

What will I study?	Welcome to the study of Creative and Digital Media. We hope you are ready for a diverse, creative, exciting and productive experience over the next two years. You subject is a Level 3, Vocational Qualification Creative and Digital Media The awarding body is Edexcel
Who teaches this course?	You will be taught by experienced and dedicated media teachers
What resources or equipment will I need?	Most resources will be provided for you. However, it would be good to have a good supply of general writing materials (pen, notepad etc). If you have a camera that's great, but there is no need to buy one as we can provide cameras for you.
Reading List	You will be given a list of reading and online materials in your first lessons when you begin your course. In the meantime, if you want to look at any inspiring work, try any of the following: Pinterest (type your subject name such as Graphics, Media, Film etc.) Look at online resources such as Behance, Colossal, Design Boom, It's Nice That, Association of Illustrators, Instagram, National Media Museum,
How can I extend my learning?	You can complete further analysis of other short films using the same method.

Induction Activity: To be completed and brought to your first lesson

Resources needed to complete the activity:	General writing or I.T. resources
Estimated time to complete the activity:	1-2 days

Task: Short Film

Scan the QR code to watch a short film produced by a WQE BTEC Media student.



1. **Watch the scene** carefully and **analyse the following aspects**:

- o **Cinematography:** How are camera angles, movements, and shots used to create meaning or evoke emotions? Why is it shot the way it is?
- o **Mise-en-scène:** How are elements like lighting, set design, costumes, and props arranged within the frame? What do certain costumes, settings and props tell you about the story/characters? Why are they included?
- o **Sound:** How does the use of sound (both diegetic and non-diegetic) contribute to the mood and storytelling? What sounds do you hear and what might they mean for audiences?
- o **Editing:** How does the editing (e.g., cuts, transitions) influence the pace and structure of the scene?

2. **Write a 300-word analysis**, explaining how these elements work together to convey a particular theme, mood, or message in the scene.

Objective: This task will introduce you to key concepts in film and media analysis and help you start thinking critically about how films are constructed.

You may write this task up by hand or type it, once it is complete you need to return it to one of the BTEC Media teachers when you first attend your media lesson, ensure you have included your name on the piece of work. Alternatively, you can email the work to one of the following addresses:

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