

UAL DIPLOMA IN CREATIVE MEDIA PRODUCTION AND TECHNOLOGY: TV AND FILM



Dear Student,

Welcome to the Creative Media Department at Buckinghamshire College Group!

Thank you for choosing Buckinghamshire college to continue your studies. We know that these have been uncertain and challenging times, and the upheaval of the last few months may have left you feeling worried.

One way to get through this difficult time, is to look ahead to the future. Things will get better and we are looking forward to meeting you in September, with a fresh start and enthusiasm!

This pack has some key information about your course. There is also “transition task” for you to complete over the summer break, which should give you a taste of what to expect and get you in to the swing of College work. Please bring your completed task with you in your first week of College. If you have any questions feel free to contact Attila Kiraly. His email is akiraly@buckcollegegroup.ac.uk

You will hear from the college nearer the time about how to enrol and when we will be starting. Enrolment is usually in August after the GCSE results come out.

Enjoy the summer, and we really look forward to welcoming you to the college soon!

The Creative Media Team!

Induction

The first week of term is an induction week. We will welcome you to the college, give you your timetables and course information. You will spend the week getting to know your classmates and becoming familiar with the college facilities. The intention is to make you 'feel at home' by the end of the week

Course Summary

This course is designed for people who have a keen interest in the world of television and film. The course will help you decide what area of the industry might be best suited to you as it covers areas from idea generation all the way through pre-production, filming, editing to final product delivery. If you really want to familiarise yourself with the course, you can find the UAL syllabus here:

https://www.arts.ac.uk/_data/assets/pdf_file/0018/14463/Level-3-Diploma-and-Extended-Diploma-in-Creative-Media-Production-and-Technology-specification-v8.pdf

Assessments

Assessment will be of your portfolios of work for each project and submissions of written reports. There are no exams.

Progression & Career Opportunities

At the end of the course there are two main avenues of progression; further study in Higher Education or employment in the industry. Students can also progress on our range of HNC courses run in partnership with Creative Media Skills at Pinewood Studios. Careers in television and film are many and varied. Any production needs planners, scriptwriters, set designers and builders before all the people on set, camera and audio operators, floor managers, directors, can record. Once the project has been recorded there is a need for vision and audio editors, colour graders and SFX artists to name just a few.

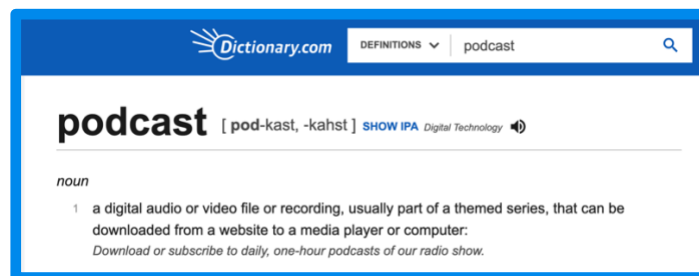
What you will need

You will need headphones to monitor audio, an SD card for use with the cameras. These items will be discussed in the first weeks of the course.

Transition task

The resources in this activity will help prepare you to start your Diploma in Creative Media Production - TV & Film course in September and give you an understanding of some of the techniques and skills you'll need to be a successful media student.

WHAT IS A PODCAST?



source: dictionary.com

READ: The word podcast is derived from a combination of two words; iPod and Broadcast. Journalist Ben Hammersley suggested the word in [this article he wrote for The Guardian](#) in 2004, when he asked “but what to call it? Audioblogging? Podcasting? GuerillaMedia?” The word podcast stuck!

WATCH: What is a podcast? https://www.youtube.com/watch?v=oerm5Q_9u2A

WATCH: What is a Podcast? Here's How to Listen to a Podcast:

<https://www.youtube.com/watch?v=9dXKGJ7jLsk>

In 2005 podcasting was declared the word of the year by the new Oxford American Dictionary. But most people still hadn't heard of it. That's not the case anymore

THE METEORIC RISE OF PODCASTING!

The popularity of podcasts is rising rapidly. Here are some key global statistics:



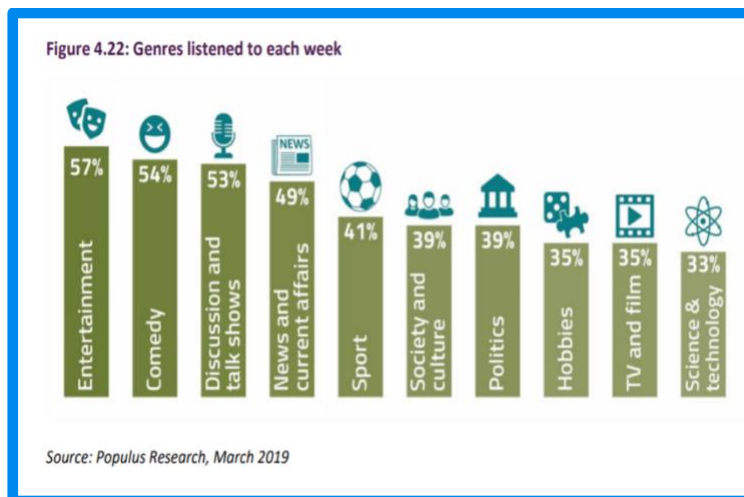
Source: <https://musicoomph.com/podcast-statistics/>



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In the UK, 2019 Figures from Ofcom show how rapidly Podcasts are growing here:

- Around 7.1 million people listen to podcasts each week. That's one in eight people
- That's an increase of 24% over the past year alone!
- Half of listeners have joined the podcast wave in the last two years.
- On average, regular podcast users listen to around seven podcasts each week
- Despite podcasts being primarily considered an audio format, YouTube is the most commonly used service among those who listen to podcasts weekly.
- Entertainment is the most popular podcast genre, followed by comedy, then discussion and talk shows



Podcasting offers people something they have never had before; a convenient way to get the niche content they want. Because podcasts are produced by individuals that are talking about their true passions, there is content for almost every niche. So there are many shows that could never exist in mainstream media.

WHAT MAKES A PODCAST?

- Must be episodic: made up of episodes/a series.
- You subscribe to them to get the latest episode
- The key is the method of delivery of the file. Podcasts are wrapped in an RSS feed.
- Audio podcasts are the most common form, but today more and more podcasts are now accompanied by video

WHY ARE PODCASTS POPULAR?

- Time shifted media consumption
- Portable
- Low production cost

MAKE YOUR OWN PODCAST:

So now you know a bit more about podcasts, it's time to think about making your own.

1. Think of a podcast topic?

- The first step is to think of a topic for your podcast
- Think about what topic/s you are passionate about
- If you are struggling for a topic; do a brainstorm, then create a shortlist of your favourite options and then chose one from that list

2. Think of a name for your podcast

- A good catchy name will go a long way
- The name should give some idea about the topic, but it can be creative
- If you are struggling with a name, you can come back to this later

3. Do research on the topic

- Now you know your topic you need to do some research
- Research is an important skill you will need in your academic life and your media career
- Use a variety of sources, and note them down; videos, articles, interviews, factsheets, presentations, pictures, movies. The list can be endless.

4. How would your topic breakdown in to episodes?

- One of the key things about podcasts is that they come in episodes
- Think about your topic and how it would breakdown in to episodes
- This could be in sub-topics, chronologically, or different themes.
- Write a list of topics that would make your series. There should be at least 5.

5. What format would you podcast have?

- What content format will your podcast have; interview? Non-fiction? Dialogue?
- how long will it be?
- what will the structure of the podcast be; will it have an intro jingle or dialogue? Will it have key features in each episode?

WATCH: How to Choose a Format: https://www.youtube.com/watch?v=72_WF8roJvo

6. Write a script for your first episode

- Now you know your topic and format and have done all your research, you can write a script for your first podcast.
- Remember this is for SPEAKING not reading, so keep it casual.

READ: How to write a podcast script: <https://live365.com/blog/how-to-write-a-podcast-script/>

7. If you can/want record the first episode on your phone.

- This isn't compulsory, but if you have a mobile phone why not give it a try!
- Don't worry about quality, it's just for fun!
- It can be audio only or on video

ADDITIONAL LEARNING:

WATCH: We are not worrying about the technical production elements in this task. But if you want to have a look at what some basic/advanced/professional equipment might look like you can have a look through these slides:

https://www.lcsc.org/cms/lib6/MN01001004/Centricity/Domain/21/D6/Podcast_Slideshow_handout.pdf

WATCH: How To Launch a Podcast in 11 Steps (For Beginners): This video is far more extensive than the task we are doing, but it is still a good watch for those who want to know more! <https://www.youtube.com/watch?v=gfsPgm0v7jk>