



SUMMER BRIDGING WORK 2023

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

You are required to bring evidence in paper format and hand this to Joel McDermott your subject teacher during your first lesson.

Creative Media Production & Technology - Film Production (UAL)

OVERVIEW OF SUBJECT

The Extended Diploma in Creative Media Production & Technology is designed to provide students with the knowledge, skills and understanding necessary to access and progress to degree level study or employment in the media sector. The qualification provides an opportunity for those who have an interest in media to explore, develop and test their creativity within a qualification structure that is stimulating and demanding and provides a supportive transition from general to more specialised study.

The structure of the qualification allows students to synthesise newly acquired practical skills with theoretical knowledge and understanding as they explore their aptitude and ambition and the characteristics of a broad range of creative media disciplines. Students will be encouraged to recognise not only the unique characteristics of different disciplines, but also the dynamic and potentially innovative relationships between those disciplines. The qualification requires students to develop a coherent and effective working methodology, through immersion, reiteration, and reinforcement, which will enable them to react positively and creatively across a diverse range of assignments and creative activities. The final unit of the Extended Diploma, available at Levels 3 and 4, requires students to demonstrate the independent capacity to self-initiate, research, analyse, organise, reflect, and evaluate commensurate with study in Higher Education.

The qualification encourages student recognition of the broader context within which the media industries operate and the necessity to develop transferable skills to ensure an effective contribution to both the immediate and future development of those industries. The Extended Diploma in Creative Media Production & Technology are characterised by experiential, experimental and integrated learning; relying on the application and transfer of recognised skills, whilst valuing the accidental and novel results that can occur in both individual and collaborative practice. The qualifications acknowledge common principles and distinctive characteristics within the wider media sector.

ENTRY CRITERIA

- You must have four or more GCSE grades 9-4 or equivalent in three or more subjects. You will also need a grade 3 or higher in GCSE English Language.
- A portfolio/organised selection of images/ films, which may be presented digitally.

LITERACY TASK

What do the following words **in bold** mean?

1. Understand **critical perspectives** that influence the **analysis** of creative media production activities.
2. Understand the **contexts** within which **creative media** technology and **production** are positioned.

Representations in Music Videos

'Bad Girls' by M.I.A.

'This is America' by Childish Gambino

Task – Research Analysis

Analyse how media representations are constructed by media producers to create meaning, messages, and values. How do the following music videos construct media language and representations to create meaning?

NUMERACY TASK

How are the music video edits timed and paced to communicate meaning to an audience?

Write 500 words total.

Bad Girls by M.I.A. - Music Video

Dir Romain Gavras

[\(2\) M.I.A. - Bad Girls \(Tradução\) \(Clípe Legendado\) - YouTube](#)

This is America by Childish Gambino - Music Video

Dir Hiro Murai

<https://www.youtube.com/watch?v=VYOjWnS4cMY>

PROGRESSION OPPORTUNITIES

Below we have listed four careers linked to Creative Media Production. You are tasked to research the five careers, choose one that most appeals to you and write a 200-word essay as to why you feel this career would be most suited to you.

1. Director
2. Producer
3. Scriptwriter
4. Camera operator

Michael Cook

Faculty Head

Creative Arts

If you have any queries regarding your Summer Bridging Work, please contact me via email jrm@wilberforce.ac.uk