



# Level 3 Cambridge Technical in Digital Media

## Year 12 Transition booklet

In order to be fully prepared for your studies in sixth form, please complete the research tasks and reading set in this booklet. Please place the completed work in a plastic wallet, clearly labelled with your name and bring it with you when you enrol on results day: **Thursday 22nd August.**

If you require any support or have any questions, the contact detail for subject staff are:  
Mrs N O'Neill [n.oneill@hollylodge.liverpool.sch.uk](mailto:n.oneill@hollylodge.liverpool.sch.uk)

EXPECT TO ACHIEVE

# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Subject Overview

As a prospective student of Media you should already be taking a real and active interest in this subject. This progression booklet will help build your knowledge and skills and get you off to the best possible start this September.

The tasks set for you will give you a taste of what is involved and get you thinking like a media professional. This is just a small taste of the wide range of topic you will cover.

You will be planning and creating your own short movie, running an advertising campaign including making posters and trailers, and also learning how to plan your own productions and make your own portfolio.

## Career/ Further opportunities

Degree courses are available in the media fields, including digital media, advertising and film studies.

Jobs include many in the media industry including those in Radio, TV and Film, as well as becoming your own producer, screen writer etc.



# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Topic 1: Research Camera Angles

At first you might be thinking why am I looking into this? What's the point in camera angles?

Well, I think there's one thing that almost all humans have in common, it's that we all like Television shows or movies of some sort. In modern games with cinematic style scenes these are also used for the same effect. The evolution of graphics has ensure that many games look almost like real life.

To back this up, the amount of money made in this industry each year on average for the past five years:

TV & VIDEO REVENUE WORLDWIDE  
286.17bn USD

This is also backed up by the fact that over 70% of the population of the US go to the cinema at least once a year. Factor in watching TV at home and it is pretty much everyone isn't it!

So, onto the **camera shots**...

These are deliberately planned to achieve a **specific purpose**. They might want the audience to see **something in a certain way or feel a certain emotion**. This can be achieved through many methods including lighting, props, the clothing the characters are wearing among others. But one very noticeable (when you're looking) thing is the camera shot.

The director of the TV show or movie will carefully plan these out using storyboards to get the **effect that they want**.

Please read through this website and watch the example videos for each shot - [Empire online - Camera shot styles](#)

Another site you could use for help is: [Filmmaking - 101 Camera Shot types](#)

If you don't understand the types of shot or do not like the example on the site, try searching the name of the shot type on YouTube and you will find many examples.

# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Your task:

Once you have read through the site and watched the examples, I want you to focus on the following:

1. Extreme Close Up
2. Close Up
3. Mid Shot
4. Establishing Shot
5. Aerial Shot
6. Over the shoulder shot
7. Dutch Tilt
8. Dolly Zoom

Choose a film to watch. It's totally up to you. Examples I would choose for this are:

Batman Begins/Dark Knight/Dark Knight Rises Inception  
Twelve Monkeys  
Ocean's Eleven  
Silence of the Lambs

For each camera shot I would like to explain what it is in your own words, and provide an example where it is used. I would also like to explain what you think the intended effect of the shot is, where possible.

### WAGOLL example

*Extreme close up – Silence of the lambs*

An **extreme close up shot** is used to show the **emotion in someone's face**, e.g. the tears in someone's eyes or the look of terror.

In this example in **Silence of the Lambs** it is to show the **look of evil on Hannibal Lector's face**. The shot actually keeps skipping between the two main characters but every time it returns to Hannibal Lector it is **even closer**.

The aim is to **suck the audience in** and to feel his **sinister persona**.

Youtube link - [Silence of the lambs - Extreme Close up](#)

# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Topic 2 :Use of sound & music

Sound and music are massively important factors in visual products like TV and movies. This is also true in many modern games as well where the music helps to add atmosphere and intensity.

**Verisimilitude** is a term used to describe how realistic a media product is. For example, Saving Private Ryan shows **verisimilitude** through the use of the uniforms, locations, props like guns and vehicles, and the excellent and realistic performances from the actors.

Music and sound can be extremely useful for this, and can help to create believable world for the audience.

There are 2 types of sound that you need to know; **diegetic** and **non- diegetic**.

**Diegetic sound** is those which would be heard on screen, and in that world. In other words the characters can hear it too. For example, imagine a scene in a bar or restaurant, where someone is playing the piano. Diegetic sound is the people talking, clinking of glasses, and the music from the piano. This helps to make a world more believable.

**Non-diegetic sound** is any sound that you add in afterwards. This is most commonly music that is added in over the top, but also sound effects like a punching sound. As you know the punching sounds in boxing films make it less realistic. The same could be for music but the best films have scores written by composers which are suitable for the movie. For example, Braveheart has music featuring a lot of bagpipes music because it is set in Scotland. This kind of music can add a lot of emotion and suspense to a movie, and without it the film does not have the same impact.

There is more on this youtube video - [Sound - Diegetic & non diegetic](#)

# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Topic 2 :Use of sound & music

Imagine a horror film with no eerie music, or a film like Gladiator without that intense music behind it. There is some useful discussion here: [The power of music in film](#)

The last 2 winners of the Academy Award for best music in a movie were Joker, and Black Panther. These are both essentially comic book movies but the scores help to create a big effect on the audience. Joker helps to create the uneasy feeling and the psychological issues the lead role is experiencing. Black Panther features a lot of African music which helps make the film more believable due to its setting in Wakanda.

There are excellent examples of how music can change a scene: [LOTD - How music changes the scene](#). [How music changes films](#)

Example of top 10 film scores are here: [Top 10 film instrumentals](#)

### Your task:

I would like you to obviously read all of the above, and watch the two videos.

Next, choose a film to watch and I would like you to describe in about 250- 500 words an example of:

- **Diegetic sound**
- **Non-diegetic sound**

How the music helps to make the film:

- a) More believable
- b) Have some sort of effect on the audience (how does it make you feel?)

# Level 3 Cambridge Technical in Digital Media

EXPECT TO ACHIEVE

## Tasks to keep your media brain going..

**Make a poster to learn the different aspects of Media Language:** Cinematography, Lighting, Mise-en-scene, Editing, Sound, Aesthetics, Representations, Contexts (

*NB. My friend uses Christopher Lee makes (popcorn) extremely salty and rather crunchy.)*

**Watch a film or TV programme.** Make notes about how the director presents the protagonist/antagonist. Consider the different aspects of Media Language. Identify the way shot types and how/why they are used.

**Create an account on Canva** (free without the premium services). Create media texts such as magazine covers, newspaper covers, film posters, adverts (make up some products?!).

**Read newspaper articles on the same topic from different newspapers** Left or right wing? Quality or popular tabloid? What kind of language techniques do they use? How do they use images?

**Read some adverts.** How do they use 'media language' to get their message across? What is the preferred reading? Negotiated reading? Oppositional reading?



If you require any support or have any questions, the contact detail for subject staff are:  
**Mrs N O'Neill** [n.oneill@hollylodge.liverpool.sch.uk](mailto:n.oneill@hollylodge.liverpool.sch.uk)

EXPECT TO ACHIEVE