

CTEC Creative Media Level 2

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.

Topic	Film Industry Research: Before you can produce any media product you must first carry out extensive industry and audience research to get a better understanding of how to make your own products successful.
Task	<p>Task 1: Film Industry Research</p> <p>Your first task is to select a film production studio and conduct secondary research to find out:</p> <ul style="list-style-type: none"> • Who owns the studio • Some background and historical information • 5 different films produced by the studio • Relevant financial information, including box office sales figures • Any upcoming film releases <p>Please note: Wikipedia is not an acceptable information source.</p> <p>Task 2: Film Analysis</p> <p>You are now required to select one film produced by your chosen production studio and write a detailed analysis, commenting on:</p> <ul style="list-style-type: none"> • The genre of the film and how you can tell • The target audience (age, gender, lifestyle, interests) and why • The narrative • The camerawork (pick several specific camera angles) • Use of editing • Use of sound <p>Extension Task: Marketing and Promotion</p> <p>You should gather examples of how your chosen film was advertised and promoted.</p>
Resources	<p>Online Resources:</p> <p>Film production studios: https://www.google.co.uk/?gfe_rd=cr&ei=AFAMWeSFHa_38Aeb8q3wBQ#q=list+of+film+production+companies</p> <p>Media terminology: http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=keyterms</p> <p>Film industry statistics: http://www.bfi.org.uk/education-research/film-industry-statistics-research</p> <p>Camera angles: http://www.empireonline.com/movies/features/film-studies-101-camera-shots-styles/</p> <p>Editing techniques: http://www.masteringfilm.com/good-video-editing-techniques-to-consider/</p>
Presentation	Task 1 should be presented as a Powerpoint Presentation consisting of at least 5 slides. Task 2 should be written on Microsoft Word. Please bring both pieces of work to your first lesson for submission.