

# Summer Task:

## Y13 Media Production Work.

This summer it is absolutely necessary that Y13 Media students complete as many of their Production Tasks as possible. We will need the time to learn how to use our new software Affinity Photo, Design and Publisher. The tasks below **highlighted in red must be completed before your return:**

1. **Moodboard** – images / colours / fonts/ camera shot sizes, angles/ lighting/ layout / costumes / hair-make-up / body language / facial expressions / focal length / settings / time period / etc
2. **Target Audience** – Age, Gender, Ethnicity, demographics / psychographic / generation Z / interested in ? (e.g. horror films, Rock music magazines etc)
3. **Basic Industry research** – Size of the global market. Which companies dominate? (Conglomerate, Multi-national) Which processes do they use? (Vertical and Horizontal integration, Synergy,) Provide real world examples!
4. **Genre research** - identifying the conventions of your chosen genre of Film / Magazine / Music Video. Now consider how your chosen genre uses (Images, Layout, Copy, Design, Camera Code, Mise-en-scene, Sound Code and Editing Code).
5. **Annotated Draft designs** – (for each product) displaying your ideas covering Image, Layout, Design, Copy, Camera code, Mise-en-scene, Sound and Editing.
6. **Photoshoot Planning** – Plan the shots you will require to complete your productions – (check the Brief for minimum numbers). Plan for Camera shot sizes, angles, setting, lighting, costuming, hair/make-up, body language etc.
7. **Take as many camera / video shots as you can this summer** – it is best to have a range of shots to choose the best from rather than have to use poor quality images.

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