

# A-Level moving image arts



## YEAR 13 INDUCTION TASK

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“**FILM** AS **DREAM**,  
**FILM** AS **MUSIC**.  
NO ART PASSES OUR **CONSCIENCE**  
IN THE WAY **FILM** DOES AND GOES  
DIRECTLY TO OUR **FEELINGS**,  
**DEEP**  
**DOWN**  
INTO THE **DARK ROOMS**  
OF OUR **SOULS**”  
INGMAR BERGMAN

### Overview of AS-Level Moving Image Arts:

Whether assessed through Cinema, Television, DVD or the Internet, Moving Images act as a primary source of information and knowledge about the world. The moving image is a key driver of the creative industries. The *rapid growth of digital media technologies has made the creative industries increasingly accessible and attractive*. The course is

designed to enable pupils to develop their *creative and critical abilities* through hands-on learning in the craft of film-making and/or animation. The subject is anchored in the pupils' creation of their own film or animation pieces, which should be informed and inspired by exploring of a range of moving image products.

To undertake A-Level Moving Image Arts you must demonstrate creative vision, *self-motivation* and a willingness to explore new ideas. Students who are successful in Moving Image Arts are characterised by: an *imaginative and creative* mindset, a strong *interest in photography and ICT*, good *English and analytical skills* and a proven and *committed work ethic* towards coursework.

\* To complete the Induction task successfully you should consult the 'Photography' presentation and the 'GCSE Genre Factsheet' resources. *These are available to you as digital files which you can collect from the Moving Image classroom* - bring a *blank disc or USB pen/hard drive* with plenty of available space. It is **YOUR** responsibility to collect these resources.

### TASK: 'Exploring Genre' (Digital Portfolio)

You are required to produce a digital portfolio that is produced as a result of initial research and investigative work that you have undertaken. Your work should be **submitted as ONE DIGITAL file (in either PowerPoint or Pdf format)**.

Firstly you must choose a film genre. Select **one** of the following:

**Horror / Comedy / Crime / Romance**

Following this you should research your choice and find out as much information as you can about it. You will use this to develop both the written and practical elements of your portfolio. Your Portfolio should include the following sections:

**Title Page:** This should clearly be marked with the Title 'An Exploration of the Horror/Comedy/ Crime/Romance Genre' and your name.

### **Section 1: Written Element - Research: (400 words max.)**

Based on your research, compose a written report which answers **ALL** of the following questions. This must be entirely your own work - copying and pasting from Internet sites will **NOT** be accepted. In support of this section **include some visual images** within the report that relate to the genre as proof that you recognise the style of these films.

- 1) Brief description of the chosen genre: What is it all about? How would you describe it?
- 2) What are the key traits and characteristics of this genre: What sort of characters, props, settings and storylines often feature in films that belong to this genre?
- 3) What sort of audience does this genre appeal to? Who are these films aimed at?
- 4) List 4-5 popular and successful films that belong to your chosen genre.

### **Section 2: Written Element - Statement of Intent: (200 words max.)**

- Briefly explain why you have chosen the genre you did - what drew you specifically towards it?
- Based on what you have learnt, how do you plan to put this into practice in taking your own photographs? What props, settings etc. will feature in your images?

### **Section 3: Practical Element - Photography: (10-15 images)**

Based on your research and using the digital Photography resource provided take a series of photographs that clearly link to the genre of your choice. You should consider creative camera angles, lighting, characters, props and settings as part of this task.

Select the best photographs and present **10-15** in your digital portfolio.

### **Section 4: Written Element - Evaluation: (200 words max.)**

Evaluate your photographs: How successful were you? What challenges did you face? How did you overcome them? If you were to retake the photographs what might you change? Have you enjoyed the experience of researching genre and what have you learnt?

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## **How does this link to the A-Level course?**

The specification for AS-Level Moving Image Arts sets forth clear criteria that will be used to assess and mark your coursework. The 'Exploration of Genre' portfolio will enable you to develop your understanding of filmmaking styles and ability to recognise and analyse genre films. It may also inform your decision making in regards to preparing for creating your own film through researching, planning and development of storylines, settings and characters.