

# Course Start

Course Start is independent learning you need to complete as a fundamental part of your introduction to the course. It should take you approximately 5 hours to complete.

Course Name	<b>Creative Media (NOW Film Production!)</b>
How this <b>Course Start</b> fits into the first term of the course	<i>Unit 1 - Products and Audiences in Media</i> is one of the six core units you will complete to receive your qualification in Media. You'll be developing this throughout the year but it starts now!
How will my <b>Course Start</b> learning be used in lessons?	Directly! You'll be submitting it on Google Classroom when you arrive and it will be assessed against the CTEC assessment objectives. If you're not quite there and need support you'll get it, but if you've done a thorough job you'll have ticked off the first part of your course before you even start!
<b>Course Start</b> learning objectives	<ul style="list-style-type: none"> <li>• <i>1 LO1 P1.1 Identify a specific Media Institution in the Film Industry</i></li> <li>• <i>1 LO1 P1.2a Explain the ownership structure of your chosen Media Institution</i></li> <li>• <i>1 LO1 P1.2b Explain the operating model of your chosen Media Institution</i></li> </ul>
Study Skills	<ul style="list-style-type: none"> <li>• <b>Research skills</b> - using suggested sources and identifying key information</li> <li>• <b>Communication skills</b> - putting your ideas and findings into effective writing</li> <li>• <b>Understanding Media Industries</b> - looking at the companies and careers that create the Media you consume</li> </ul>

## Expectations for:

Our specification is [Cambridge Technical Introductory Diploma in Media \(2012\)](#)

What this course involves
Completing Planned Study (independent learning) of 5 hours per week - this will be shared with you at the start of the year and you will be able to track your progress directly with Google Classroom
Organising and Producing several moving image projects - Music Video, Short Film and more!
Researching and communicating key tasks and roles in the Media e.g. examples of Sound Design and how it's done - then using the skills in your own productions!
Completing <b>six</b> coursework units across a range of Media topics and skills
Taking part in work experience at professional film shoots and getting the chance to be paid for your work as you build your own network
Participating in the development and production of a Feature Film - the last one I made is now on Netflix!

## COURSE START TASK

Complete each of the following tasks on a separate Google Document, ready to submit when you start in September - you can't access the Google Classroom until you get your Varndean login, but if you complete all the tasks

### 1 L01 P1.1 Identify a specific Media Institution in the Film Industry

You will be doing a deep-dive analysis of ONE MEDIA PRODUCT (eg a Film) and the INSTITUTION(s) (company) involved in its **production, distribution or exhibition**.

**There are examples here from the film *Whiplash* (2014) BUT YOU CAN choose your own Film. NOTE: This MUST be a film that was released within the past 10 years** (the business of film has changed so much that older things won't have 'modern' corporate structures).

It can be a Film, TV Show, Music Video or Video Game - the key thing to understand is that you will mostly be researching the **company** that was involved in producing or distributing it.

**Write a short (1-2 paragraph) description of the institution here.**

- Name of Company
- What they do
- Key Ownership Information
- The role they had with the product you are analysing

You'll do this in much more detail later so don't go crazy with this.

WHIPLASH - Bold Films

<https://www.boldfilms.com/films/whiplash/>

Whiplash || A Sony Pictures Classics Release -

<https://www.sonyclassics.com/whiplash/>

Link

<http://www.mongrelmedia.com/index.php/filmlink?id=efba5bce-c7b5-4c3b-9884-8011de62c988>

CTEC 2012 - Unit 1 - Lesson 1 (Ownership Structure)

Google Slides



EXEMPLAR 1 L01 P1.1 Identify a specific Media Institution in the Film Industry

Google Docs

# 1 L01 P1.2a Explain the ownership structure of your chosen Media Institution

Look up who owns what - which companies are independent - and if they are, what partnerships/deals they have set up with other companies. Most likely your company is owned in part by a larger conglomerate that also owns other companies. Explain that here.

You'll likely be able to find an image or diagram online (or create one) to explain this - that would be helpful, and save you some words...



**Media Ownership: Crash Course Media Literacy #8**

[YouTube video • 12 minutes](#)



## CTEC 2012 - Unit 1 - Lesson 1 (Ownership Structure)

### Google Slides



## EXEMPLAR 1 L01 P1.2a Explain the ownership structure of your chosen Media Institution

### Google Docs

# 1 L01 P1.2b Explain the operating model of your chosen Media Institution

This will vary depending on whether you are looking at a Production Company or at a Distributor (or both).

Essentially - explain what it is they actually do!

Include some examples - ideally from products other than the one you are actually studying directly here.

## What is a Production Company in Film (& What Do They Do?)

<https://www.studiobinder.com/blog/what-is-a-production-company-definition/>



## What you need to know about Film Distribution

YouTube video • 4 minutes

## Film Distribution: Our Definitive Guide To Movie Distribution

<https://filmlifestyle.com/film-distribution/>



## CTEC 2012 - Unit 1 - Lesson 1 (Ownership Structure)

### Google Slides



## EXEMPLAR 1 L01 P1.2b Explain the operating model of your chosen Media Institution

### Google Docs