Shenley Brook End
Sixth Form
5 DIMENSIONS TRUST
Summer Transition Tasks
Subject:
CTEC MEDIA STUDIES
Due date:
Monday 7 September 2026
Complete all the assessment tasks and be ready to complete the in-class assessments in your first 3 weeks of term!
Remember – this summer task and knowledge tests will be reported on in your First Progress Report on 6 October 2026

# CTEC Digital media

**Objectives**: You will create 2 adverts for a cross-media campaign as practise for your coursework which will be completed in year 12. It is vital that you practise how to use key editing software's to communicate meaning. This should take you around 4 hours to complete.

You will consider your own consumption of media products and evaluate the impact this has on your day-to-day life to support with the Social Media and Globalisation unit.

As well as this, you are required to understand key elements of mise-en-scene and cinematography to prepare for sequence analysis and learn key vocabularies which will appear in classroom discussion this academic year.

## Tasks

### Task One (Creation task)

Create a print advert. We encourage you to take your own photographs. In addition to this you will need to create a 30 second TV OR Radio advert OR a website social media campaign to accompany this advert. This can be for a product/brand you love to use- try and sell it to me!

### How long should I spend on this?

Planning- 1 hour

Filming- 1 hour

Editing- 2 hours

For completing the practical element of the summer task, you may find the following free to use websites useful:

Canva.com – for creating and editing print texts

Pixlr.com – for editing photos

Wix.com – for creating websites

www.blackmagicdesign.com/products/davinciresolve/ - for editing video

For sound and video editing there are a variety of apps available on your phone. We recommend InShot or Capcut

### What you need to submit:

You must submit two adverts, and one of them must be a print product.

**TASK TWO Glossary Key Terms**

1. Review and find the definitions for the below key terminology.
2. You will be tested in the key areas: media industry, media audiences, mise-en-scene, cinematography and sound, through a series of quizzes from week 2-3 focusing on this key terminology.
3. You should spend time researching the key terminology, writing the definitions and testing yourself; this could be via flashcards.
4. Each of the tables below has the week in which the quizzes will be completed, so make sure you know them by then!

### How long should I spend on this?

This task should take you 2 hours.

# KEY VOCAB LIST

| **Week one: Camera shots** | Definition | RAG (SEP) | RAG 2 |
|---|---|---|---|
| 1. Close- Up | | | |
| 2. Medium Shot | | | |
| 3. Long Shot | | | |
| 4. Extreme Close up | | | |
| 5. Establishing shot | | | |
| 6. High angle shot | | | |
| 7. Low angle shot | | | |
| 8. Canted Angle | | | |

| **Week Two: media industry** | Definition | RAG (SEP) | RAG 2 |
|---|---|---|---|
| 9. Conglomerate | | | |
| 10. Cross-media | | | |
| 11. Synergy | | | |

| | | | |
|---|---|---|---|
| 12. Distribution | | | |
| 13. Joint venture | | | |
| 14. Traditional advertising | | | |
| 15. Web 2.0 | | | |

| **Week Two- Audiences** | Definition | RAG (SEP) | RAG 2 |
|---|---|---|---|
| 16. Demographics | | | |
| 17. Mainstream audience | | | |
| 18. Niche audiences | | | |
| 19. NRS social grade | | | |
| 20. Geodemographics | | | |
| 21. Psychographics | | | |
| 22. Infographics | | | |

| **Week Three: MES** | Definition | RAG (SEP) | |
|---|---|---|---|
| 21. Mise-en-scene | | | |
| 22. Setting | | | |
| 23. Performance | | | |
| 24. Costume | | | |
| 25. Hair & make up | | | |
| 26. Colour | | | |

| **Week Three: Sound** | Definition | RAG (SEP) | RAG 2 |
|---|---|---|---|
| 27. Diegetic | | | |
| 28. Non-Diegetic | | | |
| 29. Parallel sound | | | |

| | | | |
|---|---|---|---|
| 30. Contrapuntal sound | | | |

**What you need to submit**

You will need to have some form of evidence that you have researched the definitions of these words. This could be in the format of flashcards, bullet points, a table etc. These will be used as quizzes in the first few weeks of the year, so you must know them!

## Task 3- For one week keep a diary of what media you use.

Keep a record of when and why you use the media and why it appeals to you. Choose one product from the week to write 2 – 3 paragraphs (no more than a side of A4) analysing why you use this media product. Think about the pros and cons of using it and whether the digital age has impacted your media consumption.

**How long should I spend on this?**

1 hour across the week.

**What you need to submit**

*You should submit your practical work for task one. You should aim to write at least 2 – 3 paragraphs or an A4 side for task two.*

## Resources/Research/Wider Reading –

**BOOKS**

Allen V. et al: Cambridge Technicals Level 3 Digital Media (Hodder Education)

Curran J and Seaton J: Power Without Responsibility (Routledge)

Dixon M: Media Theory for A Level: The Essential Revision Guide (Routledge)

Sardar S: Introducing Media Studies a Graphic Guide (ebook on Amazon Prime)

Zoetanya S: The Social Media Age (SAGE)

**TV, Radio and Websites**

BBC I Player / BBC Radio 4: The Media Show

BBC I Player: The Rise of the Murdoch Dynasty

David Gauntlett's website (http://theory.org.uk/ ) covers a range of theories and theorists with substantial context and links to further articles and interviews