



Inside Media

Unit 4: Critical and Contextual Awareness in Creative Media Production

UAL Level 3 Creative Media Production

Start Date: 05.01.21

Deadline: 12.02.21

Project Length: 6 Weeks

Internal Verifier: Matthew Anderson

LIVING IN CONTEXT

A big part of your diploma is about engaging with and understanding the wider **context** of the media industry. This is about knowing what is going on in the industry and understanding how this is being influenced by the wider world. Over the term, you will be introduced to a range of key films and media outlets in the context of a range of themes, to develop your skills in critical awareness of the wider industry.



THE BRIEF

You will engage in a range of seminar discussions with your group, exploring a range of key subjects within the media industry: from objectivity and bias, to story structure and political diversity. You will develop your critical research skills and use this to present an argument about aspects of the media industry, through written work and group presentations.

THE TASKS

To complete this unit, you must submit the following:

TASK 1 – Key Terms Blog (1.1)

You will compile a list of key terms learnt throughout the unit. You must explain them using research and visual media, with examples.



TASK 2 – Licence Fee

Extended Response (1.2, 1.3)

You will produce a 500 word extended response composing an argument for or against the scrapping of the BBC licence fee. You should bring in your own research around the wider contextual and political environment and how this impacts on such things as objectivity and fairness. All of your research and quotes must be properly referenced.

TASK 3 – Auteur Theory Group Presentation (2.1, 2.2)

You will produce a 10 minute presentation as a group exploring the idea of auteur theory in either Taxi Driver or Pan's Labyrinth. Each member of the group will contribute equally to the planning and delivery of the project, and you will be asked questions afterwards to test your knowledge. You must embed key terms and ideas used throughout the unit and explain your understanding of auteur theory and whether it is positive or negative within the context of your chosen film, with specific examples.

All of your work in this unit must be properly referenced in the Harvard style.



ASSESSMENT CRITERIA

Unit 4: Critical and Contextual Awareness in Creative Media Production

Level: 3
Credit Value: 12

Unit Aim: This unit will provide students with an introduction to historical and contemporary contexts and perspectives influencing the development of ideas and technology within creative media production.

Learning Outcomes:

1. Understand critical perspectives that influence the analysis of creative media production activities
2. Understand the contexts within which creative media technology and production are positioned



To produce work that is of a HIGH or VERY HIGH standard, you should aim to:

1. Critically analyse interactive videos, with detailed references to codes and conventions. Create strong personal arguments, based on evidence, regarding issues of bias, auteur and ideology within creative media.
2. Demonstrate a good ability to research professionally, from a range of sources, referenced in a consistent and appropriate manner.
3. Critically present your work in a range of formats to best convey your argument and research.

Class Timetable

Week	Homework + Deadlines
Research Sources	h/w: collect 'best work' for editing into showreel next week.
Research Types	h/w: List key skills and research skills required for job role for next week.
Quoting and Referencing	h/w: Task 2 due (20 th January 2021)
Genre and Mise-en-scene	h/w: rehearse and prepare for mock interview next week.
Demographics and Structure	h/w: Write 400 reflection on how the interview went.
Auteur and Ideology	h/w: Task 1 and 3 due (10 th February 2021)

Reading List

You will need to conduct some extra research in this project to best support your chances of success. Many more are listed on the course website, but you should become familiar with:

- BBC/ITV News at 10
- Outfoxed, 2004 – Robert Greenwald
- Film, A Critical Introduction, 2011 – Maria Pramaggiore, Tom Wallis
- Mark Kermode's Secrets of Cinema, 2018 – BBC iPlayer
- Bombshell, 2019 – Jay Roach