



Summer Preparation Work

Welcome to the Faculty Creative Digital. Creative digital is a new Faculty that specialises in the development of digital products ranging from Film and Media, Games Design, Technical support and Computer Science. The summer work we have prepared for you will test your knowledge of digital practices and test your skills in evaluation and analysis. We have prepared the activities to be assessed in the same manner expected in September.

Please be aware that prep work is an important aspect of your induction onto all courses at Wilberforce Sixth Form College. Please have this ready to hand in during enrolment or to your course teacher in the first week of lessons.

Kind regards

David Hastings
Faculty Head for Creative Digital

Task 1 - Research

Choose ONLY ONE of the Film Posters from the Media – Summer Poster Task sheet

Task 2 - Create

Write approximately 500 words (more if you would like) analysing this posters effectiveness. You do not need to use media specific words and concepts at this stage, as this is purely an assessment of your ability to write and apply your thoughts to a media text. Please try to comment on the following concepts relating to the layout of the movie poster you choose:

The characters present:

- Appearance (including how they are dressed, any props, hairstyles, etc.)
- Non-verbal activity (posture, eye contact with each other and the audience, gestures, etc.)
- Emphasis (is the main character more prominent / larger in the poster? How and why?)
- Actions
- Facial Expressions
- How do the characters tie in with the expectations of the genre?

The background / Location:

- What are the locations present?
- How do they indicate the movies possible plot?
- How may the locations link to the characters?
- How these locations are portrayed (cold, emotional, technological, etc.)?
- How do the locations tie in with the expectations of the genre?

Text:

- What text is present?
- What is the purpose of this text?
- Where is the text located in relation to characters / locations?

- What does the Font say about the movie?
- Colour of text?
- How does the font tie in with the expectations of the genre?

Overall:

- What works about the poster?
- What doesn't work about the poster?
- What are your personal opinions of the poster?

Task 3 - Question

How important do you think Print based advertising is in the context of Film and Media Marketing?
Discuss your reasons why using examples.