

A Level Media Studies

Essential Bridging Work

If you intend to enrol on this course you must complete the following bridging work ahead of your first lesson and bring it with you. It should take you about 4 hours to complete the work.

<p>Topic</p>	<p>Cross Media Production - As part of the media course you will have to research, analyse and apply knowledge and understanding of genre, audience, institutional contexts and representations in a creative format.</p>
<p>Task</p>	<p>Task 1 – Research and analysis. Choose a TV show from a terrestrial channel (e.g. <i>Broadchurch</i>, ITV or <i>Doctor Who</i>, BBC1) and carry out some research using the following questions as guidance:</p> <ol style="list-style-type: none"> 1. What is the genre/s of the TV show? What can you see and hear that supports your ideas? 2. Who is the target audience for the show? Consider demographics (age, gender and others if applicable) and psychographics (likes/dislikes, personality, media viewing habits). 3. How is the TV show marketed to its intended audience? 4. What are the key aims of the institution that broadcasts the TV show? 5. Choose one character. Identify how they are represented (portrayed) and evaluate why you think this has been done? <p>Task 2 – Production. Create a plan for a new television programme in a fictional genre (or sub-genre/ hybrid) of your choice. Your production should be created for a mainstream broadcaster (such as BBC1 or ITV) and target a mainstream audience of 16-34 year-olds who have an interest in the genre of the television programme. Include the following in your plan:</p> <ol style="list-style-type: none"> 1. A title for the new TV show and short, engaging synopsis. 2. An explanation of the genre/s and which conventions you would include. 3. A marketing plan that shows how you will promote your TV show and target the audience across a range of different media platforms (TV, Print, Internet). 4. Design one of your marketing plan examples on paper demonstrating layout design, colour scheme, font choice and institutional contexts. (e.g. a full page magazine advert, OR a website banner advert OR a 20 second teaser trailer) <p>Extension task – Create a 9 shot storyboard of a sequence from the first episode of your new TV show.</p>
<p>Resources</p>	<p>Online Resources:</p> <p>BBC website, ITV website, Channel 4 website Storyboarding tips - http://nofilmschool.com/2013/09/storyboarding-tips-dreamworks A good example of a TV show case study - https://www.slideshare.net/emmarlouise/tv-drama-case-study-skins Resources on basic Media Studies Key Concepts - http://www.bbc.co.uk/education/subjects/ztnygk7</p>
<p>Presentation</p>	<p>Task 1 must be handwritten. Task 2 can be handwritten and/or typed up in a word document or PowerPoint. Please bring it to your first lesson to be handed in.</p>