

Student booklet

A-level Media Studies NEA

For submission in 2025

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 2025 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 2025.

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 3 minutes (the title sequence and opening scene) of a new reality TV competition programme targeting a youth audience. The show will be made available on a new streaming service similar to Netflix and have a PG maturity rating. The competition should be skills-based, similar to programmes like <i>The Great British Bake Off</i>, <i>The Great British Sewing Bee</i> and <i>The Great Pottery Throwdown</i>.</p> <p>The target audience for the programme is a broad mainstream youth audience.</p> <p>You can choose the content of the programme but the format should include contestants who compete to win a competition. The competition could be based on a hobby or skill (such as cooking, painting, dancing or singing), or be work-related (such as make-up artist or costume designer). You should select content to appeal to your target audience.</p> <p>Your title sequence and opening scene should introduce the concept of the programme and attempt to engage 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 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>The programme is created by a new production company.</p> <p>Create one page of the production company's website providing information on the TV programme <u>and</u> three Instagram posts aimed at raising awareness of the TV programme.</p> <p>The target audience for the webpage and posts are current and potential viewers of the TV programme created for Task One.</p> <p>i. Web page</p> <p>Your web page should offer information on the TV programme including an introduction to the programme that summarises the concept and provides information on the programme's release date and which platform it is on.</p> <p>The page could also include:</p> <ul style="list-style-type: none"> • interviews with contestants and/or presenters • extracts from reviews of the programme • a gallery of behind-the-scenes images • other content you think would help promote the programme 	<p>The page should demonstrate the use of appropriate language and register for the target audience and include:</p> <ul style="list-style-type: none"> • original logo for the production company and title and/or logo for the programme • social media links • identification of links to other pages in the site • representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience

<p>ii. Instagram Posts</p> <p>Create a visual representation of three Instagram posts aiming to promote the reality TV programme.</p> <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. The content of each post should be original and should not repeat material used on the website or from the section of the programme used in Task One.</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">• original images and text that aims to appeal to the audience and promote the programme• at least four original images. <ul style="list-style-type: none">• Three 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 in each post• At least one original image or other content as identified per post plus audience comments• Appropriate consideration of the industrial context of production.
--	---

Brief Two

Brief	Minimum requirements
<p>Create a front cover, contents page and double-page spread for a magazine for gamers similar to <i>PC Gamer</i> or <i>Play</i>.</p> <p>The magazine aims to represent the gaming community and culture as well as games 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.</p> <p>Some topics you might consider include:</p> <ul style="list-style-type: none"> • covering a cosplay/fan convention • covering a competitive gaming event • reporting on a launch event for 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 genre or users of a specific platform such as PlayStation or manufacturer, such as Nintendo.</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 as appropriate • At least 5 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 7 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 commercial 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 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> <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"> • 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 • 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 three 45 to 60 second TikTok videos to promote a film that is currently being shown at film festivals.</p> <p>You can choose from one of the following genres for the film:</p> <ul style="list-style-type: none"> • rom-com • coming of age story. <p>The film is a low-budget independent film with a BBFC 12 rating. Your videos should aim to communicate the genre and tone of the film and generate audience interest. You are primarily targeting an audience of fans of independent films.</p> <p>You can choose your own approaches to the videos, but they could include:</p> <ul style="list-style-type: none"> • clips from the film • behind-the-scenes footage • interviews/on-camera commentaries from cast and/or crew • audience responses • any other content you feel is appropriate 	<ul style="list-style-type: none"> • At least two filming locations across the videos • Clear identification of codes and conventions of the form (TikTok videos) • A range of camera shots, angles and movement, to establish the locations 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 • Editing of the footage, soundtrack and dialogue to establish meaning • Use of graphics and effects as appropriate to the form • Appropriate consideration of the industrial context of production
<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 and target a specific aspect of the film to create audience appeal. Aspects of the film that could be used include:</p> <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>	<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 • 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 a three-minute music video to promote a music track being released by 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. It is also promoting the release of an album.</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.</p> <p>The artist/band has a sponsorship deal with a footwear 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 • one page with content relevant to the magazine and the target audience. <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 should also be used that offer some visual variety.</p> <p>The interview should be used to promote the tour and the music track. It should also reinforce the brand image of the artist/band and integrate some reference to the footwear 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 5 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 7 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>Topics could include:</p> <ul style="list-style-type: none"> • safety campaigns (eg road safety) • health campaigns (eg anti-vaping) • environmental campaigns (eg recycling) • animal welfare campaigns (eg wildlife habitat protection) • any social and/or political issue that you feel is appropriate for the target audience. <p>The primary target audience for this campaign are young people who are politically/socially conscious and active on social media.</p> <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.</p> <p>For example:</p> <ul style="list-style-type: none"> • a banner ad and a pop-up style advert • a sponsored page from a website/blog-site • two sponsored Instagram posts • an extract from a sponsored YouTube video • an extract from a sponsored podcast • any other examples of online promotions that you feel are appropriate for your issue and the target audience. <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 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 • A total of one minute of original imagery/footage in each moving image • A total of one minute of original audio in each audio production • At least one original image or other content as identified per Instagram post plus audience comments • At least two original images for the online adverts • At least four original images for the website/blog-site • Images/footage/audio should be created and chosen to appeal to the target audience • Appropriate consideration of the industrial context of production
<p>Create three 45 to 60 second TikTok videos intended to raise awareness of the social and/or political issue selected for Task One. The videos should aim to create audience appeal and encourage interaction on social media to share ideas and information on the chosen issue.</p>	<ul style="list-style-type: none"> • At least two filming locations • Clear identification of codes and conventions of the form (TikTok videos) • A range of camera shots, angles and movement, to establish the locations 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

	<p>include but is not restricted to soundtrack and voiceover) as appropriate to create meaning</p> <ul style="list-style-type: none">• Consideration of the mise-en-scène (including props, costume, location and lighting) in the construction of shots• Editing of the footage, soundtrack and dialogue to establish meaning• Use of graphics as appropriate to the form• Appropriate consideration of the industrial context of production
--	--

Brief Six

Brief	Minimum requirements
<p>Create three pages from the website of a local newspaper.</p> <p>The newspaper website summarises the main national and international news events of the day and features reports on the local impact of these events. The site includes both audio and video reports.</p> <p>The target audience for the website are people with an interest in current affairs and their local area.</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 providing a local take on a national or international news story ○ a third page that presents either an investigative report on a local news story or a report on a local event. <p>You should include at least one minute of audio and/or video material within the website in addition to that created for Task Two.</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 multi-media content via audio or video (at least 1 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 8 original images • Clear house style for website, including use of images, colour palette, page design and fonts
<p>Create a three-minute audio news package for inclusion within a local newspaper's website. The news package should be related to one of the stories created for Task One</p> <p>The target audience is the same as for Task One.</p>	<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

- | | |
|--|--|
| | <ul style="list-style-type: none">• Editing and sound-mixing to establish meaning• Use of codes and conventions of audio interviews and news packages |
|--|--|

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 2025.

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**

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is available for free download from www.aqa.org.uk after the live examination series.

Copyright © 2024 AQA and its licensors. All rights reserved.