

## GETTING READY FOR PACK

# CAMTEC Digital Media

We are delighted you have chosen to study Digital Media at Haywards Heath College

### WHAT YOU WILL STUDY

<b>Unit/Topic</b>	<p>The first year consists of 3 units</p> <p><b>Media Products and Audiences</b> (Media Sectors, understand how meaning is created, Media Audiences, Censorship and Regulation etc)</p> <p><b>Scriptwriting</b> (write a short film or podcast script)</p> <p><b>Create a Media Product</b> (make the short film or podcast you wrote)</p>
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### WHAT YOU NEED

<b>Kit List</b>	N/A
<b>Course Supplement</b>	N/A
<b>Equipment</b>	You may want a folder and/or notepad for note taking for exam units. You may choose to purchase your own media equipment over time, but we have some basics and phones/tablets and laptops do most of what you will need.
<b>Essential Textbooks</b>	<p><a href="#"><u>Cambridge Technicals Level 3 Digital Media</u></a></p> <p><a href="#"><u>(Cambridge Technicals 2016)</u></a></p> <p>ISBN: 9781471874734</p>

ENRICHMENT	
<b>Trips</b>	<a href="#">Pinewood Futures Festival 2025 – 28<sup>th</sup> February</a>
<b>Guest Speakers</b>	We hope to have the following speak to you within the two year course Beth Evans – Scriptwriter Paul Dugdale – Concert Film Maker Aneela Rose – Rose Marketing Brighton Screen and Film School
<b>Events</b>	HHoscars – Films and Media Products of the year award ceremony.

OPTIONAL ADDITIONAL READING/STUDY	
	N/A

SUMMER WORKING TASK INFORMATION
<b>Completion Date: First Lesson Week Commencing 9/9/24</b>
<p>This pack will help you make the best possible start to studying this subject. The tasks in this pack should take you about 4-6 hours to complete.</p> <ul style="list-style-type: none"> <li>You should have access to a <b>digital copy of your work</b> (saved in e-mails/cloud/google drive/usb stick) that you can <b>UPLOAD</b> to an assignment once you're on our systems in the first week – turn up being able to access it on a computer for your first lesson.</li> </ul> <p>The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at <a href="mailto:info@haywardsheath.ac.uk">info@haywardsheath.ac.uk</a> telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.</p>

SUMMER WORKING TASK	
<b>Skills Focus</b>	<b>Researching, Organisation, Analytical, IT and Selection Skills</b> <b>Application of media terminology</b>
<b>Task 1</b> Terminology – research	Using the Internet to aid you, define these media terms in your own words and find an example image/clip to help illustrate your point: <ul style="list-style-type: none"> <li>Mise-en-scene</li> <li>Editing</li> <li>Tracking shot</li> <li>Pan</li> </ul>
<b>Target Grade</b> – All	
<b>Deadline</b> 09/09/24	

	<ul style="list-style-type: none"> <li>• Zoom</li> <li>• Establishing shot</li> <li>• Genre – give an example.</li> <li>• Sub-genre – give an example.</li> </ul> <p><b>Skills: Researching, media terminology.</b></p>
<p><b>Task 2</b> Textual analysis</p> <p><b>Target Grade – All</b></p> <p><b>Deadline 09/09/24</b></p>	<p>Select a scene from your favourite TV show or film. Find this scene on YouTube/Netflix/Amazon Prime/BBC/ITV etc.</p> <p>Write <b>500 words</b> analysing your chosen TV scene. Use part 1 and part 2 in this article on how to analyse film/TV sequences to aid you: <a href="https://www.wikihow.com/Analyze-a-Scene-in-a-Film">https://www.wikihow.com/Analyze-a-Scene-in-a-Film</a></p> <p>Try to avoid just re-telling what happens in the scene, are you also able to discuss how the production team have created any meaning through camera angles/sounds/props/dialogue/costumes etc??</p> <p><b>Skills: Textual analysis, application of media terminology.</b></p>
<p><b>Task 3</b></p> <p><b>Target Grade – Distinction – Extension Task</b></p> <p><b>Deadline 09/09/24</b></p>	<p>Using the Internet to aid you, research and explain these theories:</p> <p>Stanley Cohen’s Moral Panic theory George Gerbner’s Cultivation theory Laura Mulvey’s Male Gaze theory Tzvetan Todorov’s Narrative theory</p> <p><b>Skills: Researching, theoretical framework.</b></p>
<p><b>Notes:</b></p>	

RECOMMENDED READING/WATCH LIST	
Contextual Info – Over the Summer? During the course? Specifically linked to a topic/unit?	
<b>Book</b>	<b>Name &amp; ISBN</b>
<p>Recommended reading resource: <a href="https://www.amazon.co.uk/Cambridge-Technicals-Level-Digital-Media/dp/1471874737/ref=sr_1_1?keywords=digital+media+textbook&amp;qid=1560363824&amp;s=gateway&amp;sr= 8-1">https://www.amazon.co.uk/Cambridge-Technicals-Level-Digital-Media/dp/1471874737/ref=sr_1_1?keywords=digital+media+textbook&amp;qid=1560363824&amp;s=gateway&amp;sr= 8-1</a></p>	
<b>Video</b>	<b>Name &amp; Link</b>
<p><b>Studio Binder – Filmmaking Videos</b></p> <p><b>Michel Gondry – Inventive and creative music video director and film maker (for inspiration!)</b></p>	<p><a href="#">Welcome to StudioBinder (youtube.com)</a></p> <p><a href="#">(1) Who is Michel Gondry? [Indie Wire] - YouTube</a> <a href="#">I'VE BEEN 12 FOREVER (SIDE A) - short film - Michel Gondry (2004) (youtube.com)</a></p>