

30% of the A level is Coursework (Non Examined Assessment: **NEA**) so you will need some practice in planning and producing some practical work.

The assessment criteria is simply:

- 1 - whether or not you understand the genre conventions of the text you are making – in other words does it look like what it is supposed to be? A TV ad/ Film poster
- 2 – The standard of work – appropriate editing, camerawork, photos, design, layout. Have you tried out some new apps /software? Have you pushed yourself and learned something? Have you a **Growth Mind set**?

It's more important that you experiment and extend yourself than produce something limited and too 'safe'

Do One brief only

Brief One:

One-minute TV ad for a product called **Covid Buster** that cures Covid 19 dead

You must include:

- 1 – A minimum 2 locations (both can be indoors)
 - 2 - A range of shots – try not to film continuously; break up the shots
 - 3 - Text on screen + Voice over/ dialogue
 - 4 - Pack shot at the end
- Can use your phone + editing app

******Tip: Film in LANDSCAPE – not portrait**

OR

Brief two:

Create a series of **three posters** for a new British film called **LOCKDOWN (15)**

You can interpret Lockdown any way you like - a thriller; a romance; a zombie horror

You must include:

- 1 - Title; tag line; people in at least two posters; atmosphere appropriate to genre
- 2 - Close up and mid shots mainly – long shots don't really work in posters
- 3 - A series – poster1- 3 where no. 3 has most information - release date and reviews

Tip: Do some research into film poster first

DEADLINE: 1ST SEPTEMBER

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Good luck

The Media Department