



TV DRAMA CASE STUDY – Summer Work

Y11-12 transition

CHOICE ONE

What is it?

You will need to complete a case study of a **TV Drama** of **your choice**. It can be UK, US, Swedish...a long-running series, a short series or a serial (short-run 3 episodes). How you complete it is up to you but it needs to be emailed to welchch@tuptonhall.derbyshire.sch.uk by the end of the first week of the new school year or if completed on paper, handed in to your media studies teacher.

Things you need to include (for guidance – if you are working on Powerpoint then there should be a slide for each section)

1. Information about the drama series

- Who made it and screened it? (production company/TV channel)
- Who were the main actors, director, producer, writer etc?
- What were the ratings? What was the critical response (awards, reviews, how did people respond to it?)
- What were the audience figures/ratings? How many series/episodes were made? How long each episode? Budget? When was it screened (time of the day)? What age group is it aimed at? Why?
- What genre is it and what genre characteristics does it have? For example, if it is a medical drama, what storylines does it have which you would expect?

2. Closely analyse one episode from the series

- What camera shots are used?
- What are the themes?
- How does it fit into the overall narrative of the drama?
- How are the following represented: different genders, age groups, ethnic groups, sexuality?

3. Find out how the series was promoted and consumed.

- Marketing campaign before its release
- Formats and channels it is available on
- Use of websites, social media, apps etc

4. Finally, one slide about why you like it and why people should watch it.

CHOICE TWO: CREATIVE TASK

CREATE A TV ADVERT THAT LASTS NO LONGER THAN 30 SECONDS ADVERTISING A PRODUCT OR SERVICE.

SOME SUGGESTIONS:

- AN ADVERT FOR A FOOD PRODUCT. PERHAPS A DIFFICULT ONE TO SELL SUCH AS LIQUID CHEESE OR CHEESEY PEAS
- AN PUBLIC HEALTH ADVERT ENCOURAGING PEOPLE TO EAT HEALTHIER AND EXERCISE MORE
- AN ADVERT FOR THE LOCAL TOURIST BOARD ADVERTISING DERBYSHIRE AS A TOURIST LOCATION

Unless you have your own camera use the camera on your phone. To edit it you can download and use any of these free or cheap apps or pieces of software.

APPS

- Filmora
- iMovie
- Powerdirector (Android)
- Adobe Premiere Clip

SOFTWARE

- Lightworks
- VSDC Video Editor
- Shotcut
- Videopad



For this advert I would like you to use a range of techniques including:

- **Close ups**
- **Cutaways**
- **Transitions**
- **Mid-shots**
- **Sound/dialogue (voiceover if possible)**
- **Mise-en-scene (think about what you place in the frame)**

You will need to export this video and either email it to welchch@tuptonhall.derbyshire.sch.uk

Or bring it to show me in the first week.

MY MEDIA...

Fill in the sheet below about your media use. Speak to other members of your family such as parents and grandparents – are they different? What are the main differences?

DEVICES I USE AND WHAT I USE THEM FOR...
(Hardware & software, convergence)



MUSIC I LIKE AND HOW I LISTEN TO IT...



FILMS I WATCH AND HOW I VIEW THEM...
(EXHIBITION)



MEDIA I CREATE AND HOW I CREATE IT...



Get Ahead – Find out what these media terms mean

Term	Definition
Cutaway	
Intertextuality	
Establishing Shot	
Mise-en-scene	
Graphic Match	
Focus push/pull	
Push/Pull Media	
Long Form Drama	
Proxemics	
Viral Marketing	
Technological Convergence	
Mid-shot	
POV shot	
Arc Shot	
Non-diegetic sound	

