

Work Activity Brief

Courses	Creative Media for Level 2 & Level 3		
Project Title	Introduction to Creative Media		
Tutor	Stephen Harvey		
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Project overview

The media industry is fast-paced and constantly changing but has some of the most exciting and extraordinary opportunities in terms of career paths. Some examples of sectors within the media industry are television, radio, advertising, video games, newspapers and movies. This project will provide you with an insight into the industry.

At East Surrey College, we encourage our students to be independent learners. This means:

- Being organised
- Being self-motivated
- Being curious to learn
- Being ready to contribute to learning

Once you have completed your project, please forward this to the following email address along with your full name: submissions@esc.ac.uk. We'll then forward this on to our curriculum teams who will be in touch shortly.

Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will hopefully give you some insight into the subject area and develop skills of working independently, which you will be required to do as a College student.

Brief – These are the tasks that you need to complete:

Task 1 - Written

- Watch one film a week that you have never watched before
- Listen to one podcast a week that you have never listened to before
- Read a fiction book and, when you have finished, read another one. (The Kindle store is great for this if you have access to one!)

For as many of these as you can, write a short review explaining your thoughts about them, what you liked and what you would do differently. Use as much technical language as you are able to.

Task 2 – Written

- Think about the role you would most like when you have finished studying media.
- Research the skills needed for this role, research other people in this role and the work they have made. Find out what software and equipment you will need to be able to use.
- Using this, create a list of what you need to learn to get on your chosen career path. Find and record websites, YouTube channels and books etc. that will help you learn this.

Think about the area of media in which you are most interested in working (Film/TV, Games Design, Photography, Music etc.)

- Imagine what you would create in this area if you already had all the skills you would need to make it and all the budget you'd need to do it.
- Describe the work you would want to create – Storyline? Actors? Platform? What would happen in it, how would it look? Create or collect images and sounds to demonstrate what you are imagining.

Task 3 - Practical

YouTubers and Podcasters:

Use YouTube or SoundCloud to create a Vlog or podcast about what you are doing in lockdown. This can be done using your phone or any other equipment you have. A list of available free or cheap editing software is included.

Filmmakers:

Work through as many of the included quick film ideas as you would like to. Make sure they can be done safely within lockdown rules with the space you have access to.

No Computer? You could try doing this on your phone.

Games Designers:

- Coding: Download a copy of Unity and work through the tutorials on [Unity.com/learn](https://unity.com/learn). Start with “Roll a ball”.
- 3D: Download a copy of Blender and practice using this. YouTube is full of great tutorials showing how to create different scenes and models. Start with the Doughnut tutorial from CGGeek on YouTube, as this teaches you all the basics.

No Computer? Use a sketchbook or scrapbook to put together designs for characters or environments for games that you would like to make. These could be drawings, paintings, images taken from the internet, photographs etc. Add notes to describe them and what role they would fill in your game.

Keep a note of what you do and what you have learned.

Photographers:

Create a series of photos showing your day-to-day life in lockdown and over the summer. Take several photos each week and pick your weekly favourite photo. Write a short explanation of why it is your favourite, and what you didn't like about the others.

Task 4 - Simple Film Project

Follow the instructions from the ‘Creative Media - Simple Film Project’ below and complete **one** film project listed of your choice.

When you complete this work, if you require any help, please email your tutor Stephen Harvey directly sharvey@esc.ac.uk for advice and feedback.

Animalcam



Did you know?

Dogs only have two cones, blue and yellow but not red and green.

This project is a great way to make a film about animals, filming the world from their point of view. Show your audience what your pet dog sees, or how it feels to be a tiny ant scurrying along the floor.

You will need...

- A camera

Task

- Shoot an 'animal cam' video.
- The video should be a maximum of **two minutes** long.
- Edit and export your video and upload it.
- Embed your video in WordPress and reflect on your work for the task.

Planning

- Pick an animal to represent.
- Have a good think about how it moves and how tall it is.
- If you have any pets at home, watch them moving around.
- If your animal can be found in the wild, try to find out how it behaves from videos.
- Remember, you're not aiming to film the animal's face, but what this animal would see. Think of the camera as their eyes.
- While recording, try to copy the movements that the animal would make.
- Travel around your location, moving the camera as your animal

Filming

- Once you have a good idea of how this animal moves around, hold your camera in the right position.
- Try to position your camera at the animal's eye level. For instance, if your animal is an insect, place yourself and your camera low down on the floor and angle the camera looking up.
- If your animal is tall, like a giraffe, think about using a tripod to get the camera high enough to look down on the world

For your video, you need to explain in your reflections:

- What is happening in the scene
- Who the characters are, and what they are feeling
- How you prepared your characters (eg costumes and props)
- How you chose and prepared your scene or location

Breaking News!



Think twice about your headline...

Make a news report and cover a breaking news story live from the scene.

Task

- Shoot a 'news report' video.
- The video should be a maximum of **two minutes** long.
- Edit and export your video and upload it.
- Embed your video in WordPress and reflect on your work for the task.

You will need...

- A camera
- A studio set
- Editing software or app

Write your story

- Decide on your topic or theme. Your report could be serious, linked to your college work, or a comedy made up of silly stories.
- Think of a name for your news channel and news reporters too.
- Write up your story and do any research you might need.

Storyboard

- News reports are mostly made up of two shots: one in the news studio with a presenter, and one on location with a correspondent. Often the correspondent 'cuts back' to the studio at the end of their location report and the studio presenter 'signs off and says goodbye to the audience.
- Think about how you would like to show these shots. You might like to use wide shots, or a medium/mid shot (from waist height)
- Depending on your story, you might also like to include some cutaways that show relevant items. For instance, if your report is on a new type of chocolate, it's a good idea to show us the chocolate close up in a cutaway. So we would see the reporter, then cut to the chocolate, and then cut back to the reporter.

Build your Studio Set

- Using your desk or a table, build yourself a news desk to report from.
- Think about backgrounds and anything you might like to include in your news studio, such as a lamp or laptop.

Breaking News!

Shoot your footage

- Position your news presenter in the studio set and film them presenting straight to camera.
- As these are mostly long takes, it's a good idea to rehearse your report first and learn any lines.
- Once you've finished in the studio, move on to filming your location report with the correspondent. Again, try to rehearse the report so that you are able to film it in one take (without having to stop and start again).
- Once you've filmed your studio presenter and your correspondent, you're ready to edit.
- Transfer your footage to your editing programme or app.

Editing

- Choose the best takes of your report to sequence in your movie
- First, include the studio reporter, and then cut to the correspondent.
- Include any cutaways within the correspondent section, splitting the clip to sequence the cutaways in-between.
- At the end of the correspondent's report, cut back to the studio presenter to sign off.
- Include an introductory news title with a catchy jingle. Many programmes offer this option, or you can build your own using a title screen and sound effects.
- Add in 'ticker' text featuring other news stories along the bottom of your report to make it look convincing.

For your video you need to explain in your reflections:

- What is happening in the scene
- Who the characters are
- What the characters are feeling
- How you prepared your characters (eg costumes and props)
- How you chose and prepared your scene or location.

Make Your Own Talk Show



Interview your household members and make your own talk show.

Encourage them to tell any interesting secrets or stories, ask about their ambitions or favourite hobbies, or find out how they would change the world if they were in charge for one day.

Task

- Shoot a 'talk-show' video.
- The video should be a maximum of **five minutes** long.
- Edit and export your video and upload it.
- Embed your video in WordPress and reflect on your work for the task.

You'll need...

- A camera, or more
- Tripod/s
- Some interesting friends or family
- A talk show style set
- Editing programme or app

Write your questions

- Decide on your interview topic and write up a list of questions to ask your interviewees
- Try to choose interesting questions that will tell your audience something they don't already know.
- Also think about any piece to camera sections, where the host can talk directly to the audience through the camera. These make good introductions and 'sign-offs', where the host says goodbye to the audience at the end

Pro tips

- Try making weekly episodes of your talk show featuring different topics.
- Talk shows are great features for vlogs and can make a fun long-term project.
- Consider filming on more than one camera simultaneously.

Make Your Own Talk Show

Storyboard

- Plan your shots and think about what you would like to include.
- Consider using a wide establishing shot, as well as individual close-ups, or some over the shoulder shots.
- Cutaways can be useful, so think of any extra footage or images you might want to use and don't forget your piece to camera sections.
- Use other members of your household - decide if you want one of them to be the host, or the interviewer. If you plan to be the host, think about who can help you on the crew as your camera operator.
- Consider if you would like them to wear any specific costume, or use specific props.

Build your set

- Find a location in your house for your talk show.
- Choose a set that works for your talk show and use decorations to give it a unique design

Shoot your footage

- Shoot your talk show following your storyboard.
- Prepare a fun title screen introducing your show, and add end credits along with some music to finish off your video.
- Your interviewees may need to repeat their answers several times to make sure you get the right shots.
- Make sure they talk to the host and not to camera so that you get natural on-screen performances.

Editing

- Transfer your footage to your editing programme or app.
- Choose the clips that you want to include and sequence them in your movie.
- Cut very carefully to ensure continuity between your different shots and watch out for repetition or jumps in the speech.
- Try to make each cut as smooth as possible between your shots and clips.
- Once you've sequenced your clips, add in a title screen introducing your talk show, and add end credits along with some music to finish off your video.

For your video you need to explain in your reflections:

- What the subject you are talking about is
- Why you decided on the subject
- What you found out beforehand about the subject & where you found it out
- How you prepared your cast (eg costumes and props)
- How you chose and prepared your scene or location

Messages in a movie



A video greetings card is a great way to send a message to someone who lives far away, or even somebody close by who needs cheering up. There are a few project ideas here for different types of messages. Give them a go and then have a think about what else you can create to send to somebody.

Task

- Shoot a 'video message' video.
- The video should be a maximum of **one minute** long.
- Edit and export your video and upload it.
- Embed your video in WordPress and reflect on your work for the task.

You will need...

- Photos of your recipient
- A scanner/camera (if your photos are printed out)
- A video camera
- Basic video editing software
- Basic photo software

Plan your greeting

- Think about your message, and who you want to send it to. Think about how they are feeling, and what kind of thing would make them smile.
- Do some research: try and find some photos or videos of your recipient. If they are printed you'll need to scan them into your computer.
- Create an introduction for your message by combining these images in an editing programme.

Shoot your message

- Set the camera up to record your message. Make sure there is plenty of light and it's quiet enough for your message to be heard.
- Rehearse what you are going to say
- Record the message, and retry until you're happy with it.

Assemble your greetings card.

- Upload your videomessage.
- Drag your video message into the project you made earlier in your video editor.
- Watch it back and check that you're happy with it, and export your film.
- Then then all you need to do is send it to your recipient

Create a Christmas Cracker

This is a perfect video project for sending holiday greetings to somebody. Learn how to create a heart-warming festive montage and then spice it up with some cheesy cracker jokes.

You'll need...

- Some Christmas decorations
- A camera
- A tripod
- Basic editing software

Plan your greeting

- Think about your message, and what Christmas means to you and your recipients. How will you create the perfect Christmassy mood?
- Think of some great Christmas jokes - the cheesier the better.

Shoot your cracker

- Shoot some close-up shots of your Christmas decorations. Try to get really close to the objects.
- Lots of decorations are shiny and bright. Can you find interesting ways of framing the lights and reflections on the shiny surfaces?
- Next, set up a tripod and then turn the camera so it's facing you sitting in a comfortable chair.
- Record yourself telling your seasonal jokes to the camera.
- Finish with a personal message to whoever you're sending the greeting to.

Editing your video greeting

- Upload your footage and open your editing package.
- Drag all your decoration shots into the timeline. Trim off the parts of the shots that you don't want the audience to see.
- Insert some fade transitions between the shots to create a nice flow between them
- If you like, you can record yourself singing a seasonal song using the voiceover feature of your editing application.
- Then, add your personal greeting and jokes.
- Add some cracking noise special effects and a comedy drum-roll sound effect to make your jokes really zing.
- Watch back your project and check that you are happy with it.
- In video effects, you might be able to find a warm effect that will add a nice golden glow to the video clips and help it feel extra cosy.
- Then export and send the video in the same way as above.

Cards for all Occasions

There are many video greetings cards that you could create:

- Record yourself telling some jokes for April Fool's Day
- Create a mini horror film for Halloween
- Sing a lullaby for a new-born baby
- Send a thank-you message for a present you've received - including footage of you using it

For your video you need to explain in your reflections:

- What is happening in the scene
- Who the message is for
- How you prepared your characters (eg costumes and props)
- How you chose and prepared your scene or location.



Pet videos



It is possible that pet videos make up over 98% of all internet traffic...

Working with animals can be challenging, but see if you can catch them doing something amazing. Find out their special talent and record it in a movie.

Task

- Shoot a pet video
- The video should be a maximum of **two minutes** long.
- Edit and export your video and upload it.
- Embed your video in WordPress and reflect on your work for the task.

You will need:

- A camera
- Your pet (with permission)
- Editing software or app

Shooting your footage

- This is all about capturing the moment, so there is not too much planning you can do in advance.
- Try to set up your camera ready, so that when your pet does their trick, you can film it.
- This might take several attempts, so be patient with your pet.
- It's a good idea to film some wide shots, so if your pet moves quickly then they'll still be in shot.
- Mix it up with some close-ups of wagging tails, panting tongues or alert eyes, as this will make the edit more interesting.

Editing

- Choose your favourite takes and make a montage of your pet's performances.
- Sequence the clips together in your editing programme and use transitions to add movement and styling.
- Choose some fun music, or some comedy sound effects to add humour to your video.

Pet videos

For your video you need to explain in your reflections:

- What is happening in the scene
- Who the characters are
- What the characters are feeling.
- How you prepared your characters (eg costumes and props)
- How you chose and prepared your scene or location.

Pro tips

- Get your pet's point of view using a go-pro or similar camera, if you have access to one.
- Pet videos can make a great series. Revisit this project to see if you can turn your pet into a viral superstar.

Prop Characters

What's in the box?



The climactic "What's in the box" scene of Thriller "Se7en" (David Fincher, 1997)

Suspense techniques work by holding information back from your audience, but slowly revealing enough that we want to know the rest.

Task

- Shoot a short film sequence (about six shots) about 'what's in the box.'
- You can show us as much of the box as you like, but don't reveal what's inside.

You will need:

- A camera
- A box

Storyboard your sequence

- Choose your shots and draw out your storyboard in advance.
- Use a mixture of wide shots and close-ups or cutaways.
- Think about using point of view shots from inside the box, or as a character approaching the box. Including a low angle shot could give the box status.

Get shooting

- Following your storyboard, film your shots in order of your sequence.
- Remember: don't reveal what's inside the box!

Post-production

- Once you've shot your sequence, send the footage to your editing app, where you can add in music or video effects.
- Give your film an intriguing title and add in a title screen and credits

