

Teacher booklet

A-level Media Studies NEA

For submission in 2023

Students must complete:

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

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

Statement of Intent

Students must complete a Statement of Intent that outlines their aims for their cross-media production. This must be submitted to AQA for moderation with their products. This will be assessed with the products and will allow them to explain the ways in which they will apply their knowledge and understanding of media language and media representation to their products, how their products will target the intended audience, reflect the industry context they are created for and how they will exploit the opportunities for digital convergence between the products.

This is a compulsory element of the non-exam assessment and students must complete the Statement of Intent using a maximum of 500 words. There is a template at the end of the student version of this booklet for them to complete. This form must be handed in to **you** no later than 1 April 2023.

If students only complete a Statement of Intent but no production work, they should be awarded a mark of zero.

Unassessed participants

Unassessed participants may appear in the media products, or operate lighting, sound and other equipment but this must be under the assessed students' direction. Students must list these unassessed participants, state what they did, and outline how the assessed student directed the unassessed participants to complete any tasks on the Candidate Record Form (CRF).

Further NEA guidance

Further guidance and the assessment criteria for the NEA can be found in the Specification. You can share this booklet with your students.

Brief One

| Brief | Minimum requirements |
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| <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 |

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| <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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Indicative content – promotional video

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- the use of a presenter and interview techniques (where used) that are appropriate to the form
- a range of shots and shot types appropriate to the style of video
- editing that makes meaning clear and that is paced to create audience appeal
- use of diegetic and non-diegetic sound, including original dialogue and a soundtrack as appropriate
- mise-en-scene that is appropriate and appeals to the audience
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- use intertextual references if and as appropriate within the video
- create a direct appeal to the target audience
- use or subvert stereotypes of the places, ideas and/or people represented within the video as appropriate
- communicate a clear point of view and ideological message appropriate to the industrial context.

Indicative content – advertising campaign

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- an overall concept for the campaign that is appropriate for the programme and that would appeal to the target audiences
- clearly identifiable selling techniques appropriate for the programme and the target audience
- the use of a logo/title within the advert in a way that promotes brand recognition
- mise-en-scene and style within the original imagery that help to establish recognition and to attract and position the target audiences
- acknowledgment of the media industry context.

Indicative content – print adverts

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- an overall concept and strategy for the three adverts that is appropriate for the product and that would appeal to the target audience
- an identifiable concept for each advert
- mise-en-scene and style within the original images that help to establish a brand image for the product or a recognisable visual identity that acts to attract and position the target audience
- use of fonts, type sizes and colour that are appropriate both to the product and the target audience

- appropriate use of the conventions of advertising
- a house style across the adverts, clearly uniting them within one campaign
- a clearly conveyed strategy in each advert
- appropriate integration of text and images
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
 - use intertextual references if and as appropriate within the adverts
 - create a direct appeal to audiences
 - use a clear persuasive strategy
 - use or subvert stereotypes as appropriate to the campaign
 - communicate a clear point of view and ideological message appropriate to the industrial context.
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Brief Two

| Brief | Minimum requirements |
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| <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 |

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| <ul style="list-style-type: none"> • the coordinated use of a hashtag • any other strategy you feel would be effective. <p>Whilst each flyer should be unique, they should combine to create a recognisable visual branding for the campaign.</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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Indicative content – newspaper

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- a concept, including an appropriate title for the newspaper, that is appropriate for and that would engage the specified target audience
- a clear brand for the newspaper, including masthead, colours, fonts and page layout, that would appeal to the target audience
- appropriate use of the conventions of a newspaper front page, and related pages, including columns, headings and subheadings
- a clearly established house style, linking the pages both visually and in the use of appropriate language, register and mode of address
- mise-en-scene and style within the original images that are appropriate to the style of the newspaper and to engage the target audience
- a clear sense of how the audience can be encouraged to engage with the content
- appropriate integration of text and images to communicate meaning and engage the audience
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- consistently choose and combine media language choices appropriately to create meaning
- clearly position the target audience in relation to the product
- use or subvert stereotypical representations as appropriate to the newspaper's content and appeal
- convey values, attitudes and beliefs appropriate to the specified industry context, constructing a clear point of view and message.

Indicative content – promotional material

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- an overall concept for the flyers that is appropriate for the specified aims and that would appeal to the target audiences
- clearly identifiable persuasive techniques appropriate for the issue and the target audience
- the use of a logo or other branding information within the flyers that promotes recognition
- mise-en-scene and style within the original imagery that help to establish recognition and to attract and position the target audiences
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- consistently choose and combine media language choices appropriately to create meaning

- clearly position the target audiences in relation to the product
 - use a clear persuasive strategy
 - use or subvert stereotypical representations to ensure the product is highly appropriate for the target audience of the advertising campaign
 - convey values, attitudes and beliefs appropriate to the specified industry context, purposefully constructing a clear point of view and message.
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Brief Three

| Brief | Minimum requirements |
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| <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 |

Indicative content – promotional video

This is not an exhaustive list but indicates areas that students are likely to cover/include:

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- the use of a presenter and interview techniques (where used) that are appropriate to the form
 - a range of shots and shot types appropriate to the video
 - editing that makes meaning clear and that is paced to create audience appeal
 - use of diegetic and non-diegetic sound, including original dialogue and a soundtrack as appropriate
 - mise-en-scene that is appropriate and appeals to the audience
 - acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- use intertextual references if and as appropriate within the video
- create a direct appeal to the target audience
- use or subvert stereotypes of the places, ideas and/or people represented within the video as appropriate
- communicate a clear point of view and ideological message appropriate to the industrial context.

Indicative content – advertising campaign

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- an overall concept for the campaign that is appropriate for the band/artist and that would appeal to the target audience
- a clearly identifiable selling technique appropriate for the band/artist and the target audience
- use of logo or other branding information within the adverts in a way that promotes brand recognition
- mise-en-scene and style within the original imagery that help to establish the brand of the product and to attract and position the target audiences
- appropriate integration of text and images
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
 - consistently choose and combine media language choices appropriately to create meaning
 - clearly position the target audiences in relation to the product
 - use a clear persuasive strategy
 - use or subvert stereotypical representations to ensure the product is highly appropriate for the target audience of the advertising campaign
 - convey values, attitudes and beliefs appropriate to the specified industry context, purposefully constructing a clear point of view and message.
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Brief Four

| Brief | Minimum requirements |
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| <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 |

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| <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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Indicative content – website

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- a concept for the website that is appropriate to the target audience and the website's function
- a clear brand for the website, including title, colours, fonts, and page layout, that would appeal to the target audience
- the clear visual communication of the website's message
- a clearly established house style for the website design, linking the pages visually and through the use of language and register
- appropriate language, register and mode of address, that are used throughout the website
- mise-en-scene and style within the original images that help to establish the style of the website, to engage the target audience and that relates to the content and ideas being communicated
- appropriate integration of text and images
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- include intertextual references if and as appropriate
- incorporate website features that would engage the target audience (such as interactive and multimedia elements)
- position the audience to feel that they can belong to and engage with a community based around the website
- use or subvert stereotypes of the places, ideas and people related to the website's content as appropriate
- convey values, attitudes and beliefs appropriate to the specified industry context, constructing a clear point of view and message.

Indicative content – Instagram posts

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- an overall branding strategy across the posts that is appropriate for the film news and review website and the target audience
- an identifiable concept for each post
- use of carefully constructed photographic, video, animation or audio content that helps to establish a recognisable brand identity for the film news and review website and that acts to attract and position the target audience
- use of media language appropriate both to the film news and review website and the target audience
- appropriate consideration of the industrial context of production.

In the top bands, students may:

- use intertextual references within the posts if and as appropriate
 - demonstrate a confident understanding of the convergent nature of contemporary media across tasks
 - create an appropriate appeal to audiences in order to raise the profile of the film news and review website
 - use or subvert stereotypes as appropriate to the posts/brand
 - communicate a clear point of view and ideological message.
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Brief Five

| Brief | Minimum requirements |
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| <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 |

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| <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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Indicative content – website

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- a concept for the website that is appropriate to the target audience and the website's function
- a clear brand for the website, including title, colours, fonts, and page layout, that would appeal to the target audience
- the clear visual communication of the website's message
- a clearly established house style for the website design, linking the pages visually and through the use of language and register
- appropriate language, register and mode of address, that are used throughout the website
- mise-en-scene and style within the original images that help to establish the style of the website, to engage the target audience and that relates to the content and ideas being communicated
- appropriate integration of text and images
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- include intertextual references if and as appropriate
- incorporate website features that would engage the target audience (such as interactive and multimedia elements)
- position the audience to feel that they can belong to and engage with a community based around the website
- use or subvert stereotypes of the places, ideas and people related to the website's content as appropriate
- convey values, attitudes and beliefs appropriate to the specified industry context, constructing a clear point of view and message.

Indicative content – online promotion: audio

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- a concept, including title and structure that is appropriate to the feature and that would engage the target audience
- appropriate language and register used throughout
- use of different voices to create interest
- use of diegetic and non-diegetic sound, including original dialogue, music and appropriate sound effects
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
 - use conventions from other genres alongside factual radio to explore a hybrid genre
 - include intertextual references
 - create complex or deliberately ambiguous representations through the use of audio and technical codes, to subvert the audience's expectations
 - use media language to position the audience in relation to the people, situations and overall narrative included
 - convey values, attitudes and beliefs appropriate to the specified industry context.
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Brief Six

| Brief | Minimum requirements |
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| <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 |

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| <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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Indicative content – website

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- a concept for the blog site that is appropriate to the target audience and the site's function
- a clearly established house style for the website design, linking the pages visually and through the use of language and register
- 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 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:
 - 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
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- include intertextual references if and as appropriate
- incorporate website features that would engage the target audience (such as interactive and multimedia elements)
- position the audience to feel that they can belong to and engage with a community based around the website
- use or subvert stereotypes of the places, ideas and people related to the site's content as appropriate
- convey values, attitudes and beliefs appropriate to the specified industry context, constructing a clear point of view and message.

Indicative content – online video

This is not an exhaustive list but indicates areas that students are likely to cover/include:

- the use of a presenter and interview techniques (where used) that are appropriate to the form chosen
- a range of shots and shot types appropriate to the video
- editing that makes meaning clear and that is paced to create audience appeal
- use of diegetic and non-diegetic sound, including original dialogue and a soundtrack as appropriate
- mise-en-scene that is appropriate and appeals to the audience
- acknowledgment of the media industry context.

In the top bands, students may:

- demonstrate a confident understanding of the convergent nature of contemporary media across tasks
- use intertextual references if and as appropriate within the video
- create a direct appeal to the target audience
- use or subvert stereotypes of the places, ideas and/or people represented within the video as appropriate
- communicate a clear point of view and ideological message appropriate to the industrial context.

END OF TEACHER BOOKLET

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