

CREATIVE MEDIA

COURSE: OCR CAMBRIDGE NATIONAL IN CREATIVE MEDIA

What is Media?...

<https://www.youtube.com/watch?v=sTiRmH9sfUs&feature=youtu.be>

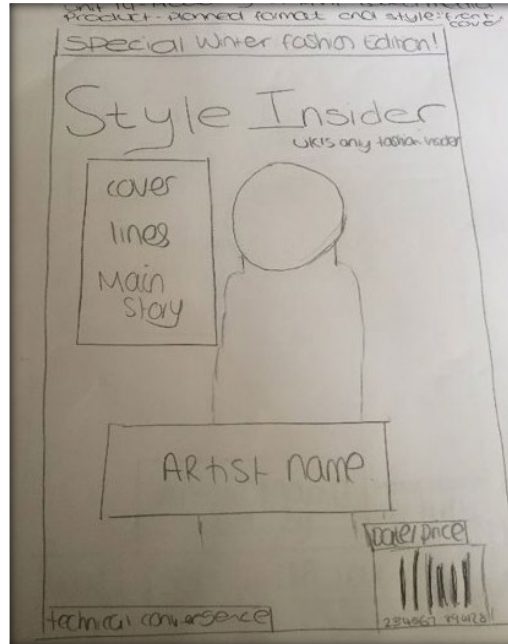
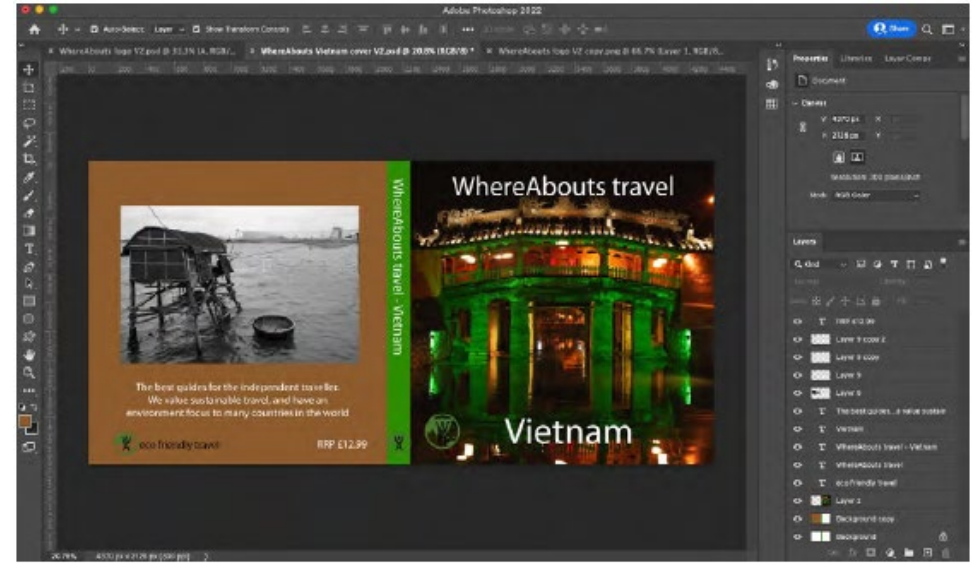


Watch a video from current Media students to explain

COURSE OVERVIEW

1. Visual identity and digital graphics

- ✓ Coursework based
- ✓ You will learn concepts of **graphic design** to plan and create logos and original media products to target an audience
- ✓ Use knowledge to create visual identity for a set project
- ✓ Use software including Photoshop and InDesign



COURSE OVERVIEW

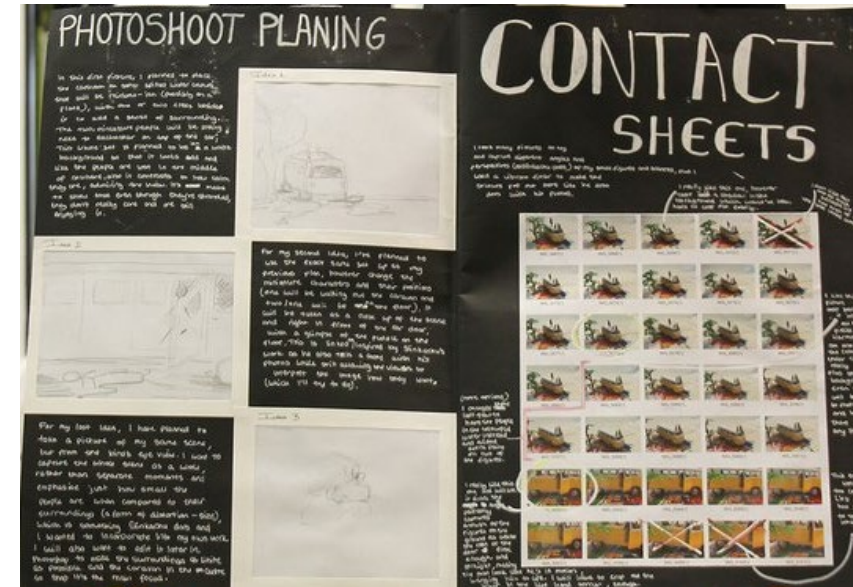
2. Visual imaging

- ✓ Coursework based
- ✓ You will develop ideas and create a print and video production in response to a set brief
- ✓ Photography skills using Digital cameras
- ✓ Video skills including filming and editing
- ✓ Evaluate your work

page 1.

GCSE MEDIA STUDIES EXEMPLAR STORYBOARD SHEET

Shot No.	Type of Shot	Dialogue - Sound - Camera Movement	Timing
	Wide Shot	panning shot, Sound: waves, children playing on the beach.	2 seconds
cut			
	close/medium Shot.	Sound: man sighs. waving fan.	1.5 seconds
		No camera movement.	
fade			
	extreme close up.	Sound effects: of sizzling. Special effect: Steam lines from man's forehead.	1.7 seconds
cut			
	close/medium Shot.	man walking, camera comes into focus, then extreme close up of can of pop.	2 seconds
cut			
	medium to wide Shot.	Sound of running through sand.	1.4 seconds
cut			



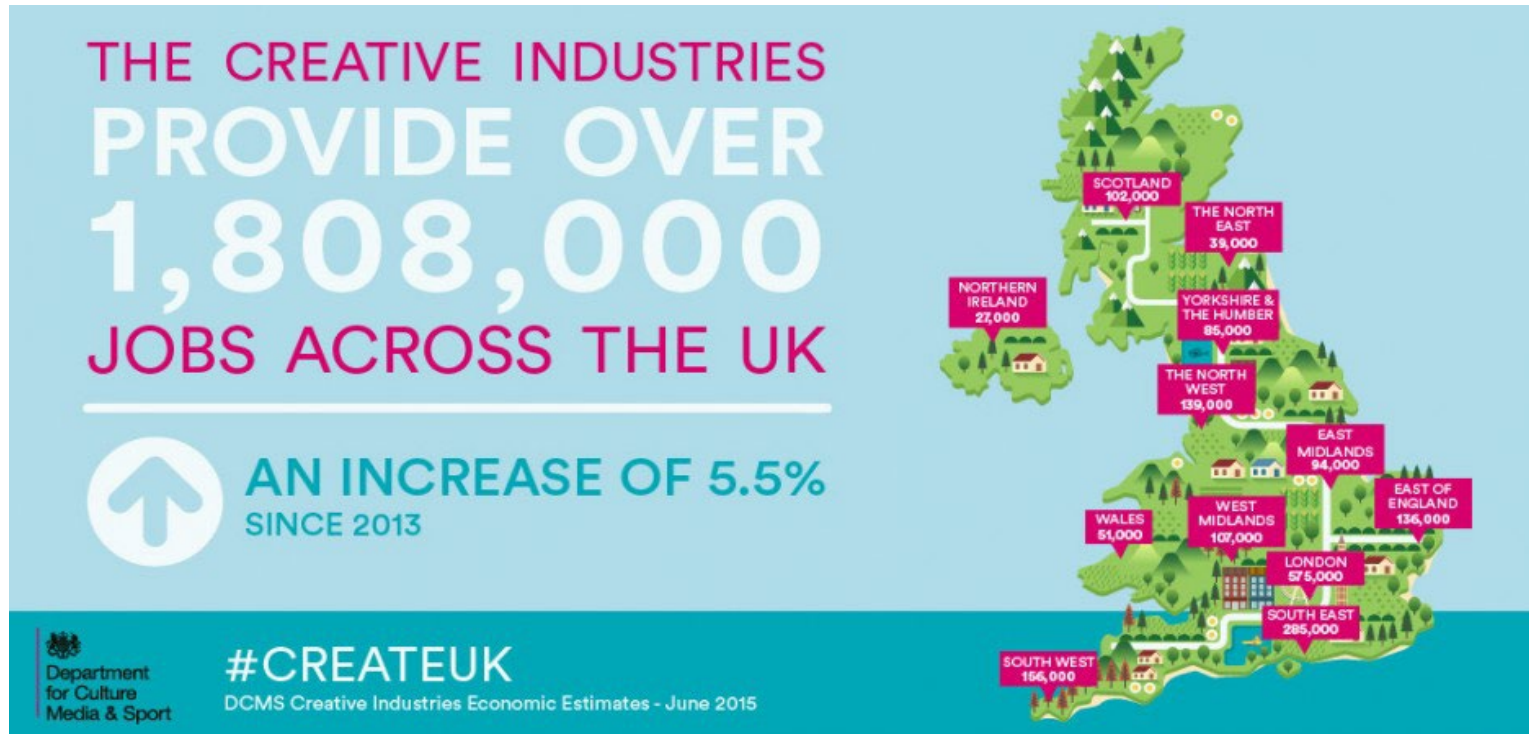
COURSE OVERVIEW

3. Creative iMedia in the industry

- ✓ 1 hour 30 minutes written examination
- ✓ Topics include
 - The media industry
 - Factors influencing the media
 - Media codes which are used to convey meaning and engage different audiences.
 - Job roles and legal issues within the media industry



WHY choose Media?



Develop skills in:

- ↘ Creativity
- ↘ Problem solving
- ↘ Communication
- ↘ Use of technology
- ↘ Critical thinking

Careers in:

- ↘ Social media management
- ↘ Media production
- ↘ Photography
- ↘ Animation
- ↘ Graphic design
- ↘ Marketing
- ↘ Games development
- ↘ Branding
- ↘ Advertising



In 2021 - 1 in 8 jobs were in the creative industries

A taste of Media Production

Example TASK:

You are a graphic designer who has been commissioned to produce sample graphics for a **travel guide**. The publishing company want the product to have an eye-catching visual identity. You need to produce a travel guide for **one** country of your choice using suitable graphics and photographs.

What are your ideas? Create a brainstorm to visualise your ideas.

You could consider:

- Logos design
- Photos suitable for the travel guide
- Colours/ font styles you would choose

Is Media the right option for me?

Are you...

- Creative
- Hardworking
- Critical thinker
- Enjoys accessing a wide range of media products (watching TV/ Film, playing games, reading a magazine, listening to podcasts/the radio...)



Why media studies...?

“The need for training in media studies is more urgent than ever at a time when social media is being used to threaten the very fabric of democracy.”

[Journalist discussing the Trump White house invasion]

“It would be irresponsible not to ask serious questions about how rapid transformations in media is effecting our lives.”