BTEC Creative Digital Media Production
Year 12 to Year 13 Summer Independent Learning
This is your summer independent learning tasks for Creative Digital Media Production. You will be
given tasks based on preparing you for Unit 8: Responding to a commission. A large part of this unit
is communicating and expressing your ideas clearly and with detail; your SIL should reflect this.
Task 1: Understanding the Commission: Self-Health
Write at least 300 word that summarise and deconstructs the Self-Health commission to
demonstrate your understanding of what the client is asking for. This should include a discussion of:
xThe purpose of the commission
xThe themes
xThe key messages
xThe target audience
xWhat the client attempting to achieve
Link to the commission is here: https://bit.ly/3wsT9U1
You will need to choose to either “Commission 1: Promotional Video for use on social media” or
“Commission 4: Print advertising campaign” to complete the following activities:
Task 2: Primary Textual Analysis
Find an example of a product that already exists that would meet the brief and analyse it for
conventions and use of media language. No more than 300 words – focus on your use of technical
language and how the producers of the product have constructed the print or AV piece to send a
message. Use screengrabs to illustrate your analysis.
Task 3: Ideas creation
Create two ideas for products that would meet the brief – give descriptions of what the product
would look like, narrative techniques, events, characters, locations, images, designs etc. Each idea
should be at least 200 words.
Task 4: Treatment
Choose one of your ideas from the two above and create associated treatment documents such as a
storyboard or mock up of your product. This should be a storyboard of a full one minute of your AV