



A Level Media Studies - Summer Independent Learning Activity - Y11>Y12

Welcome to A Level Media Studies! As Media is a discipline that requires you to be both analytical and creative, we want you to complete the following tasks ready for your first day at New College.

Context

You are working as part of the creative team in a marketing agency responsible for creating advertising and promotional materials for film companies. The company 'Sixteen Films' has approached your agency as a client and are looking for marketing material to promote their new film. The director Ken Loach has created a new social realist drama based upon the period of Lockdown during the Coronavirus Pandemic in the UK. The film is a unique take on the genre, blending both fictional on location filming of actors made for television. The film is a unique take on the genre, blending both fictional on location filming of actors made for television. The film is a unique take on the genre, blending both fictional on location filming of actors made for television.

