

Student booklet

A-level Media Studies NEA

For submission in 2023

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 2023 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 2023.

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 a three-minute video promoting a new fictional TV programme that is targeted at a young adult audience. You are free to choose the genre of the programme and its content. Content should be appropriate for the target audience. The programme is to be shown on Channel 4 and will be available on its streaming service All 4.</p> <p>The programme should contain diverse representations and a contemporary issue relevant to the target audience. The programme's producers want the video to promote these aspects of the programme. The promotional video will be used as part of the marketing for the TV programme's release.</p> <p>The video could take one of the following forms:</p> <ul style="list-style-type: none"> • an interview with an actor in the programme, shown on a terrestrial TV programme such as Good Morning Britain • a video for an online magazine such as Vogue, Teen Vogue, GQ, Vanity Fair etc. • a video of a PR event related to the TV programme • a video for YouTube or Instagram posted by an actor in the programme or a member of the production team • any other idea you feel is appropriate and that would appeal to your target audience. 	<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 • 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 • Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect • Use of titles and/or graphics as appropriate • Use of appropriate lighting and mise-en-scene
<p>Create a print advertising campaign for the programme.</p> <p>You should create three distinct adverts but they should share visual branding to ensure that they are perceived as part of a unified campaign. Each advert should focus on promoting a different aspect of the programme. For example:</p> <ul style="list-style-type: none"> • its lead actors • the issue raised within the programme • its genre • its diversity • any other approach you feel is appropriate. 	<ul style="list-style-type: none"> • Three different adverts, each aiming to engage the audience/audiences as identified in the brief • Appropriate layout and design choices for each advert • A common visual style to the overall campaign creating a recognisable brand and visual identity for the product/issue • A distinct marketing strategy should be identifiable in each advert and across the campaign • At least three original images across the three adverts with a different dominant image in each advert • Images should be created and chosen to appeal to the target audience

<p>One of the adverts should be appropriate for a billboard. You can choose where the other adverts will be placed.</p> <p>Each advert should encourage audience interaction and sharing via social media.</p>	<ul style="list-style-type: none">• Appropriate layout, design and content choices relating to the placement of the adverts• Appropriate choices of font, type sizes and colours to create meaning• Appropriate consideration of the industrial context of production
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Brief Two

Brief	Minimum requirements
<p>Create a front page and a double-page spread from a regional newspaper reporting on a social and/or political issue of interest to its broad local audience.</p> <p>The newspaper's audience are people of all ages living in the region who are interested in national and international news stories as well as stories relating specifically to the local area.</p> <p>You should create a front page and a double-page spread featuring a lead story on the front page that will be continued on the inside. The inside pages will expand on the front page and will include supplementary reports linked to the story.</p> <p>The story can be fictional, but it should relate to real world issues in some way. For example, your news story could be based on:</p> <ul style="list-style-type: none"> • the environment • economics • health • equality issues • any other issue you feel would be of interest to your audience. <p>Your pages will feature different layout and design features but should be recognisably part of the same publication through the application of a house style that is common across all pages.</p>	<p>Front cover</p> <ul style="list-style-type: none"> • Title for regional newspaper and masthead • Date and price • Incentives • Main front page image (this image should not be used on the other pages created for this brief) • Headline and byline • Standfirst <p>Two related pages</p> <ul style="list-style-type: none"> • Headline, standfirst and subheadings • Original copy for the two pages (at least 500 words) • At least six further images which might include a main image which is different from the front-page image and smaller images to accompany featured stories • Representations of people, social groups, events or places that are relevant to the focus story • Relevant conventions of newspaper layout must be used throughout <p>All pages</p> <ul style="list-style-type: none"> • Clear brand and house style for the newspaper, including use of images, colour palette, page design and fonts • Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by regional newspapers
<p>Create three promotional flyers to raise awareness of the issue featured in the newspaper story in task 1. The flyers are to be distributed to students in sixth forms and colleges. The aim of the campaign is to engage young people in the issue and encourage the use of social media to raise awareness further.</p> <p>Each flyer should focus on a different aspect of the issue and be constructed to appeal to your teenage target audience. Each flyer should contain a specific strategy to encourage interactivity and the sharing of information via social media. For example:</p> <ul style="list-style-type: none"> • a social media challenge 	<ul style="list-style-type: none"> • Three different flyers, each aiming to engage the audience/audiences as identified in the brief • Appropriate layout and design choices for each flyer • A common visual style to the overall campaign creating a recognisable brand and visual identity for the issue • A distinct promotional strategy should be identifiable across the campaign • At least three original images across the three flyers with a different dominant image in each flyer • Images should be created and chosen to appeal to the target audience

- the coordinated use of a hashtag
- any other strategy you feel would be effective.

Whilst each flyer should be unique, they should combine to create a recognisable visual branding for the campaign.

- Appropriate choices of font, type sizes and colours to create meaning
- Appropriate consideration of the industrial context of production

Brief Three

Brief	Minimum requirements
<p>Create a three-minute promotional video for inclusion on a pop band/artist's webpage and YouTube channel.</p> <p>This is not a video to promote a specific song, but one that aims to introduce the band/artist to a potential audience. The band/artist are targeting a young teenage audience.</p> <p>The video should include some interviews with the band/artist as well as other footage the audience would find interesting. For example:</p> <ul style="list-style-type: none"> • live performance/public appearance • extracts from the band/artist's music video(s) • behind the scenes footage • interviews with crew and/or fans • any other content you feel is appropriate for your audience. <p>The video should clearly communicate the genre of music produced by the band/artist and also reflect their brand identity.</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 • 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 meanings • Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect • Use of titles and/or graphics as appropriate • Use of appropriate lighting and mise-en-scene
<p>Create three adverts for the band/artist. The adverts will use the conventions of print advertising but will be distributed online via the band/artist's social media accounts. Each advert should aim to appeal to the target audience but use different strategies to engage the audience. You may include the promotion of a specific product or event if you wish. For example:</p> <ul style="list-style-type: none"> • a live show • a TV appearance • a new release • a streaming event • any other product or event you feel is appropriate. <p>Each advert should be different but the campaign should create a recognisable visual branding for the band/artist. The adverts should include content that encourages the audience to share the adverts on social media.</p>	<ul style="list-style-type: none"> • Three different adverts, each aiming to engage the audience as identified in the brief • Appropriate layout and design choices for each advert • A common visual style to the overall campaign creating a recognisable brand and visual identity for the band/artist • A distinct marketing strategy should be identifiable across the campaign • At least three original images across the three adverts with a different dominant image in each advert • 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

Brief Four

Brief	Minimum requirements
<p>Create the homepage and two further pages of a film news and review site. Your site should target a niche audience identified as being fans of a specific genre, series or style of film.</p> <p>The homepage should be largely visual and should include a menu to show the scope of the website. The two further pages can contain any content you think is appropriate to appeal to the target audience.</p> <p>The website should create clear visual branding for the site that can be reinforced across social media. The website should also include at least one minute of multimedia content. This could be an animation, audio or video content.</p> <p>You can choose what to include as multimedia content. You could create:</p> <ul style="list-style-type: none"> • advertising/promotional material • audience 'vox pops' • audio interviews or reviews • any other content you feel is appropriate for the website. <p>Your pages will feature different layouts and design but should be recognisably part of the same website through the application of a house style that is common across all pages. All pages should be linked together via hyperlinks and be accessible via a browser.</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 (at least 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 site, including use of images, colour palette, page design and fonts
<p>Create a visual representation of a sequence of eight Instagram posts aiming to promote the website and encourage audience interaction and participation. The Instagram account is targeting the same audience as the website created for task 1.</p>	<ul style="list-style-type: none"> • Eight Instagram posts each aiming to appeal to and engage the audience as identified in the brief • Appropriate media language choices for each post • A distinct promotional strategy should be identifiable across the posts

<p>The presentation of each post should show the image used for the post, the caption and two or three audience responses. Posts can include still images, animations, audio and/or video.</p> <p>Posts can be submitted as printouts and separate video/audio files can be used to show the content of multimedia posts.</p>	<ul style="list-style-type: none">• At least one original image or other content as identified per post plus audience comments• Appropriate consideration of the industrial context of production
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Brief Five

Brief	Minimum requirements
<p>Create the homepage and two further pages from an online lifestyle magazine. The magazine is targeting Gen-X and Millennial audiences and wishes to be inclusive in its appeal across gender identities.</p> <p>The homepage should be largely visual and should include a menu to show the scope of the website. The two further pages can contain any content you think is appropriate to appeal to the target audience and support the brand identity of the magazine.</p> <p>Your website should offer your audience the opportunity to interact and/or participate.</p> <p>The website should also include at least one minute of additional multimedia content (in addition to the audio created for the second task). This could be an animation, audio or additional video content.</p> <p>You can choose what to include as multimedia content. You could create:</p> <ul style="list-style-type: none"> • advertising/promotional material • audience 'vox pops' • audio interviews, news items or informational features • any other content you feel is appropriate for the website. <p>Your pages will feature different layouts and design but should be recognisably part of the same site through the application of a house style that is common across all pages. All pages should be linked together via hyperlinks and be accessible via a browser.</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 website • Social media links • Links to other pages in the website • 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 (at least 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 website - 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>Create a three-minute audio feature for the online lifestyle magazine created for task 1. Your audio feature will be uploaded to the online magazine's social media feed to promote the website and should include the following:</p> <ul style="list-style-type: none"> • a brief ident • at least three voices • some music. 	<ul style="list-style-type: none"> • Three minutes of content • A narrator/interviewer/presenter to establish an overall structure and meaning to the feature • At least three different voices, eg presenters, contributors, interviewees etc. • Some scripted dialogue • Diegetic sound (which could include but is not restricted to dialogue, Foley and ambient

<p>The content of the audio feature should be chosen to appeal to the target audience and focus on a topic typical within the lifestyle genre.</p> <p>The audio feature should relate to an aspect of the content you created for the online magazine.</p>	<p>sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meaning</p> <ul style="list-style-type: none">• 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 features
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Brief Six

Brief	Minimum requirements
<p>Create the homepage and two further pages of a gaming blog site. The target audience for the blog is people interested in gaming. You should define your audience more specifically by focusing the blog site on a new game, a genre, a game producer etc. Your site should offer your audience gratifications based on interaction and/or participation in some way. You are keen that your blog also appeals to young people as they are the main audience for your related YouTube channel.</p> <p>The homepage should be largely visual and should include a menu to show the scope of the blog site. The two further pages can contain any content you think is appropriate to appeal to the target audience.</p> <p>The website should also include at least one minute of additional multimedia content (in addition to the video created for the second task). This could be an animation, audio or additional video.</p> <p>You can choose what to include as multimedia content. You could create:</p> <ul style="list-style-type: none"> • advertising/promotional material • audience 'vox pops' • audio interviews or reviews • any other content you feel is appropriate for the website. 	<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 blog site • Menu for the blog site • Social media links • Links to other pages in the blog 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 blog site and to your target audience • Appropriate conventions of a blog site 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 (at least one minute) in addition to that created for task 2 ○ 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 blog site, including use of images, colour palette, page design and fonts
<p>Create a three-minute gaming related video to be included in a YouTube gaming channel. The target audience for the channel are gamers of any age but the majority of your audience are young people aged 12 to 18.</p> <p>You could create:</p> <ul style="list-style-type: none"> • a challenge video • an interview with or a feature about a gamer or creator 	<ul style="list-style-type: none"> • At least two filming locations • A range of camera shots, angles and movement, to establish the location and representations • Appropriate framing of shots • Appropriate choices of imagery to create meaning • Diegetic sound (which could include but is not restricted to dialogue, Foley and ambient sound) and non-diegetic sound (which could

<ul style="list-style-type: none">• a short gaming related news feature• any other type of video you think would be appropriate for your audience.	<p>include but is not restricted to soundtrack and voiceover) as appropriate to create meanings</p> <ul style="list-style-type: none">• Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect• Use of titles and/or graphics as appropriate• Use of appropriate lighting and mise-en-scene
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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 2023.

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**Copyright information**

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