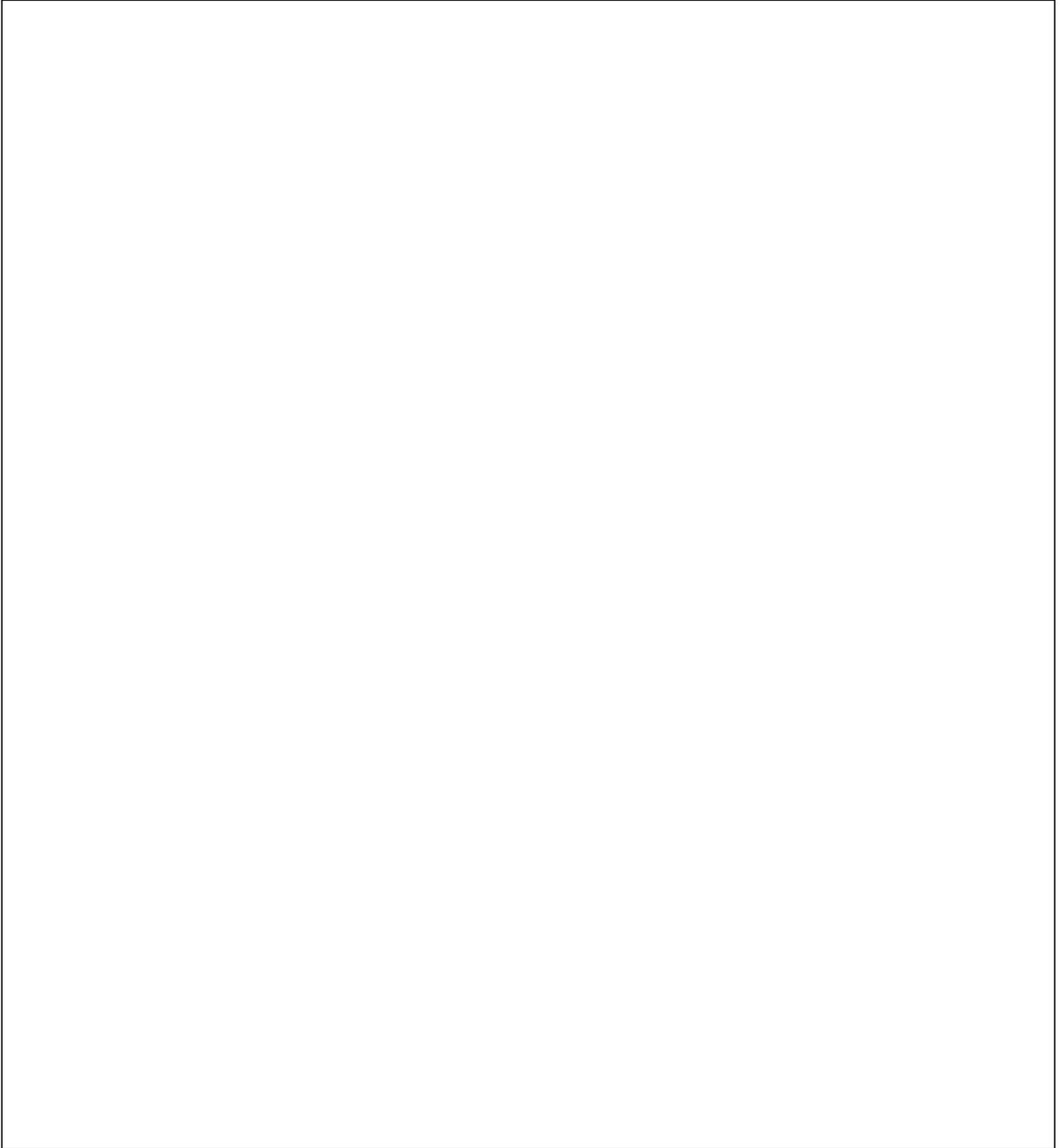
Pre-production for Unit 21 and 3: Photography

Use this table to plan for the photographs you will take for the capital of culture campaign when visiting Lincoln.

Justification – explain why this image is needed?										
Shot type, time of day										
Image description										

Pre-production for Unit 21 and 3: Mood board

Use this page to produce a mood board for your print-based media product below. You can hand draw this if it is easier.

A large, empty rectangular box with a thin black border, intended for the student to create a mood board for their print-based media product. The box is currently blank.

Save and record the images that you intend to use for the coursework.

Pre-production for Unit 21 and 3: Visualisation

Use this page to produce a visualisation showing the design for your print-based media product below. You can hand draw this if it is easier.