

# **BTEC Creative Digital Media Production Diploma: Holiday work (double)**

## **Task 1: 'Introducing myself'**

Introduce yourself to your new class by creating a video production.

### **Criteria:**

- Your presentation should be edited to a maximum of 3 minutes.
- Your video production needs to have been edited together.

### **Suggestions:**

- You can adopt any style you wish eg: formal or humorous
- You could experiment with colour or settings
- You could use text/graphics/found images
- You could use voiceover, dialogue, music, distorted sound or sound effects
- You could refer to your past, current or future ambitions
- You could refer to your holidays, hobbies, events in your life, experience prior to BHASVIC

**Please bring your video with you either on as USB or SD card or have the video uploaded to YouTube ready to be viewed in class.**

## **Task 2: Advertising Review**

We would also like you to do some initial research into the different types of advertisements that you see on TV over the Summer. This will help you prepare for the induction task in the first three weeks of the course.

Find **three adverts** that have a different structure/form. Write around 250 words for each advert about

- The codes and conventions of the advert. (Visual, technical, sound)
- Who you think the advert is aimed at and why?

You may wish to comment on camerawork, locations, lighting, editing, voice-over, soundtrack or costumes or the performance of the artists or the way in which any dialogue/voice-over works together with the music to create mood. You should try and discuss the kind of effect that these technical features have on creating meaning in the advert. You could also comment on how sound and image work together to create the story or to give an impression.

**Please word process this and include your name, the names of the adverts and submit on in the first lesson back. Ideally find a hyperlink from YouTube in case we haven't seen them!**

Example – BT Infinity 'Ryan Reynolds gets the UK's most powerful Wi-Fi | BT' (<https://www.youtube.com/watch?v=koo8XG8P1Vc>)

The narrative driven advert for BT Infinity stars Ryan Reynolds as he discusses the benefits of using the BT smart hub. The advert uses a combination of both facts and comedy which suggests it is aimed at a younger demographic of 16-24 or 25-34. This demographic is likely to recognise Ryan Reynolds from films like *Deadpool* and stereotypically are more likely to enjoy the comedy genre and engage with the humour within this advert. The humour is anchored by the visual codes of the setting, costumes and props which suggests an affluent lifestyle that Ryan Reynolds lives. The advert is set in a manor house which we see through long shots allowing the audience to take in more of the grand mise-en-scene. Ryan Reynolds is dressed in a formal tweed suit which could be stereotypically British. Overall this reinforces the brands British heritage (British Telecoms) and gives the advert an expensive feel.

The advert uses a direct mode of address throughout as Ryan Reynolds speaks to the audience through diegetic dialogue, maintaining eye contact with the viewer. This connects the audience to the advert as they feel like they are being spoken to directly and might make them more inclined to buy into the advert. The advert features the product through a close-up shot ensuring the audience knows what it looks like. The advert continues to show the benefits of this router in the narrative and how it has a wide reach that even works when Ryan Reynolds is lost within a maze before being attacked by a hawk; adding to the comedy.