

Wyke Start

Media A'Level

Summer Work 2026

Name: _____

@wykemedial



Summer work



Hi all.

It was very good to meet you at Wyke Start today and gratifying to see how many people this year that have chosen Media Studies as one of their main subject areas. We are really looking forward to working with you all for the next 2 years and seeing you develop academically and personally.

This booklet features a variety of tasks that must be completed by your first day at college. Bring the work to your first Media lesson with your name on. Every piece of work needs to be attempted, and all work will be assessed in the first week back to check not only that it has been done but also the quality of the work and the effort that has been put into it.

We have tried to give work that covers key aspects of the course and allows you to be more aware of what we are going to be looking at in more depth throughout the years.

If you need any support over the summer, contact me on the following email:

rebecca.ives@wyke.ac.uk

Again, have a great Summer and look forward to seeing you again.

Becky (Head of Media)

first

Enrichment and trips in Media

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LA

As a media and Film student you will have the opportunity to visit Hollywood Los Angeles. We visit all the major studios including Warner, Universal and Paramount. We make the most of every second while in LA and our jam packed itinerary includes visits to: Hollywood Boulevard, TCL Chinese Theatre, The Walk of Fame, Sunset Strip, Melrose Avenue, Santa Monica Beach and Pier and Venice Beach, Griffith observatory, a meal at Hard Rock Café, and a 2 hour cinematography workshop at the New York Film Academy! The trip runs every 2 years. Visit the website

<https://www.wyke.ac.uk/trips-visits/los-angeles> to hear what some of our students had to say about their experience and head over to @wykemedias for more pictures from the trip.

London

We also run an overnight trip to London. Students take part in a 'writing the news' workshop at the Guardian head offices, this directly links to the texts studied in A'level Media. Students will also visit new places each year in the places have included Madame Tussauds, immersive game box experience. Moulin rouge and back to the future West End shows.



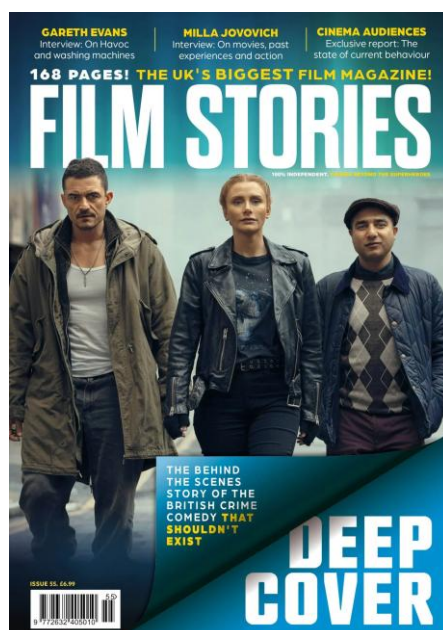
Task 1

We would like you to create the front cover of a Film magazine. We need you to take a strong main image (camera or phone camera is fine). We know that most of you will not have Photoshop (you will have access when you start the course) so using Word, Publisher or an app on your phone such as Canva is fine or any other platform. If you have access to nothing you, will have to draw/make your covers.

We are testing if you can look at existing music magazines and understand the conventions and typical features they use. We have also made clear some of the features and conventions in the Wyke start lessons. You must ensure you use the following:

1. Main Image that you have taken
2. Masthead (must be original)
3. Main coverline for the main star e.g. "Christopher Nolan reveals his favourite film" (This is usually the biggest title on the page after the masthead).
4. At least 3 other coverlines for other music stories/stars: Batman returns AGAIN etc Try to play with font colour and font style and size – look closely at other covers and copy the standard.
5. Price, date, edition, barcode
6. If you can include a pug and a tagline/sell line. A pug is the circular fake sticker (A-Z) on the cover of the Q magazine. A sell line is a tag line or catchy phrase "The World's greatest film magazine".
7. You can download great fonts from here: <https://www.fontspace.com/> or at [DaFont - Download fonts](#)

Look at the 3 magazines below for some inspiration. Look at shot types, use of fonts and layout. Do your own research too. We need you to produce something which shows us your understanding of the form.



Task 2: Advertising Mini-Question and Research

We have briefly mentioned the topic and subject areas you will be encountering for the next 2 years. One of the first topics we cover is Advertising for Section B of the first exam paper. It is one of the more straightforward topics we teach and relies heavily of Barthes and Semiotics (Denotation and Connotation). Below we have provided you with a question and two research tasks. No need to overwrite but we do want to see evidence that you have thought about the question carefully and demonstrate strong research skills. The length of each box suggests roughly the amount you need to write.

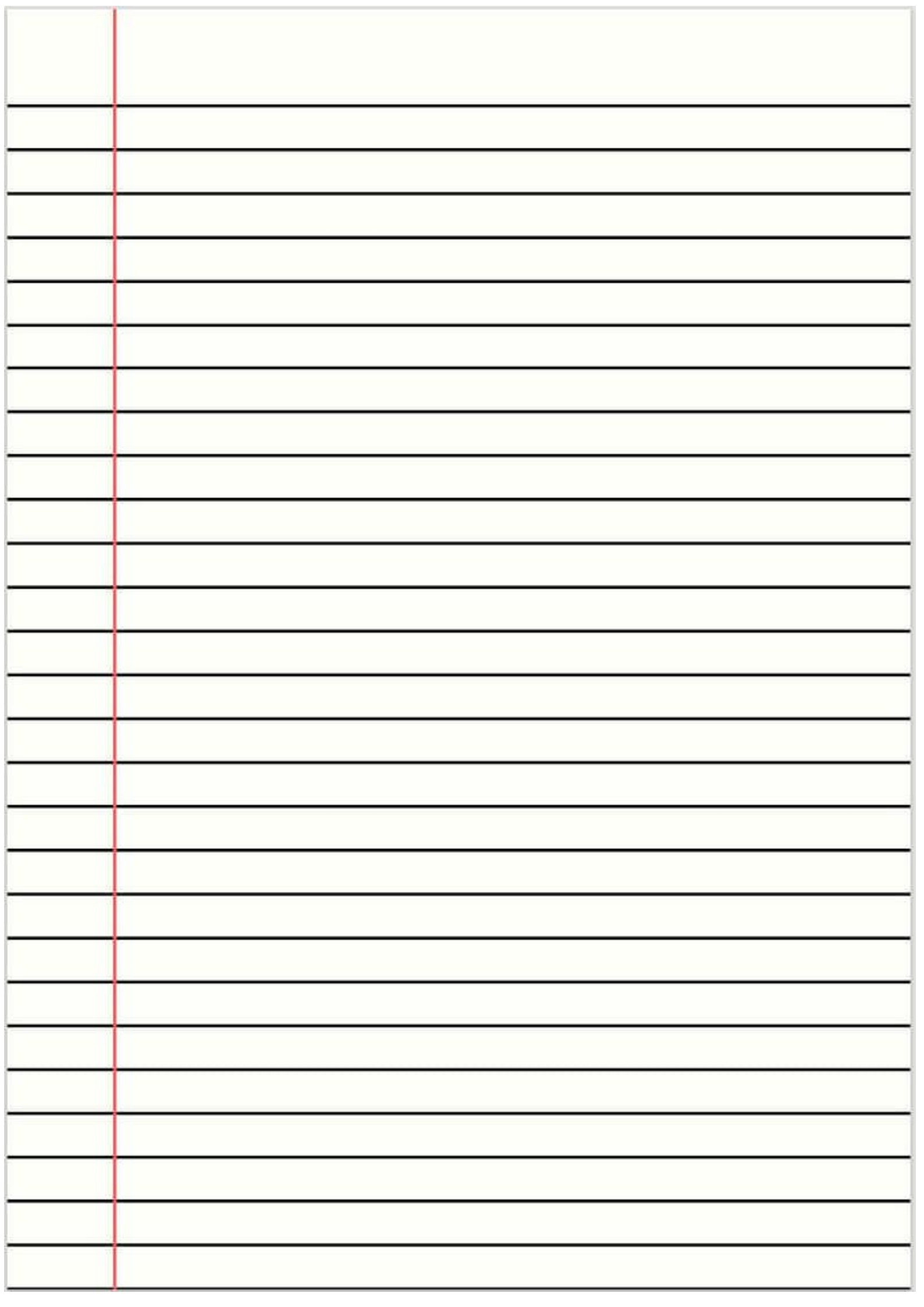
Task : Shelter analysis

We looked at connotations in lessons and the possible polysemic meanings within texts. Look at the Shelter advert (they are a homeless charity) below and write own what the connotations of the following are:

- 1) Why is the red text over the faces? (nothing to do with blood or violence)
- 2) The three people/models that have been chosen. Why Them? Why are their mouths open? Why are they staring at you (direct address)?
- 3) The use of red and black
- 4) Pick one other key aspect of the advert- describe it (denotation) and explain its meaning (connotation)



Write answer on next page.



You will find fact sheets for both the Dove Campaign and The River Island Campaign at this link:

[A Level Media Studies Factsheet - Advertising](#)

Read and research the campaigns and answer the following questions for both campaigns.

Task: Dove Research

1. When did Dove launch the campaign and what was its aim?
2. What are the campaign objectives?
3. Who is the intended audience for this advert?
4. There are 14 points made in relation to media language choose 5 and explain why they are used in the advert
5. What did Dove notice about existing ads on Facebook, TV and Instagram?
6. What did millennial mums say the pressures of motherhood were? (refer to stats)
7. What was the agency solution?
8. What photographers did they commission?
9. How did they capture the imperfect side of motherhood?
10. What did the campaign consist of?

Task: River Island Research

1. What was the purpose/aim of River islands campaign?
2. Who did they collaborate with and what was the #?
3. What are the campaign objectives?
4. There are 14 points made in relation to media language choose 5 and explain why they are used in the advert
5. What are the 5 representation areas shown within this campaign video?
6. Who is Jordan Luce?
7. In the article online how is he portrayed?
8. Why are River Island representing him in this way?
9. What is brand activism?
10. Why can brand activism be risky?

