Year 12 Digital Media Bridging Work

Your Brief

A local film company, SW Films, has been given funding to create a short (10 minute) film. The genre of the film has not been decided but SW Films wants the film to be full of suspense. It will be filmed locally and will feature local actors in the main roles. As the budget is very small, the film will not be able to make use of CGI or many special effects. SW Films are aiming to release the film in November 2026.

Create ONE of the following products to fit the above brief:

1) Create a homepage for the official website for the film. The homepage should:
   - Give a brief synopsis of the film (without giving away the ending)
   - Feature still images from the film
   - Give links to (fictional) social media pages
   - Give any other appropriate information about the film

2) Create a one minute teaser trailer for the film. The trailer should:
   - Introduce the premise of the film
   - Feature several clips from the film (not necessarily in the correct order but should not give away the ending)
   - Feature sound (music and/or dialogue)
   - Feature a suspenseful tone
   - Give key details about the film, e.g. name and release details

3) Create 2 posters for the film (a teaser poster and a full poster).
   The teaser poster should:
   - Feature a key image
   - Feature a slogan
   - Feature the name of the film and where an audience can find out more information.

   The full poster should:

- Feature a different key image, slogan, name of film, website address/social media information
- Feature a billing block
- Feature either a critic's review, names of actors/director/writer or something else that fits the conventions of a film poster

Guidance on Technology:

If you have the Adobe suite available and would like to use this, this would be ideal. However, you can get a Distinction in Year 13 without this! I suggest:

- Dreamweaver or WIX for the website
- Adobe Premier or Capcut for the trailer
- In Design, Pages or Publisher for the posters

If you don't have access to any of the above, you are welcome to draw the website (with some indication of dynamic features, i.e. what users can click on) or the posters.

Success criteria:

- Create a product which fits the brief
- Follow the codes and conventions associated with a homepage/posters/trailer
- Show technical skill and creative flair

Guidance on images:

Just like at GCSE, you will be expected to take pictures where it is reasonable for you to do so. The brief is deliberately set up so that images can be taken by you – we're not looking for any fancy sets, drone shots or anything with high production values. Therefore **NO AI images should be used;** all images should be taken and edited by you.