



General Certificate of Education  
Advanced Subsidiary Examination  
January 2012 and June 2012

## Media Studies

## MEST2

### Unit 2 Creating Media

To be issued to candidates on or after receipt

All teacher-assessed marks to be returned to AQA by 10 January 2012 or 15 May 2012

**This document contains:**

- general guidance
- details of the scenario and brief.

**For this paper you must have:**

- appropriate materials and/or technology.

### Instructions

- Overleaf you will find three Production Briefs.
- Each brief contains instructions for three separate tasks, each requiring you to work in different media platforms – Broadcasting, Print and E-media.
- Read the briefs carefully.
- You should select **one** brief.
- You should then produce the material indicated for **two** of the tasks from your chosen brief.

### Information

- You are reminded that the Production Process comprises the following:
  - Research
  - Pre-production
  - Production
  - Evaluation.
- You should ensure that you have read all of the supporting materials that come with this paper.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

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Read the scenarios.  
Choose **one** brief and answer two tasks on that brief.

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### **Brief One**

An independent British Film and Television production company, *Prime Times Productions*, has produced a feature film with a budget of £5 million pounds, partly supplied by lottery funding.

*Prime Times* has aspirations for its film to appeal to more than the mainstream 16–25 youth market and the distributors are looking to release the film in about twenty cinemas around the UK in the hope that it will ‘build’.

*Prime Times* is also working on a new TV drama series aimed at a youth audience and has produced the TV pilot for the series.

The TV pilot has been sold to the BBC’s digital channel, BBC3, which is targeting a youth audience and is hoping to challenge C4’s dominance in this market. The series is scheduled to go out at nine o’clock on a Friday night and will be one of the channel’s flagship products.

### **Tasks**

#### **(a) Film and Broadcasting**

You are a freelance employee of *Prime Times Productions*, working in its Advertising and Promotions Department. You have been given the task of producing promotional trailer(s) for **one** of these products. You could choose to create a single two minute trailer **or** two or three shorter trailers to expand the promotional campaign (totalling approximately **two** minutes).

#### Film

The trailer(s) for the film should attempt to hook the audience into the narrative, posing questions for the audience that the film will answer. Bearing in mind the film’s target audience, you will need to consider carefully the balance between plot and spectacle. It is expected that at least one of the trailer(s) will be shown in cinemas showing films that have been given a 15 or 18 certificate. You may also decide to make trailers for a supplementary television campaign.

**or**

#### Television

The trailer(s) for the pilot should hook the audience by introducing them to the main protagonists and some of the key locations to be used, as well as creating situations and dilemmas that the series will explore. It is expected that the trailer(s) for the TV pilot would be shown on both BBC1 and BBC3 between 7.30 pm and 10.00 pm.

**(b) Print**

You are a freelance journalist who specialises in producing copy about the entertainment industry. You should create two features for different existing publications on the release of **either** *Prime Times*' British film **or** *Prime Times*' TV episode.

You should aim to produce **two or three** A4 pages for each piece, including images and text. The pieces should be specific to the two existing publications, which you have identified, such as a newspaper, magazine or special interest magazine.

The appeal for the audiences will vary according to the publications that you choose – an article produced for *Cosmopolitan* magazine would take a very different angle into the story than an article for a specialist magazine such as *Total Film* and your work should reflect this.

**(c) E-media**

You are a web designer and content writer, working for an IT company, *WEBIT*. The company is pitching to create the official website for *Prime Times Productions*' new releases. You should create **three** web pages (the home page, and two others) which will support the release of **either** its new film **or** its TV series.

Your internet site will need to cater for both the casual browser and people bringing an existing interest to the site. You will therefore need to include material which supports the release and which, perhaps, goes beyond information that has been released in other media, whilst still trying to capture the interest of people who are new to the product.

## **Brief Two**

A regional newspaper is about to run a month long campaign promoting local sports. The newspaper has an online presence and is keen to use its website as a focus for information, as well as featuring a range of sports related features in its print product to broaden the reach of the promotion. Local businesses are helping to fund the promotion through advertising and sponsorship. You work for the newspaper and have been asked to produce materials to be included as part of the promotion.

### **Tasks**

#### **(a) Broadcasting**

Create a **two** minute moving image piece on local sporting achievements to be included as a streaming video on the newspaper's website. The piece should be presented in the style of a broadcast news report and can cover any types of sport you feel will be of interest to your target audience.

#### **(b) Print**

Create a print based product to be included within the newspaper as part of the sport promotion. You can choose from the following or create other print based materials that you consider appropriate (totalling **three pages of A4** or the equivalent). Your product should use design codes and conventions that are appropriate for a form you select and you should try and create visual interest by using a variety of images as illustrations.

- A feature on a local sporting personality and their achievements
- A feature on a sport that would be of interest to an audience that may not be interested in football, rugby or cricket
- A glossy insert to be distributed with the newspaper detailing the sporting facilities available locally. The insert should provide information about the facilities and the range of services they offer.

#### **(c) E-media**

To support the promotion and to help reach a larger audience for the newspaper, an e-media advertising campaign is being created. You have been asked to create three promotional e-mails. The function of these e-mails is to direct recipients to both the print version of the newspaper and its website. These e-mails will be sent to people who have registered with the newspaper and will be sent out at weekly intervals over the course of the campaign.

You should use illustrations to create graphically interesting e-mails which also replicate the codes and conventions of online regional newspapers. Each e-mail should promote a different aspect of the newspaper's sports promotion and/or should target different audience groups.

## **Brief Three**

You work for the marketing department of a small record company called *Nutune Records*, and are involved in the promotion of a new band/musical act for their forthcoming debut album and twelve date tour.

As part of the promotion the act needs to create an image that will allow them to appeal to an audience with an interest in an established musical genre. The marketing materials should also contribute to constructing a recognisable 'brand' for the act.

You are targeting a largely youth-based market but are keen to promote the act in a way that will appeal to more than just a niche audience. The act already has a *Facebook* and *Myspace* presence which has generated some interest and the record company now wishes to use more mainstream marketing techniques to reach a bigger and a more diverse audience.

## **Tasks**

### **(a) Broadcasting**

Create a **two to three** minute informative promotional video that will be added to the act's *Myspace* and *Facebook* pages and be downloadable from the official website. The video should provide biographical information about the act and be focussed on defining the genre and creating a definable 'brand' for the act. The video should include information presented in a documentary/news report style. It should not be a music video for one song.

### **(b) Print**

Create a print based campaign promoting the album and the tour. You can choose from the following or create other print based promotional materials that you consider appropriate (totalling **three** pages of A4 or the equivalent):

- A full page advert for the album to be run in the music press
- A half page advert for the tour to be run in the music press
- A flyer to be distributed at related musical events promoting the album and the tour
- A prepared interview with the band/artist for inclusion within a specific publication presented using the publication's house style and including original photographs for illustration
- A press release to be sent to journalists and/or broadcasters to provide information on the act and their products. You should consider how the press release will make the act newsworthy and encourage media interest in them. The press release should be accompanied by 2–3 promotional photographs.

### **(c) E-media**

Create a **three** page extract from the official website for the act. This website will supplement the social networking websites already utilised and attempt to present a more 'professional' image for the act. You should attempt to create a website that will be appealing to existing fans of the act but its primary purpose will be to provide information and content for the new, more mainstream audience the act hopes to attract.

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