

<h2 style="margin: 0;">Getting Ready For <i>Media and Marketing</i></h2>		
Your Name		
CAMTEC Media and Marketing	Media Concepts	OCR

We are delighted you have chosen to study Media and Marketing at Worthing College.

Instructions: This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- should take you **about 4 hours to complete**.
- should be handed into your teacher when teaching starts **in September 2025** with your name on it for assessment.

If you need help: 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 gettingreadyfor@worthing.ac.uk, telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
Researching Skills Organisation Skills Analytical Skills	Selection Skills Application of media terminology IT Skills

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Media	<p>“Mise-en-scene” is simply a way of describing everything you can see and hear in a film scene. This includes Set, Props, Lighting, Sound Effects, Costume etc. Mise-en-scene can be crafted by filmmakers to create meaning (for example, the colour red symbolising blood or violence).</p> <p>Watch this video to get an idea of what Mise-en-scene is if you’re struggling - https://www.youtube.com/watch?v=3euNFd7-TCg&t=15s</p> <p>Analysis of meaning is a huge part of your studies in media. So let’s have a practice!</p> <p>Select a scene from your favourite TV show. Find this scene on YouTube/Netflix/Amazon Prime etc.</p> <p>Write 500 words analysing how your chosen TV scene creates a sense of meaning through the use of mise-en-scene.</p> <p>This can be broken down into sections (lighting, props, set, costume, sound etc) if you wish.</p> <p>Try DESCRIBING / Denoting the element (red lighting), then tell me the Connotation / the MEANING behind it (scary, menacing, evil)</p> <p>Skills: Textual analysis, application of media terminology.</p>	First lesson – September 2025
	Marketing	<p>Pick a film / game of your choice and create a word doc or PowerPoint answering the following questions! Include images where appropriate!</p> <ul style="list-style-type: none"> • Who is the target audience for the media product? • How was it advertised? Audio-visual (TV adverts, trailers), print, digital (online ads, reviews, social media), radio, games etc. Was it via traditional methods or contemporary digital methods? • How is social media used to promote the product? • What other products/media is associated with the product you have chosen? (Synergy) • Was there any celebrity endorsement? (Public appearances, interviews etc.) • How successful was the film / game? 	

Work Placement Week

All students are required to participate in a **compulsory** week-long work placement. It is recommended that the placement chosen is either relevant to your course, or relevant to what your future career aspirations are.

Work placement form submission deadline

<p>All L2 and L3 students studying on triple or double courses will be given their work placement week dates by their course leaders when they start in September.</p> <p>The deadline to submit your placement forms are as follows:</p>	Date of work placement week	Deadline for returning completed form
	Dec-25	24th October 2025
	January / February 2026	24th October 2025
	March / April 2026	19th December 2025
	May / June 2026	13th February 2026
<p>All students studying 2 or more single subjects will have the option of either carrying out their work placement during:</p> <ul style="list-style-type: none"> • February half term • Easter holidays • May half term • 22nd – 26th June 2026 <p>The deadline to submit your placement forms are as follows:</p>	Date of work placement week	Deadline for returning completed form
	February half term (16th - 20th February)	Friday 24th October 2025
	Easter holidays (27th March - 13th April)	Friday 19th December 2025
	May half term (26th - 29th May)	Friday 13th February 2026
	22nd – 26th June	Friday 1st May 2026