**Transition activities for Level 3 Media (Cambridge Technicals in Digital Media)**

*These are designed to be independent tasks which can be completed in any order over any amount of time. They are not compulsory but will help you get an idea of the sorts of tasks we will be doing in the first year of the Level 3 Media course at S6F.*

1. Keep a Media Diary for a couple of days. Use the table below to help you record the types of media you come into contact with. There are examples in the first two rows:

| Media product | Type of media | Time of day | How you accessed it | Purpose |
|---|---|---|---|---|
| *Music videos: pop* | *Video* | *12pm-1pm* | *Youtube on my phone* | *Entertainment* |
| *BBC News website* | *Internet* | *6pm-6.15pm* | *On a laptop* | *Information about the world* |

   a. How could you represent this information? Practice using tables and charts to show how much of your time is spent consuming different types of media. Survey another member of your family and compare the data.

2. Watch the advert breaks of three different programmes, on different channels, at different times. Write down what each advert is for. Can you work out who the target audience for each programme/channel is? What are the different ways we can define those audiences – age, gender, location, lifestyle…?

3. Using this page to learn about camera shots http://bristolbhhsmultimedia.weebly.com/camera-angles-and-shot-types.html. Take a 30-second clip from a film or music video and create a reverse storyboard showing the different types of shot used. Using this as a model, can you create your own storyboard for a similar product?

4. Watch these two film openings: https://www.youtube.com/watch?v=iZxNbAwY_rk (Casino Royale, 2006) and https://www.youtube.com/watch?v=ZfrM3A1wo0w (Last Christmas, 2020)
   a. What genre do each of these films belong to? What do we see in the opening which helps the audience to understand the genre?
   b. Which characters are introduced? What do we learn about the characters and how is this established?
   c. How is sound used to create a sense of genre?
   d. Who would be the target audience for this film? How do you know this?

5. Using your phone, or a camera if you have one, practice taking photos that show the different shot types:
   a. Close up
   b. Extreme close up
   c. Mid shot
   d. Long shot
   e. High angle
   f. Low angle

   You could take groups of photos on a theme – eg portraits of the people in your house, still lives of a collection of objects, interior shots of different rooms.  Practice taking photos in different lights and weather conditions and look at how this affects the shots.

6. Research one media company eg Netflix or Disney. Find out when they were created, who owns them, how much money they make and how they have changed the way the operate over the years.  How might their business continue to change in the future?

7. Find out who the following regulatory bodies are and what they do:

   a. PEGI
   b. Ofcom
   c. ASA
   d. IPSO
   e. BBFC

8. Using your phone to film, make a short advert for a product of your choice.  You could also design a print advertising campaign to go alongside it.  Use existing advertising campaigns as inspiration, making a mood board and storyboard before you start to film.