

# LEVEL UP

## YEAR 11 into YEAR 12



# MEDIA



### GENERAL TASKS

- Watch documentaries about media companies/makers (news, films, video games etc.)
- Research and read about media companies - big and small
- Look into the regulatory bodies in the UK - who regulates the different types of media?
- Keep a 'Media Consumption Journal' - write notes about TV, film, video games, websites you use based around who makes them, what's in them, strengths and weaknesses



### SPECIFIC RESEARCH TASK

#### CASE STUDY: Disney

Research and create a report about The Walt Disney company as a media organisation: history, structure of company, details of key media products from across different media areas (film, TV, video games etc.)

### PRACTICAL TASKS

You have been commissioned to create an advertising campaign for a new chocolate bar called 'Peng'. It is a luxurious bar meant as a treat and it is aimed at 16-24 year olds.

- Explain your ideas for the advert - what would your approach be
- Create a plan for how you would advertise it - what media would you use (TV, radio, social media etc.)
- Create and annotate a storyboard for a 30 second video advert for 'Peng'



