



Introduction to Post-16 Studies – DOUBLE Digital Media

Double Digital Media opens more avenues within the media industry. You will have the opportunity to not only continue your video editing skills, but also produce a website, understand how social media influences the industry whilst also using your creative talents to produce a photography portfolio, an animation and comic book for specific purpose.

The following challenges will help you develop some of the initial skills and knowledge needed for this course.



[Watch this documentary](#)

[The power of social media](#)

Take bullet point notes on this TED talk.



[Listen to this podcast](#)

[Facebook for business](#)

List all the new information you have learnt from this Spotify podcast.



[Think about these questions?](#)

Have you seen a social media campaign which was successful? Where did you see this? How did this impact on the product? Which social media platform do you think is the best for promoting products?



[Investigation](#)

Can you find a website which has a professional portfolio of images – this could be a brand or company. Why do you think this is a good example of a portfolio.



[Read this article](#)

[How to get work experience in the media](#)

Highlight the key points made in this article.



[How to?](#)

Answer this question:
Can you find out how many different types of comic there are? Find out 4 of the most popular and why you think it makes them popular?



[Useful links](#)

Course specification:

[Click here](#)

Summer Homework:

I would like you to **evaluate** an advertisement campaign. Remember that means **TV & PRINT**.

Key words to consider:

USP (Unique Selling Point), Value Proposition, demographic, psychographic, shockvertising, endorsement, stereotyping, continuity model, flighting mode, pulsing model, connotations, denotations

