

Hopwood Hall College

Creative Media

Pre-Enrolment



Success is closer than you think



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www.hopwood.ac.uk



Our Vision:
Bringing out
the best in you!

Our Values



Preparing for College: A message from the Principal:

Thank you for applying to study at Hopwood Hall College. We look forward to welcoming you soon. We want to help make sure that you are as well prepared as possible so that you feel at home here from day one.

We understand that the transition from school to college can be daunting but there's no need to worry! We have plenty of pre-enrolment activities which will help to prepare you and make your transition as smooth as possible.

Before you join the College in September, we want you to begin to develop your skills. We have brought together some subject-specific information, signposting to helpful reading and relevant websites and some activities for you to complete.

Don't worry if you get stuck on anything, just try to complete as much as you can. In the meantime, if you have any questions, please contact our Student and College Services Team on 0161 643 7560 who will be happy to help.

I look forward to welcoming you to your college very soon.

Julia Heap
Principal and Chief Executive



HELLO! FROM CREATIVE MEDIA



WHAT IS IN THIS PACK?

Our Creative Media Production course is for those who want a practical, work related programme with ample opportunity for hands on production experience. It's ideal for those who wish to develop new skills and hone existing ones in the creative media industries, including; camera work, editing moving image, radio production and pre-production planning. In this pack you will find a range of resources and activities, that will introduce you to some of the key terms, practices and processes used in the Creative Media industries.

MEDIA GLOSSARY



LEARN TO SPEAK THE LANGUAGE...

Take a look through our glossary of key words and phrases to become familiar with some of the language and terminology, used in the creative media industries.

APPLY THESE KEY TERMS

Consider how you could use some of these key terms to describe a scene in your favourite film, the format of a well-liked TV show or the style of a podcast. .

MEDIA GLOSSARY

Close Up Shot - This shot type is often used to draw close attention to a particular subject in a frame e.g. filling the frame with a person's face to convey emotions.

Extreme Close Up Shot - This shot type is often used to create a claustrophobic effect or focus on a subject in extreme detail e.g. the tip of a pen, a criminal's fingernails.

Establishing Shot - This shot type is often used to show where a scene is taking place e.g. a shot of New York City before we see inside Joey and Chandler's apartment.

Medium Shot - This shot type is often used during conversations and can be referred to as a 'two shot' – often shows characters from the waist up

Low Angle Shot - This shot type is used to make the subject look powerful, strong or tall – achieved by shooting from below the subject looking upwards.

High Angle Shot - This shot type is used to make the subject look weak, small or powerless – achieved by shooting from above the subject looking downwards

Tracking Shot - This shot type involves the camera moving along rails, following a subject - often used during travel or a longer view of a setting.

Panning Shot - This shot type involves the camera staying stationary but moving from side to side at (potentially) different speeds.

Point of View Shot (POV) - This shot type allows the audience to witness events in a narrative through the eyes of a character

Voiceover - A feature of the soundtrack where an unseen speaker narrates or provides the audience with information regarding what is happening onscreen

Editing - The process by which footage for moving image media texts is put together in sequence. Skilfully done, this can achieve various effects on the audience.

Enigma - A central question or mystery used to drive a narrative forward

Diegetic Sound - This type of sound involves anything that the onscreen characters can hear. Environmental sounds like birds tweeting, kettles boiling etc.

Non-Diegetic Sound - This type of sound involves things which the characters cannot hear and have likely been added in post production. This includes things like voiceovers and musical soundtracks.

Mise-en-scene - This is the term for the overall composition of a scene and includes things such as lighting, costume, props, acting etc.

High Key Lighting – This type of lighting constructs a fairly natural, everyday form of lighting, free from dark shadows. This type of lighting is often used in sitcoms and comedies.

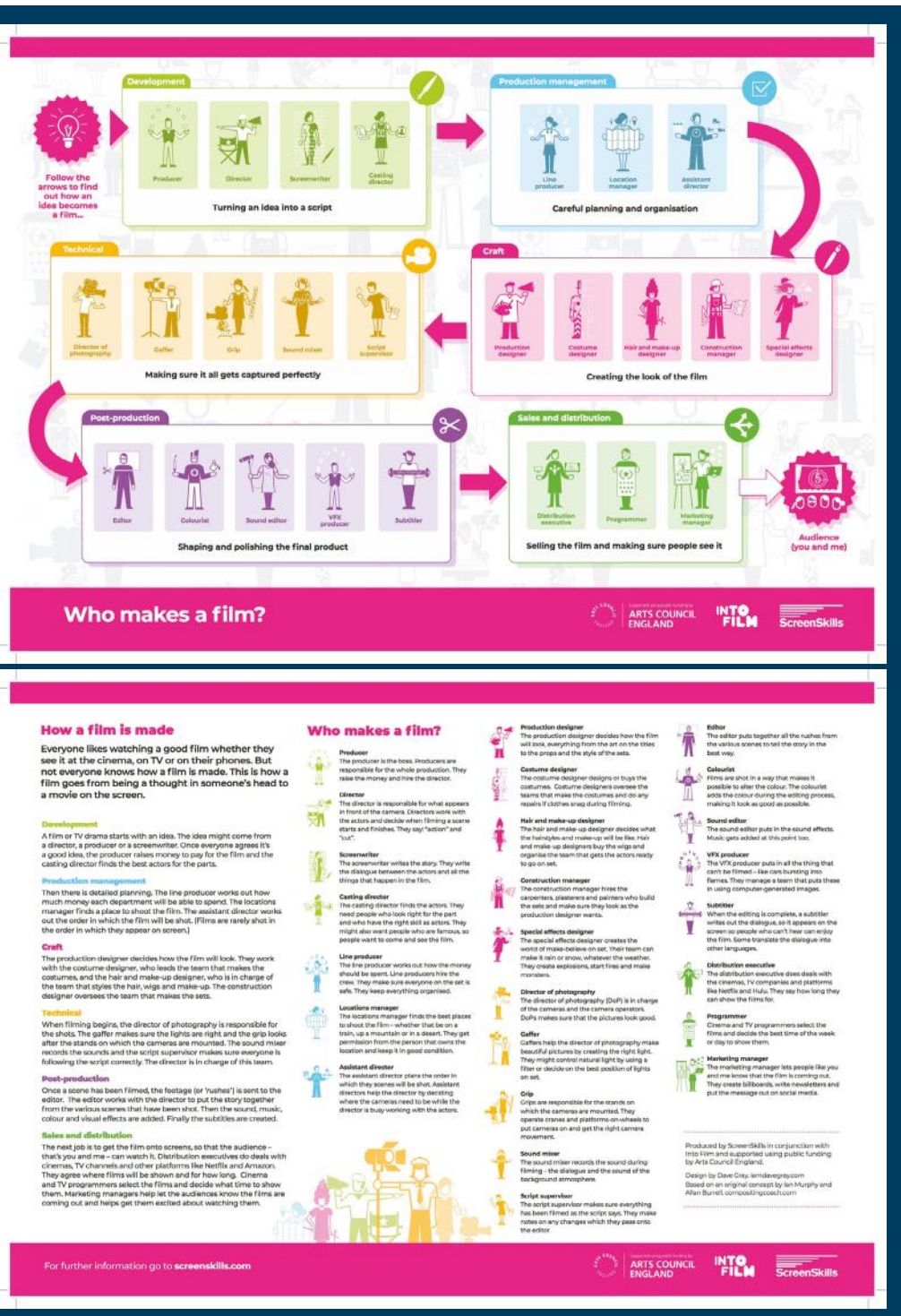
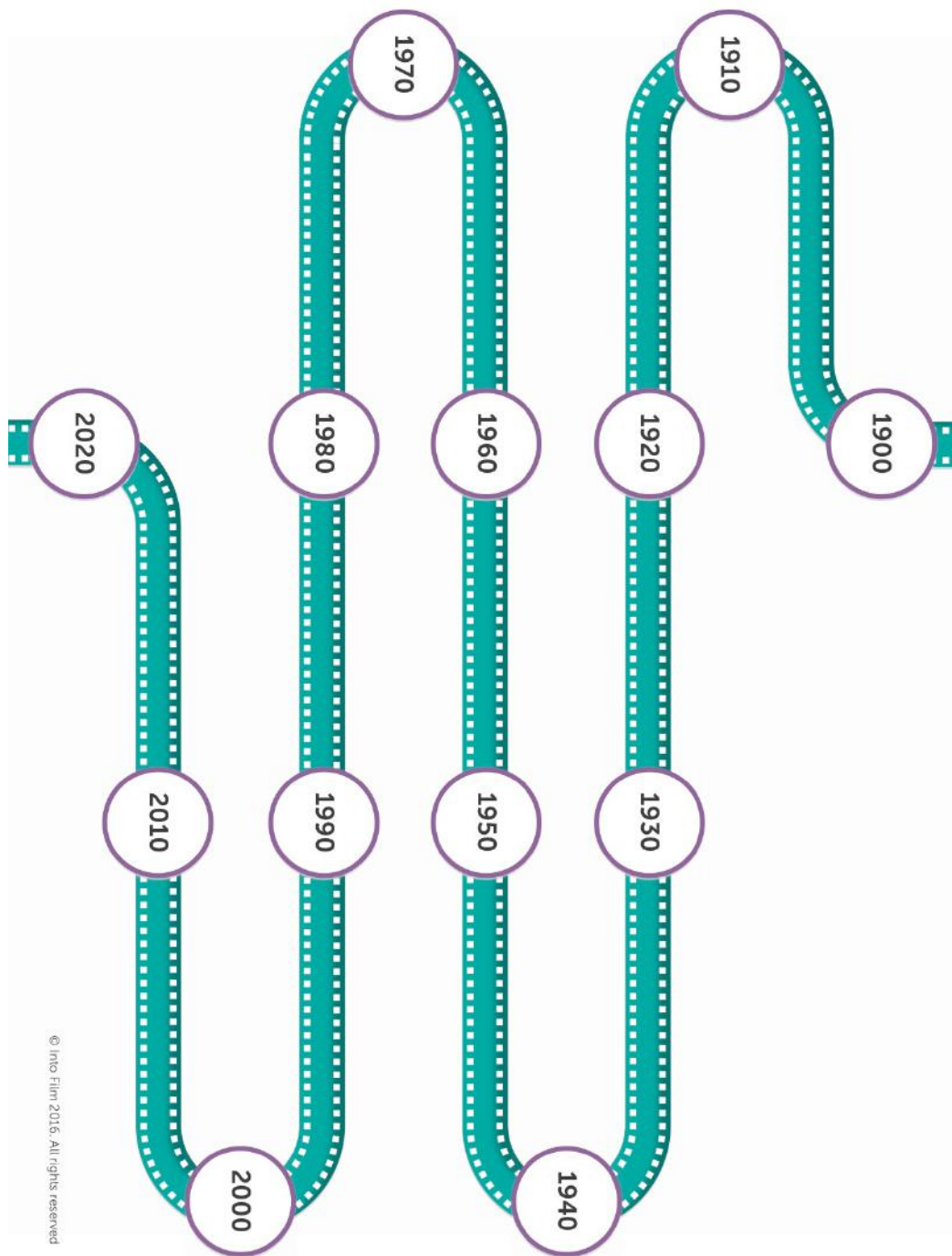
Low Key Lighting – This type of lighting highlights the contours on objects, creating dark shadows onscreen. This type of lighting is often seen in the horror genre or film noir.

LIGHTS! CAMERA! ACTION!



WATCH FILMS, LISTEN TO PODCASTS, STUDY TELEVISION

When studying creative media, it is important to watch, listen and engage with different types of media. This includes films, radio shows, podcasts, blogs, television and newspapers. Exploring different types of media platforms and formats will help strengthen your understanding of structure, tone and audiences. Use this 'Film Timeline' to encourage you to watch a film from each of the identified decades. Identify the film and director on the timeline and consider, how has film changed?





PRE- PRODUCTION

3. CREATE A STORYBOARD AND A SHOT LIST

To access our full set of Into Film mini filmmaking guides visit intofilm.org

- ▶ DEVELOPMENT (3 guides)
- ▼ PRE-PRODUCTION (4 guides)
 - 1. ASSIGN PRODUCTION ROLES
 - 2. SCOUT FOR LOCATIONS
 - 3. **CREATE A STORYBOARD AND A SHOT LIST**
 - 4. SOURCE COSTUMES, MAKE-UP & PROPS
- ▶ PRODUCTION (5 guides)
- ▶ POST-PRODUCTION (2 guides)
- ▶ EXHIBITION AND DISTRIBUTION (2 guides)

What is a storyboard?

A storyboard is a visual representation of a whole film. It allows filmmakers to plan and see how the finished film will look on screen. It is a series of drawings which either shows each scene from your film or, for more detail, each shot.



By planning your shots in advance you can help minimise mistakes. You can identify any shots that might not work and take them out before you pick up the camera. A storyboard not only illustrates the director's vision for his/her film, it is also a useful tool for the camera operator and editor. It helps them understand exactly how shots should be framed and their correct order.

Storyboard structure

There are a variety of ways of storyboarding your film:

Scene by scene

If you want to just draw each scene, you can create an accompanying shot list detailing the camera shots and movements you'll use. A shot list is useful because it lists the camera shots in order so you can tick them off as you film. This helps ensure that no shots are missed out.

Top Tip

You do not have to shoot the film in the order of your storyboard. If you have outdoor shots on location at different parts of the story, it would make sense to shoot these together.

Shot by shot

If you decide to draw each shot, then you can use your storyboard as the shot list. You may decide to draw just the key shots you'll use in each scene and list the others. For example, you wouldn't storyboard every shot in a shot-reverse shot drama scene.

Top Tip

Before you begin your storyboard, you may want to read the **Production: Master the Camera** mini guide first. This details all of the different shots you could use in your film and, therefore, include in your storyboard.

Drawing your shots

When you plan out each shot, don't worry if it's just stick figures that you draw! Just make sure that you correctly position your subjects and that the other members of the crew can understand your drawings. Remember that when you are drawing your storyboard, you are experimenting and testing your ideas. It's a good idea to use a pencil so that you can rub out, change the order of shots and add in extra ones. Storyboarding apps and software are available but can be as time consuming as traditional pen and paper methods!

If you really don't like drawing, you can use a digital still camera to photograph freeze frames of your shots with the actors in position.

Also to be included

There are many elements of your film you need to think about at the planning stage, which can be covered now as you storyboard. Beneath each drawing, consider making a note of:

- **Location** – Where will you be filming this scene/shot?
- **Camera** – If you are making a shot-by-shot storyboard, name/label each shot you have drawn so it is absolutely clear to your crew which shot you are referring to in your drawing.
- **Characters** – Write down the names of the characters who are appearing in the scene/shot.
- **Costumes/props** – Make a note of any important pieces of clothing or props that are essential for this scene/shot.
- **Sound** – It is a good idea at the start to think about the sound you'll use in your film. Make notes on your storyboard and share this with your sound recordist so they can begin planning how and when they'll source or record the sound they need.



More information about sound

Sounds like footsteps, waves or crowd noises need to be either recorded live or added in as sound effects when you edit. You can also create your own sound effects and digitally record them to be included later. These types of sound effects are called Foley.

The easiest option is to plan your film so it doesn't need any live sound—often sound effects can sound better than the real thing. If you want to use some silence in your film, however, plan to record ambient sound on location so that you capture the correct atmosphere.

If you are using music in your film, this will need to be sourced or composed ahead of time, ready to be added in the edit. Remember to only use copyright-cleared music in your film (see [Post-production: Sound effects and music](#) for more information on music copyright).

Voiceovers or narration should always be recorded separately. Don't try recording them into the camera while you film. You may need to time your voiceover so you can ensure that you film the correct amount of action to match it.

For more information about sound read the [Production: Record Sound guide](#).

Copyright

When an artist, musician or filmmaker creates a new, original piece of work it is automatically covered by copyright, which means that only the creator can use the work and decide how it is shared with others. If you want to use somebody else's music, art, video or any other creative work in your film, you have to seek permission from them to do so.



Storyboard

Sketch

Dialogue:

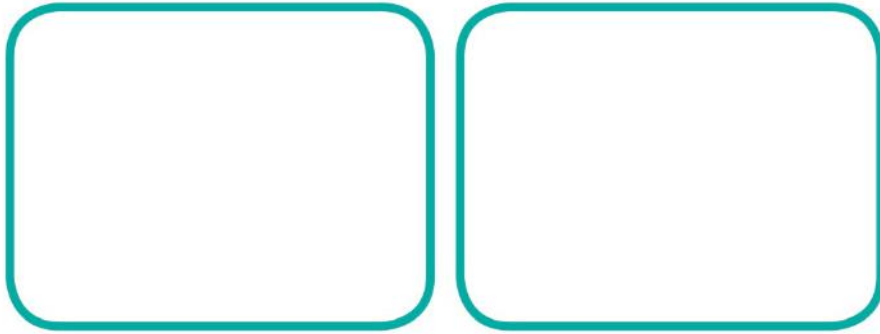
Sound:

Camera:

Props:

Characters:

Storyboard



Sound:

Camera:

Props:

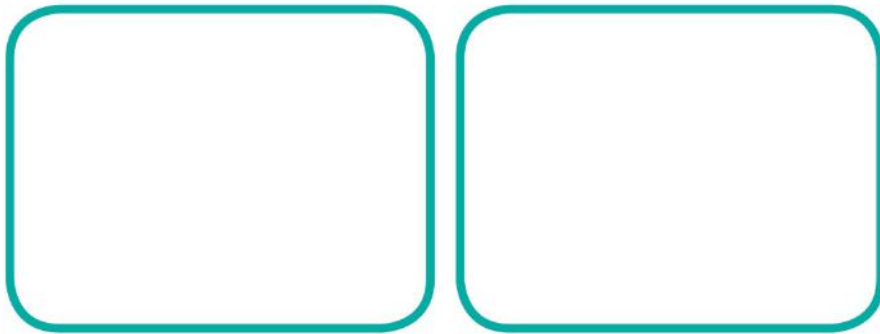
Characters:

Sound:

Camera:

Props:

Characters:



Sound:

Camera:

Props:

Characters:

Sound:

Camera:

Props:

Characters:

Storyboard Example

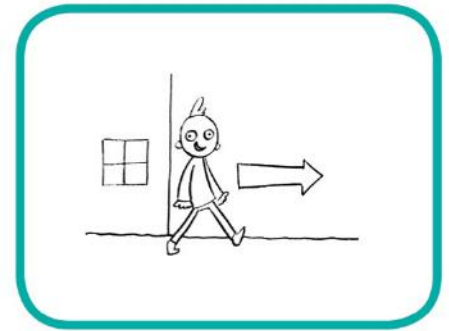


Sound: Outside noises

Camera: Establishing shot

Props: None

Characters: Derek

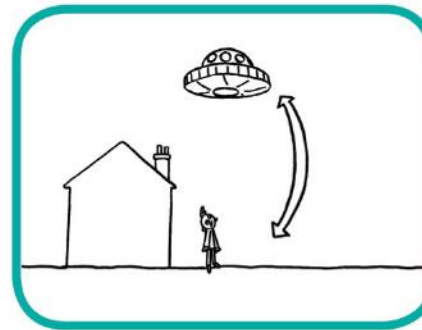


Sound: Footsteps, whistling

Camera: Tracking shot

Props: None

Characters: Derek

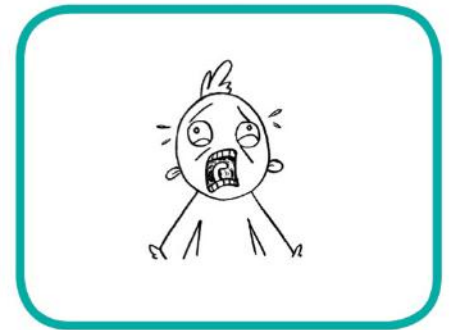


Sound: Whirring sound of laser beam

Camera: Tilt shot

Props: None

Characters: Derek



Sound: Loud scream

Camera: Close up shot

Props: None

Characters: Derek



Tips for filmmaking at home!

1

Lights!

Don't have a professional lighting set-up at home? No problem! Open those curtains and blinds and get as much daylight into your room as possible. You can even make your own reflectors out of tinfoil to bounce more light onto your actors. Even a large sheet of white paper will help – if you have enough help, get them held at different angles to really bring a glow to your actors' faces!

And for other scenes, you can use lamps or torches to create dramatic lighting effects at home. Remember, lights can get hot so be careful, and use LED lights if you have the option.

2

Camera!

No tripod at home? You can keep steady by leaning against doorways, walls – whatever you have available.

You can also create professional smooth tracking shots by using wheelie chairs or pushchairs – whatever you have with wheels that can be carefully moved around the house. Always remember to be extra careful when you're doing this – keep well away from staircases when filming tracking shots (smooth moving shots) – and make sure the floor is clear of objects: tidy away wires and cables before starting!

3

Action!

Make your films a little extra special by finding great costumes and props around the house – speak to your parent/guardian and see if they can help you find eye-catching and unique costumes for your actors and props for them to use. Dig deep in cupboards, maybe you can find things that will give your film a special unique feel!

Remember – you can find more resources on **lighting** and **camera** and everything to help with filmmaking on the Into Film website – and remember to follow these three rules when filmmaking at home:

1. Safety to people 2. Safety to equipment 3. Make a great film!



You'll need to plan and prepare to make the best film – so here is a collection of apps to use and sites for downloading copyright free music and sound effects!

Free Apps to help you get the most out of your home-filmmaking adventures

- **iMovie** – a great editing app for use on iPhones and all Apple devices
- **Kine Master** – one of the best free editing apps available for android devices
- **GarageBand** – Making your own soundtrack is easy with GarageBand, which is free and works on all Apple devices
- **Music Maker Jam** – a great soundtrack app which is available for both Apple devices and android/PCs
- **Da Vinci Resolve** – this is a free app for the very advanced filmmakers – it gives you professional colour grading tools (please note: this app is best for laptop computers and can be downloaded for Apple computers and PCs)

Remember – it's important to use music which is not copyrighted in your film – and your film can be much stronger with great sound effects added. If you can't make your own music or record your own sound effects then here are some places you'll be able to find everything you need for your film!

- **Bensound** – All the music here is copyright free, and is organised under genres so it's easy to find just what you're looking for
- **Incompetech** – Just like Bensound, this is another copyright free music site that arranges everything by genre
- **YouTube Audio Library** – This is a collection of copyright free music and sound effects, all free for filmmakers to use
- **Freesound** – This site features a huge collection of recordings – need a creaky door for your film, or a distant train whistle? This site has everything you could want

PRODUCTION

4. RECORD SOUND

To access our full set of Into Film mini filmmaking guides visit intofilm.org

- ▶ DEVELOPMENT (3 guides)
- ▶ PRE-PRODUCTION (4 guides)
- ▼ PRODUCTION (5 guides)
 1. LIGHT A FILM SET
 2. GET SET UP
 3. MASTER THE CAMERA
 4. RECORD SOUND
 5. STAY SAFE AND OBSERVE SET ETIQUETTE
- ▶ POST-PRODUCTION (2 guides)
- ▶ EXHIBITION AND DISTRIBUTION (2 guides)



Sound is easily the most overlooked aspect of filmmaking, but is just as important as the visuals. Sound can powerfully affect an audience and has a huge impact on how they interpret what they see on screen.

The importance of sound

Film soundtracks can have four elements: music, sound effects, voice and silence, which all contribute to the meaning and storytelling. Sound, particularly music, can set the mood and inform the audience about the **genre** of the film: a horror film will have a very different soundtrack to a comedy.

Sound can sometimes tell the audience more about what is going on in the film than the visuals do. It can affect how an image is interpreted and also what an audience actually thinks it can see. Imagine a scene showing a flower blowing in the breeze in a field, accompanied by a calming classical music soundtrack. How would watching this make you feel? Now imagine the same visuals accompanied by the sound of an approaching lawnmower and funeral-march music. The visuals are the same but the sound dramatically changes the impression given to the audience.

Activity: What can you hear?

To reinforce the importance of sound, play a sequence from your favourite film and assess the four elements of the soundtrack. It might help to close your eyes so you can focus only on the audio.

Music

How would you describe the music? What mood does it convey? Is there an increase or decrease in volume or tempo and, if so, why?

Sound effects

What sound effects occur during the sequence? Do they simply represent an action or do they contribute to the drama of the sequence?

Voice

What does a character's voice – accent, use of expression, volume – express about who they are?

Silence

Why do you think silence was used in the film? Is silence used to create drama, atmosphere or tension? What might be going on during this period of silence?

Consider how this scene would be different if any of the above elements were missing.

Activity: Become a Foley artist!

Foley artists work by using a variety of surfaces – concrete, sand, wood chippings, gravel etc. They also use different props which make noises like squeaks and bangs. Foley is used to enhance a particular sound which contributes to the storytelling, so that the audience can hear it more clearly.

Why not use the props suggested below to recreate these sound effects?

Prop and technique	Sound effect
Rub a pair of old jeans together, slowly or quickly	A person walking or running
Flapping a pair of old jeans	Washing on a line, sails in the wind, a flag
Snap celery or carrots	Twigs breaking
Open a small umbrella quickly	Flying bats
Pop the bubble wrap	A crackling fire
Rustle plastic bags	A person walking on gravel

Top Tip

If you want to record Foley sounds, they will be of a higher quality if you use an external (plug in) microphone.

Consider collecting a variety of everyday objects and experimenting with them to see what sounds you can make. What sounds of other objects or occurrences can you replicate? Can you recreate the sound of a heartbeat or a door closing?



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SEE YOU SOON!
CASEY, ROB & JOHN (TEAM CREATIVE MEDIA)