

• BURY •
COLLEGE

CREATIVE MEDIA STUDY PACK
UAL LEVEL 2/LEVEL 3 DIPLOMA IN CREATIVE MEDIA
PRODUCTION AND TECHNOLOGY



COURSE OVERVIEW



Our Creative Media Production and Technology courses are designed to see you start your journey as a media professional. Each will equip those wanting a career in the media industries with professional production-based skills and knowledge essential for progression to Higher Education and much of the work-place.

Our Media qualifications are production-based and use industry standard equipment and software. Our courses enable students to enjoy learning through practical activity, where the focus is on gaining production experience and technical skills - including film, editing, sound and graphic design. You will gain good

work-related experience of practical production assignments, which develop independent, team-working and specialist expertise, providing a unique opportunity to produce a professional portfolio of work that will give you the edge when applying for university courses or the workplace.

RECOMMENDED EQUIPMENT

A high level of **attendance** and **punctuality** are essential to success in media as well as a **passion** for creativity that means working in breaks and in your own time. We have a range of filming, audio and editing equipment available to use while you are at college. A lot of work is digital and will require you to save large files so you will need a hard-drive or pen-drive with a large memory and a large SD card.



HOW WE ASSESS

All units are internally assessed and verified against the assessment criteria for those units. The final graded unit of each qualification is internally assessed, internally verified and externally moderated against the assessment and grading criteria. The final unit is graded, Pass, Merit or Distinction and failure to meet assessment criteria will lead to a referral. Students then have the opportunity to redeem a referral and achieve a Pass.

PROGRESSION OPPORTUNITIES

You will learn a wide range of specialist skills across the different art disciplines including: camera operating, directing, editing, media writing, web design, graphic design, motion-graphics, sound and contextual awareness.

You will learn a large range of industry standard software skills and techniques, the hardware and software we provide is 100% industry standard and in-line with current industry expectations. As well as being a very visually stimulating and creative course, we grow and strengthen your written communication skills, and teach you employment skills such as team-work and lateral thinking as well as investigative and analytical research techniques.

You will develop the skills needed to effectively and creatively respond to a client's specific requirements whilst developing a personal portfolio of work suitable for a progression interview. As your problem-solving skills grow you will increasingly work with greater confidence and independence.

The courses are designed to take you to University, we have students placed around the UK, and in a wide variety of disciplines. Most students on the L2 course will progress onto a L3 course and then from there to a related university course as the L3 Diploma is equivalent to 3 A levels.

DID YOU KNOW THE CREATIVE SECTOR IS THE FASTEST GROWING INDUSTRY IN THE WORLD?

Future career opportunities may include: Media Producer, TV or Film Director, TV or Film Production Manager, TV Presenter, Camera Operator/ Cinematographer, Video Editor, Journalism, Teaching.

HOW BEST TO WORK

The best thing you can do is to have a genuine passion for creativity, with motivation and perseverance. Be able to take criticism and accept and work on mistakes. Learning can often mean repeating things many times till you learn the skill, be patient, be forgiving. It can mean learning to let go and learning to think more flexibly. An open mind and willingness to listen and take advice even if you don't agree with it will benefit you hugely during your time in college and in the industry. An aptitude for technology and great analytical and interpersonal skills will take you far.

RECCOMENDED ACTIVITIES

To prepare you for your upcoming course and get your brain engaged in thinking creatively we have a few pages of activities for you to try over the summer. We have included a range to suit different situations as we understand some may have more experience/materials than others. We want to see what you have done when you start in September so keep documenting anything you do in a folder on a pen drive/ hard-drive/on-line storage.

TASK 1

10 SECOND STOP MOTION



There are a selection of stop motion apps on both the Android and Apple stores. 'Stop Motion Studio,' 'Lapse It', and 'Stop Motion Builder' being some of the more well known ones. Find an app that you like and make a ten second (minimum) animation. It could be something as simple as moving a toy across the table or something as elaborate as a mini film set with props and backgrounds like the image to the left. This is a chance for you to show us your creativity and passion. You could first make a short storyboard to plan out your short movie/sequence. Research story boards and stop motion to

help give you some ideas.

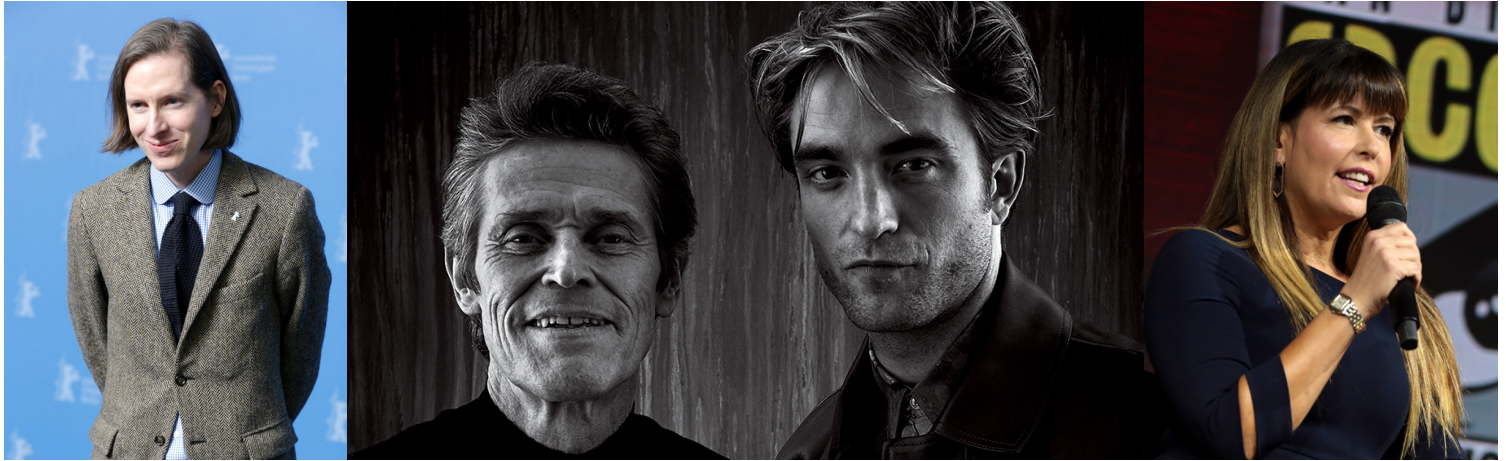
You are probably familiar with Tim Burton's animated stop motion movies like 'The Nightmare Before Christmas' and 'Corpse Bride' as well as Aardman Studio's 'Wallace and Gromit' or P'irates! In an Adventure with Scientists'.

There are also some amazing stop motion movies to watch on Youtube, including an Oscar Nominated Short by the artist PES https://www.youtube.com/watch?v=dNJdJlwCF_Y

We don't expect you to make the next Oscar Nominated short! However, you can think about what might look interesting in stop-motion, feel free to make an animation longer than 10 seconds if you want!

TASK 2

DIRECTOR/ACTOR FACTFILE



Pick your favourite director or actor and make a factfile about them. We would like you to tell us a few things specifically for each which will help you get used to analysing and giving opinions about artists and their art.

For a director:

- A little bit about them and how they got started (only a short biography, include a picture)
- What their top 5 most famous films are
- Which of their films is your favourite, you **MUST** explain why
- What are the key characteristics of their films?
- Why are they your favourite?

For actors:

- A little bit about them and how they got started (only a short biography, include a picture)
- What their top 5 most famous roles are
- Which of their roles is your favourite, you **MUST** explain why
- What are the key characteristics of their acting or why do they stand out?
- Why are they your favourite?

The most important parts of the factfile is your opinions on their work, we want to know why you like the things you do, what about the acting/filmmaking inspires you? Talking about these things can sometimes be difficult as it can be hard to know why you like something, so this is a good exercise to help you get used to it. Some people like Wes Anderson for his use of framing shots like picture-book pages, for symmetry or colour or the use of close up shots. Some like people's acting for their use of subtle expressions or body language. Think about specifics for who you pick.

TASK 3

CAMERA-ANGLE COLLAGE

Directors use all kinds of different camera shots in films to emphasise different people/moods/themes on screen in a given scene. We want you to practice some of these ways of framing using either your phone camera or any camera you have at home. Start by doing some research into shot types and camera angles by googling 'Shot Types in Film' and seeing what examples you can find. Also try to discover why certain shot types are used and what meanings they create for the audience.

In-particular we'd like you to try getting at least 9 different shots such as: long shot, cowboy shot, dutch tilt, close up, extreme close up, high angle, low angle, over the shoulder and medium shot.

Next use Photoshop, a Photo collage app on your phone or any other software you have to put these shots you've captured into a grid showcasing them all.

TASK 4

MYSTERY GUEST MONTAGE

A mystery guest montage - Create a 60 second mystery guest montage. The idea is to give information and clues about the guest (these can be interests and hobbies) without showing the person's identity until the reveal at the end. Shots can be creative and make use of different depths of field and close ups, use what you have found out in task 2 to help! Use a free video editing app on your phone or computers to put things together, The original idea comes from a segment on 'A Question of Sport' Here are some links to examples:

<https://youtu.be/kAy5Tiw3Ths>

https://youtu.be/BCt1z_7lIXk

<https://youtu.be/IObQDTgpzrl>

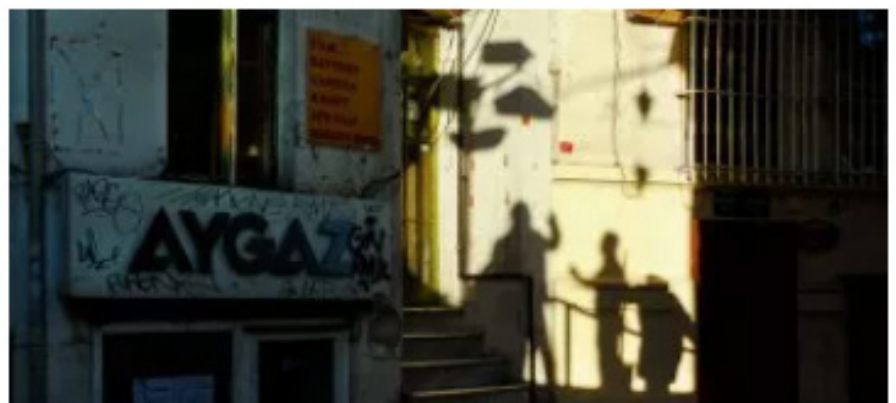
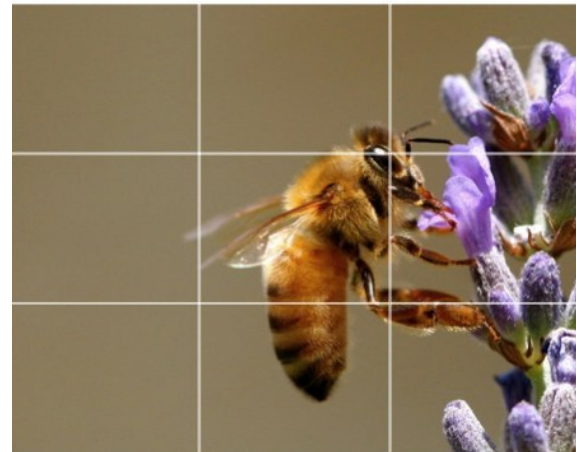


Each day use your phone or camera to capture the challenge for that day. You can interpret the challenge prompts in any way you want. Try to be experimental in your use of framing (google 'rule of thirds' and 'photo composition' for help.

TASK 5

DAILY IMAGE CAPTURE CHALLENGE

1. Something green
2. Look up
3. Fill the screen
4. Old
5. Makes me smile
6. Reflection
7. Tilted
8. Distance
9. Flora and fauna
10. Broken
11. Shadows
12. Outside in
13. Candid
14. Upside down
15. L is for...
16. Artificial
17. Texture
18. Leading lines
19. Action shot
20. Colourful
21. Angular
22. Skyline/horizon
23. Wrinkled
24. Hiding
25. Look down
26. Tiny
27. Technology
28. Something sweet
29. First thing you see
30. Tunnel



Tips for Using Natural Framing to Improve Your Composition

[Click the image above for some helpful photography guides.](#)

TASK 6

WRITE A REVIEW

The Guardian



Write a review for a film or TV show you are a fan of. Look at other reviews to give you an idea of how they are structured, many news sites like The Guardian have reviews as well as Empire Online, UK Film Review and of course, Rotten Tomatoes. A quick search on Google for 'film reviews' will bring up many of the biggest sites. Take a look through, read a few, then plan out your own review for a film. Remember a piece of writing will have an introduction, then cover the main points (these could be direction, themes, cinematography, acting, music etc) before coming to a conclusion and recommendation. Write up your review with pictures on Photoshop, Word or other software.

TASK 7

MAKE A VLOG

Make a vlog about something you are passionate about such as a hobby or interest like sport, fashion etc. You could alternatively do a 'day in the life' vlog. Use your phones and free editing software to put clips together and adjust or add audio, watch some 'vloggers' on Youtube to get an idea of how they are filmed. Think of how to hold the camera to make things interesting for an audience.

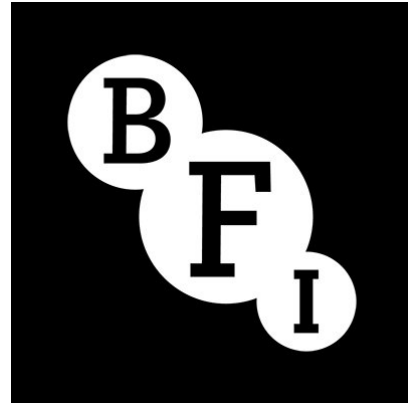


RECOMMENDED WEBSITES

1. <https://www.theguardian.com/uk/media>
2. <https://www.warnerbros.co.uk/>
3. <https://www.20thcenturystudios.com/>
4. <https://www.paramount.com/>
5. <https://www.universalpictures.co.uk/>
7. <https://www.sonypictures.com/>
8. <https://www.waltdisneystudios.com/>
9. <https://mubi.com/filmstudent>
10. <https://www.bfi.org.uk/>
11. <https://www.thisiscolossal.com/>
12. <https://creativereview.co.uk/>
13. <https://www.rottentomatoes.com/>
14. <https://create.adobe.com>
15. <https://www.empireonline.com/>
17. <https://www.imdb.com/>



CULDESIL



APPS:

IMDB

MUBI

PlutoTV

For photo editing: <https://launchberg.com/10-best-free-photo-editor-apps/>

Many of these websites also have social media and apps so search on google and the google play/apple store.

RECOMMENDED VIDEOS

The youtube channels below are great for technique and software practice as there are times you will edit and do graphics. The best thing you can do if you are interested in certain art styles or artists is to follow them and watch how they work. Watch any livestreams the artist may do, seeing them work live is a good way to find out how to approach designs. Click the links below to be taken to the channels.

1. [Adobeinaminute](#)

2. [Spoon Graphics](#)

3. [BFI](#)

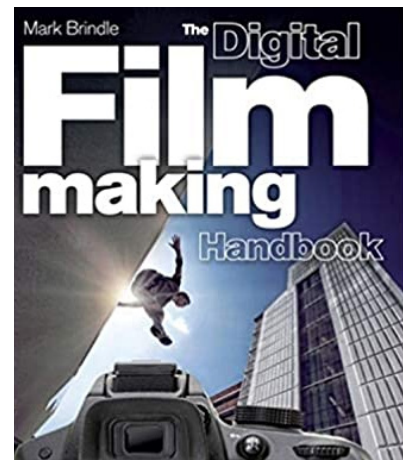
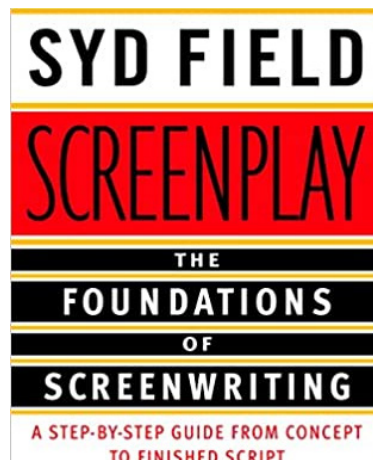
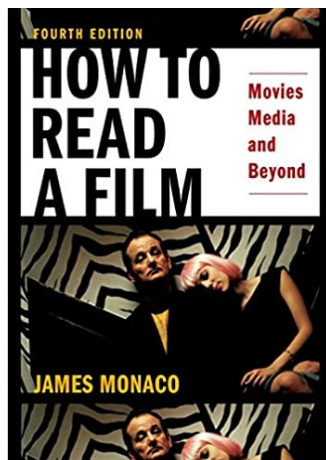
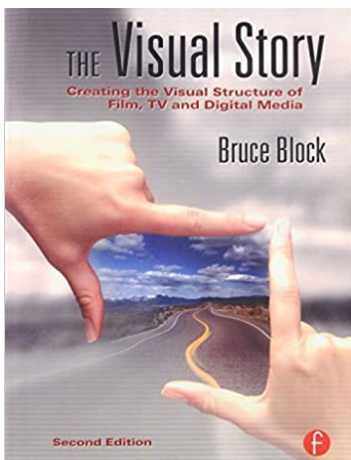
4. [Cinecom](#)

5. [Thinkmedia](#)

6. [TheSlantedLens](#)



RECOMMENDED BOOKS



Click the images to go to their Amazon pages. We also have many film and media books in our library for you to borrow when you get to college.



Contact Us

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