

Cambridge Technical Level 3

YEAR 1 OF DIGITAL MEDIA PRODUCTION

Certificate

Extended Certificate

DISTINCTION*

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PASS MERIT

DISTINCTION

MUST

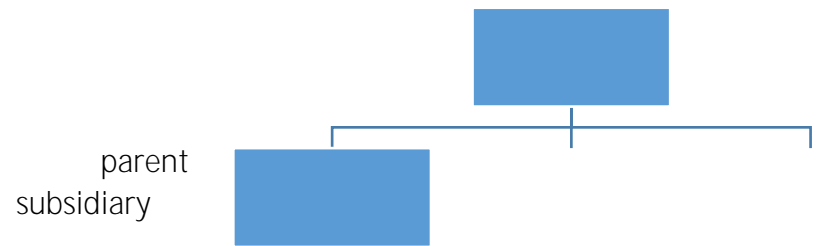
YEAR 1: CERTIFICATE IN DIGITAL MEDIA.

	1x90	1x60	1x30
EXAM	Interna60		

UNIT 1: MEDIA PRODUCTS AND AUDIENCES (EXAM UNIT)

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MEDIA CONGLOMERATES



MEDIA CONGLOMERATES - EXAMPLE

Your turn, research a conglomerate and produce an infographic below of its subsidiaries cross multimedia sectors.

parent

subsidiary



STRENGTHS	WEAKNESSES

HORIZONTAL INTERGRATION – EXAMPLE

The Walt Disney Company



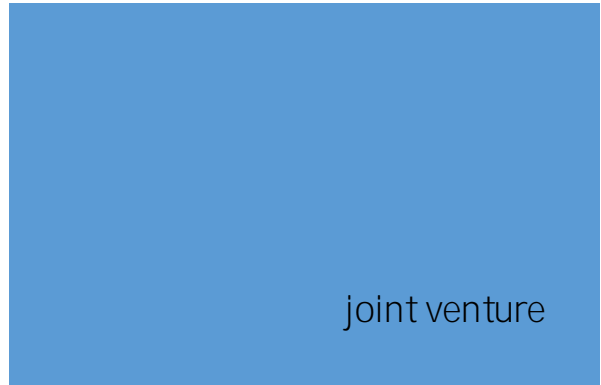
VERTICAL INTERGRATION – EXAMPLE

The Walt Disney Company



INDEPENDENT MEDIA COMPANIES

a lot



joint venture

CALAMITY FILMS – example

LEARNING OUTCOME 3:

and Conventions

ENCODED

DECODE

Codes

KEY TERMS – research these and write the definitions.

ANCHORAGE	
CODES	
CONNOTATION	
CONVENTIONS	
DECODE	
DENOTATION	
DIEGETIC SOUND	
DIEGETIC WORLD	
ENCODE	
GENRE	
JUXTAPOSITION	
MISE EN SCÈNE	
NON DIEGETIC SOUND	
REPRESENTATION	
VERISIMILITUDE	

WHY ARE CODES AND CONVENTIONS IMPORTANT?

CODES CONVENTIONS

HAVE A LOOK AT THE TWO EXAMPLES AND COME UP WITH TWO OF YOUR OWN.

MISE-EN-SCÈNE

Mise-en-scène

VERISIMILITUDE

. " Mise-en-scene"

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- LOCATION AND SET
 - ICONOGRAPHY
 - PROPS
 - COSTUME AND MAKE-UP
 - LIGHTING
 - COLOUR DESIGN

TASK:



How to get started... An example of film poster analysis.



LETS GET CREATIVE!

CREATIVE PROJECT!

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TASK 1 - RESEARCH!

TASK 2 - IMAGES AND AUDIO VISUAL!

