



## 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 and promotional materials for gerh

