

Student booklet

A-level Media Studies NEA

For submission in 2021

You must complete:

1. a Statement of Intent
2. an **individual** cross-media production for an intended audience, applying your knowledge and understanding of the theoretical framework of media studies.

This booklet contains **six** briefs. You must choose one brief and create a cross-media production to fulfil the requirements of that brief.

Statement of Intent

You must complete a Statement of Intent that outlines your aims for your cross-media production. This must be submitted to your teacher no later than 1 April 2021 and will be sent to the exam board for marking with your products. This will be assessed with the products and will allow you to explain the ways in which you will apply knowledge and understanding of media language and media representation to your products, how your products will target the intended audience, reflect the industry context they are created for and how you will exploit the opportunities for digital convergence between the products.

This is a compulsory element of the non-exam assessment and you must complete the Statement of Intent using a maximum of 500 words. There is a template at the end of this booklet for you to complete. This form must be handed in to your teacher no later than 1 April 2021.

If you only complete a Statement of Intent but no production work, then you will be awarded a mark of zero.

Unassessed participants

Unassessed participants may appear in your media products, or operate lighting, sound and other equipment but this must be under your direction. You must list these unassessed participants, state what they did, and outline how you directed them to complete any tasks you set for them on the Candidate Record Form (CRF) that will be given to you by your teacher.

Brief One

Brief	Minimum requirements
<p>Create three minutes (title sequence and opening scene) of a new Reality TV competition based programme such as <i>The Great British Bake Off</i> and <i>The Apprentice</i>.</p> <p>The target audience for the programme is a broad mainstream audience but its primary audience will be male and female adults.</p> <p>Your programme should focus on a special interest area where contestants compete to win the competition. The competition could be based on a hobby (such as cooking or gardening), a specific talent or skill (such as singing or dancing) or work related tasks (such as entrepreneur or dress designer).</p> <p>Your title sequence and opening scene should attempt to engage the audience and convey the genre and tone of the programme.</p> <p>You should consider how social media will factor into your programme in attempting to raise its profile and circulation with the audience.</p>	<ul style="list-style-type: none"> • At least two filming locations • Clear identification of genre codes and conventions • A range of camera shots, angles and movement, to establish the locations, topic or issue and representations • Appropriate framing of shots • Diegetic sound (which could include but is not restricted to dialogue, foley and ambient sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meaning • Consideration of the mise-en-scène (including props, costume, location, and lighting) in the construction of shots • Use of narrative codes appropriate to the genre and form to create appeal for the target audience • Editing of the footage, soundtrack and dialogue to establish meaning • Use of graphics and titles as appropriate to the form and genre • Appropriate consideration of the industrial context of production.
<p>Create three pages of a website based on the special interest area featured in the Reality TV programme.</p> <p>The target audience for the website are viewers of the reality programme and other people who are interested in the special interest area featured in the programme.</p> <p>Your website should include the following:</p> <ul style="list-style-type: none"> • a homepage providing links to a range of different stories and sections of the site. Two of these links should be functional and lead to: <ul style="list-style-type: none"> ○ two further pages providing informative content related to the special interest area ○ one of these pages should relate to the TV programme in some way ○ the content of these pages should encourage audience participation and/or sharing. 	<p>All pages should demonstrate the use of appropriate language and register for the target audience.</p> <p>Home page</p> <ul style="list-style-type: none"> • Original title and logo for the website • Menu for the site • Social media links • Links to other pages in the site • Main page image – this image should not be used on the other pages created for this brief and should be original • Original images and text that establish a clear house style. <p>Two related web pages</p> <ul style="list-style-type: none"> • Representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience • Appropriate conventions of a website must be used throughout • Pages should share design elements with the homepage but be distinct and different

<p>You should select an approach to the website's content that is appropriate to the topic. Content could include:</p> <ul style="list-style-type: none">• tutorials• reviews• reports on events• features on renowned people from within the specialist area• photo galleries• reports on wider issues related to the special interest area – eg sustainability/the environment, health• any other content that is appropriate to the topic and you judge will have audience appeal. <p>You should demonstrate the use of social media as a way to increase the visitors to the website and generate a sense of community.</p> <p>You should include up to one minute of audio and/or video material within the website.</p>	<ul style="list-style-type: none">• The pages should include content that:<ul style="list-style-type: none">○ offers audiences appropriate information○ offers some multimedia content via audio or video (up to one minute)○ encourages the audience to interact and/or share information in some way. <p>All pages</p> <ul style="list-style-type: none">• Hyperlinks across all pages• Original copy across the site – at least 400 words• At least eight original images• Clear house style for website including the use of images, colour palette, page design and fonts.
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Brief Two

Brief	Minimum requirements
<p>You should create a front cover, contents page and double page spread for a magazine for gamers similar to <i>PC Gamer</i>, <i>Pocket Tactics</i>, <i>Games TM</i>.</p> <p>The magazine should represent the gaming community and culture and you will need to convey this via original images used throughout your magazine.</p> <p>You should use the presentational codes and conventions of magazines and the information should be communicated in a way that is appropriate for a gaming audience. Some topics you might consider could include:</p> <ul style="list-style-type: none"> • covering a Cos-Play/fan convention • covering a competitive gaming or E3 type event • the launch of a new game • responses to a new game from gamers' perspectives. <p>The target audience for the magazine can be either anyone interested in gaming culture or you may opt to identify a more niche audience such as fans of a specific game or users of a specific platform such as Nintendo or Playstation.</p> <p>Your magazine will need to convey a house style which is recognisable throughout the publication.</p>	<p>Front cover</p> <ul style="list-style-type: none"> • Title and masthead • Selling line • Cover price • Dateline • Main cover image and at least two further smaller images related to the content of the magazine • At least five cover lines. <p>Internal pages</p> <ul style="list-style-type: none"> • Content that is appropriate to the conventions of the genre of magazine being created • Original copy (at least 400 words) • Each page to use original images as illustrations (the main cover image must not be repeated but the smaller images from the front cover can appear on internal pages) • Internal pages should reflect the design codes and conventions of the genre of magazine being created. <p>All pages</p> <ul style="list-style-type: none"> • A clear house style should be used in the presentation of all pages • A minimum of seven original images should be included in the submission • All copy should be original and a minimum of 400 words should be submitted • Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by magazines.
<p>Create three full page print adverts suitable for inclusion in the magazine created for task one.</p> <p>At least one of the adverts should be related to the content of the magazine created for task one.</p> <p>At least one of the adverts should promote some aspect of audience engagement online.</p> <p>Each advert should promote a different product, event or service and should demonstrate clear targeting of a segment of the niche audience likely to read the magazine.</p>	<ul style="list-style-type: none"> • Three different adverts, each aiming to engage the audience/audiences as identified in the brief • Appropriate copy, layout and design choices for each advert • A distinct marketing strategy/specific unique selling point should be identifiable in each advert • At least three original images across the three adverts • Images should be created and chosen to appeal to the target audience • Appropriate layout, design and content choices relating to the placement of the adverts

<p>Adverts could be for:</p> <ul style="list-style-type: none">• games• books related to games• adverts for conventions/gaming competitions• any other products, events or services you feel are appropriate in the context of the magazine and its target audience.	<ul style="list-style-type: none">• Appropriate choices of font, type sizes and colours to create meaning• Appropriate consideration of the industrial context of production.
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Brief Three

Brief	Minimum requirements
<p>Create a film website promoting a new low budget independent film in one of the following genres:</p> <ul style="list-style-type: none"> • Rom-Com • Drama <p>You will create three pages of the website that aims to promote the new film.</p> <p>Your website should include the following:</p> <ul style="list-style-type: none"> • a home page that gives information to the audience about the film and communicates a clear brand identity • the second page should contain a synopsis of the film and could include information on the cast and/or crew • the final page should offer further information that would be of interest to your target audience. <p>The website should attempt to encourage interaction and sharing to help in the promotion of the film.</p> <p>You should include up to one minute of audio and/or video material on the website.</p> <p>You are primarily targeting an audience of fans of independent films.</p>	<p>All pages should demonstrate the use of appropriate language and register for the target audience.</p> <p>Home page</p> <ul style="list-style-type: none"> • Original title and logo for the website • Menu for the site • Social media links • Links to other pages in the site • Main page image – this image should not be used on the other pages created for this brief and should be original • Images and text that establish a clear house style. <p>Two related web pages</p> <ul style="list-style-type: none"> • Representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience • Appropriate conventions of a website must be used throughout • Pages should share design elements with the homepage but be distinct and different • The pages should include content that: <ul style="list-style-type: none"> ○ offers audiences appropriate information ○ offers some multimedia content via audio or video (up to one minute) ○ encourages the audience to interact and/or share information in some way. <p>All pages</p> <ul style="list-style-type: none"> • Hyperlinks across all pages • Original copy across the site – at least 400 words • At least eight original images • Clear house style for website, including use of images, colour palette, page design and fonts
<p>You should create three posters to help promote the film from task one. You should identify typical placement locations for each poster either in the Statement of Intent or in the presentation of your posters.</p> <p>Each poster should be different, targeting a specific aspect of the film creating different ways to appeal to the film’s audience. Aspects of the film that could be used include:</p>	<ul style="list-style-type: none"> • Appropriate copy, layout and design choices for each poster • Three different posters, each identifying a specific aspect of the film to act as a selling technique • A common visual style creating a recognisable brand for the campaign • At least three original images across the three posters with a different dominant image in each poster – these must be images generated specifically for the poster campaign

<ul style="list-style-type: none">• an example of enigma and/or action within the narrative• a focus on celebrity or star appeal• the use (or subversion) of specific genre conventions• any other aspect of the film that can be used as a hook for the poster and would appeal to the film's audience. <p>Each poster should use a different image, but the advertising campaign should appear coherent. Audiences should recognise each poster as being part of the same campaign.</p> <p>The posters should actively promote the website and act to encourage sharing and/or audience participation.</p>	<ul style="list-style-type: none">• Appropriate choices of font, type sizes and colours to create meaning• Appropriate consideration of the industrial context of production.
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Brief Four

Brief	Minimum requirements
<p>Create a three minute music video to promote a musical artist/band. The artist/band has record company backing and already has a strong social media following. The video aims to raise the profile of the artist/band and help appeal to a mainstream audience.</p> <p>You may select the genre of music. The video should feature the artist/band and use media language choices that both reflect the codes and conventions of the musical genre and act to construct a clear brand identity for the artist/band. The video is being released as part of the promotion of the artist/band's forthcoming UK tour.</p> <p>The artist/band has a sponsorship deal with a headphone manufacturer and their product should be featured in the video in some way.</p>	<ul style="list-style-type: none"> • At least two filming locations • A range of camera shots, angles and movement, to establish the locations and representations • Appropriate framing of shots • Appropriate choices of imagery to create meaning • Editing of the footage for meaning, including continuity and/or visual effect • Use of appropriate lighting and mise-en-scène.
<p>You should create four pages from a music magazine – specifically:</p> <ul style="list-style-type: none"> • a front cover featuring the artist/band promoted in task one • a two-page interview with the artist/band • a single page advert for the artist/band's tour. <p>The magazine targets a mainstream music audience.</p> <p>The front cover and interview can use some images from the same photoshoot but other original images that offer some visual variety should also be used.</p> <p>The interview should be used to promote the tour and the music video. It should also reinforce the brand image of the artist/band and integrate some reference to the headphone manufacturers who are sponsoring the band/artist.</p>	<p>Front cover</p> <ul style="list-style-type: none"> • Title and masthead • Selling line • Cover price • Dateline • Main cover image and at least two further smaller images related to the content of the magazine • At least five cover lines. <p>Internal pages</p> <ul style="list-style-type: none"> • Content that is appropriate to the conventions of the genre of magazine being created • Original copy (at least 400 words) • Each page to use original images as illustrations • Internal pages should reflect the design codes and conventions of the genre of magazine being created. <p>All pages</p> <ul style="list-style-type: none"> • A clear house style should be used in the presentation of all pages • A minimum of seven original images should be included in the submission • All copy should be original and a minimum of 400 words should be submitted • Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by magazines.

Brief Five

Brief	Minimum requirements
<p>Create materials for an online promotional campaign intended to raise awareness of a specific social and/or political issue.</p> <p>The primary target audience for this campaign are young people who seek out new ideas and experiences and like to consider themselves at the cutting edge of culture and fashion.</p> <p>You should construct materials that aim to appeal specifically to their lifestyle and taste.</p> <p>Topics could include:</p> <ul style="list-style-type: none"> • safety campaigns (eg road safety) • health campaigns (eg healthy eating) • environmental campaigns (eg recycling) • animal welfare campaigns (eg wildlife habitat protection) • any social and/or political issue that you feel is appropriate for your target audiences. <p>All of the promotional materials should encourage the audience to interact with other people interested in the campaign using social media. Whilst the materials will be different, they should share elements that allow the audience to identify a coherent promotional campaign.</p> <p>You should make three different types of online promotional material. For example:</p> <ul style="list-style-type: none"> • a banner ad that would appear at the top of a website • a sponsored page from a website/blog-site • a pop-up style advert • a sponsored Instagram post • an extract from a sponsored YouTube video • an extract from a sponsored podcast • any other examples of online promotional products that you feel are appropriate for your issue and the target audiences. <p><i>Note: these materials can be presented as printouts, standalone videos/audio files or as e-media products accessible via a browser.</i></p>	<ul style="list-style-type: none"> • Three different types of online promotional material, each aiming to engage the audience/audiences as identified in the brief • Appropriate media language choices for each promotional product • A distinct marketing strategy/unique selling point should be identifiable in each product • Up to one minute of original imagery/footage in each moving image production <p>and/or</p> <ul style="list-style-type: none"> • up to one minute of original audio in each audio production • At least one original still image in other forms of promotional products combined with appropriate choices of font, type sizes and colours to create meaning • Images/footage/audio should be created and chosen to appeal to the target audience • Appropriate consideration of the industrial context of production.
<p>Create print materials for the same awareness raising campaign from task one. The target audiences are the same as in task one.</p> <p>All of the print promotional materials should encourage the audience to interact with other</p>	<ul style="list-style-type: none"> • Three different types of print promotional material, each aiming to engage the audience/audiences as identified in the brief • Appropriate layout and design choices for each promotional product • A distinct marketing strategy/USP should be

<p>people interested in the campaign using social media.</p> <p>You should make three different types of print promotional material. For example:</p> <ul style="list-style-type: none">• a poster• a campaign flyer• a newspaper/magazine advert• a range of at least three promotional merchandising products (eg coasters, stickers, badges, T-shirts etc). * <p><i>* Note: images of a range of merchandising products can be presented as printouts and would be one of the three print productions required.</i></p>	<p>identifiable in each product</p> <ul style="list-style-type: none">• At least three original images across the three products• Images should be created and chosen to appeal to the target audience• Appropriate choices of font, type sizes and colours to create meaning• Appropriate consideration of the industrial context of production.
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Brief Six

Brief	Minimum requirements
<p>Create a three minute audio news package or inclusion within a local radio news programme.</p> <p>The programme summarises the main national and international news events of the day and features reports on the local impact of national and international news, local politics and events.</p> <p>The target audience for the news programme are listeners with an interest in current affairs and their local area.</p> <p>Your news package can be based on any news story that you feel is relevant to the local audience of the radio station. You could select:</p> <ul style="list-style-type: none"> • a local take on a national or international news story • an investigative report on a local political or social story • a report on a local event. 	<ul style="list-style-type: none"> • Three minutes of content • A narrator/interviewer/presenter to establish an overall structure and meaning to the report • At least three different voices: presenters and interviewees • Some scripted dialogue • Diegetic sound (which could include but is not restricted to dialogue, foley and ambient sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meaning • Use of appropriate language and register for the genre and target audience • Use of narrative codes appropriate to engage the target audience • Editing and sound-mixing to establish meaning • Use of codes and conventions of audio interviews and news packages.
<p>Create three pages from the website for a local newspaper.</p> <p>The target audience for the online newspaper are readers who are interested in local news and events.</p> <p>Your website should include the following:</p> <ul style="list-style-type: none"> • a homepage providing links to a range of different stories and sections of the site. Two of these links should be functional and lead to: <ul style="list-style-type: none"> ○ a second page reporting on the news story from task one. The approach to the story should be appropriate for a local online news report ○ a third page reporting on a subject/event of your choice that is relevant to the readers of your website and fits in with its local focus. <p>You should include up to one minute of audio and/or video material within the website.</p> <p>The website should offer the audience opportunities for interactivity, sharing and/or communication with other audience members.</p>	<p>All pages should demonstrate the use of appropriate language and register for the target audience.</p> <p>Home page</p> <ul style="list-style-type: none"> • Original title and logo for the website • Menu for the site • Social media links • Links to other pages in the site • Images and text that establish a clear house style. <p>Two related web pages</p> <ul style="list-style-type: none"> • Representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience • Appropriate conventions of a website must be used throughout • Pages should share design elements with the homepage but be distinct and different • The pages should include content that: <ul style="list-style-type: none"> ○ offers audiences appropriate information ○ offers some multimedia content via audio or video (up to one minute) ○ encourages the audience to interact and/or share information in some way.

	<p>All pages</p> <ul style="list-style-type: none">• Hyperlinks across all pages• Original copy across the site – at least 400 words• At least eight original images• Clear house style for website, including use of images, colour palette, page design and fonts.
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A-level Media Studies NEA Statement of Intent

Centre name	Centre number
Student name	Student number

This form must be completed and given to your teacher before 1 April 2021.

How will you use media language and media representations in order to create your product, meet the requirements of the brief and the needs of the target audience as well as reflect the appropriate media industries for your chosen brief? (Maximum 500 words.)

Be specific about the ways in which you will use aspects of media language, media representations, target your audience and reflect the appropriate media industry for your chosen brief and exploit opportunities for digital convergence.

END OF STUDENT BOOKLET