



General Certificate of Education
Advanced Subsidiary Examination
January 2013 and June 2013

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 2013 or 15 May 2013

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.
- 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.

Please note: Candidates may re-submit work on Brief One from 2012 (Prime Time Productions) in **January 2013 only**.

Read the scenarios.

Choose **one** brief and answer two tasks on that brief.

Brief One

You work for **Silver Lining Productions**, a multi-media production company that has had recent television success with fly on the wall documentaries, structured reality programming and fiction products. They have also developed supporting media for their broadcast productions in print, audio and e-media.

The company is known for its work in pushing the boundaries of existing formats and so is willing to consider original and creative approaches to existing formats.

You have been given an opportunity to prepare a pitch for development funding and so will need to present sample production work. The programme will have a target audience similar to E4's demographic (15–35) and will be suitable for pre-watershed broadcasting. You are free to work in any format you wish.

Whichever tasks you choose to complete, you should provide a brief overview of the TV programme itself.

Tasks

(a) Broadcasting

- (i)** Produce the opening few scenes of your TV programme establishing narrative themes, characters and location. You could include a title sequence and your finished product should be approximately two minutes long.
or
- (ii)** Create viral marketing products for a new broadcast production. This could consist of one two minute moving image product (not a trailer) or a number of shorter pieces. You should consider how your products will encourage audiences to become involved in passing your messages along.
or
- (iii)** Focusing on an idea that will be developed in your TV programme, create a two minute feature for an existing radio show. You should indicate which radio station would broadcast the feature and when it would be scheduled. You should demonstrate an understanding of target audience in the way the information is presented.

(b) Print

- (i) As part of the promotion for the TV programme, create a teaser ad campaign that will be published before broadcast which aims to generate discussion amongst your target audience. Your print based campaign may make reference to advertising materials on other platforms.

or

- (ii) Create a front cover and two further pages from a specialist souvenir magazine that will be produced to promote the broadcast production at the time of broadcast.

(c) E-media

- (i) Create a three page fan-site for the TV programme. Try to make your site as professional as possible. You should use the website to try to encourage as much audience interactivity and communication as possible.

or

- (ii) Create an e-media marketing campaign for the TV programme using at least two types of advertising which could include:

- Banner advertising
- Official web-page/site
- Pop ups
- In page advertising
- A Social Network page*
- Other e-media advertising that you think would be appropriate.

You can include moving image/audio in the advertising if you feel this would be appropriate. You should identify the placement of the adverts and/or the ways the audience would access the materials created.

You should produce the equivalent of three pages of A4.

* A social network page constructed using a template can only count as one page.

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.

There are no questions printed on this page

There are no questions printed on this page

There are no questions printed on this page