

A level Media Studies NEA

# Student Booklet

For submission in 20XX

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 20XX 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 into your teacher no later than 1 April 20XX.

If you only complete a statement of intent and do not create either media product 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 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 three minutes of a television crime/thriller drama. The action should include a key narrative moment in the drama (e.g. where the equilibrium is disrupted or the disruption is resolved).</p> <p>The product should be created for a mainstream broadcaster and be aimed at an audience aged 25-40.</p>	<ul style="list-style-type: none"> <li>• At least two filming locations</li> <li>• At least three characters including a protagonist</li> <li>• Exposition of narrative and/or topic</li> <li>• Establishment of conflict and equilibrium (these can be dealt with in either order, either establishment of equilibrium that is then thrown into conflict or begin with conflict that is then resolved)</li> <li>• Diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings</li> <li>• Use of narrative codes appropriate to the genre, to create a narrative change, further the story <b>and/or</b> hook in the target audience</li> <li>• Editing of the footage, soundtrack and dialogue to establish meaning and/or enigma</li> <li>• Wide range of shot selection, framing of the image and camera movement to establish locations, narrative and representations</li> <li>• Use of graphics and titles if appropriate</li> </ul>
<p>Create a four minutes of a radio programme made by the broadcaster of the television drama to support its release.</p> <p>This radio programme should include an interview with the director of the television drama and up to 30 seconds of audio from the video you have created.</p> <p>The radio programme should target potential viewers of the drama.</p>	<ul style="list-style-type: none"> <li>• Interview with the director detailing the concept of the television drama</li> <li>• At least two different voices</li> <li>• Other sound sources, such as music or ambience/atmos</li> <li>• At least one section of audio from the TV drama production, selected to add meaning to the interview. If more than one section is used, the total time must be no more than 30 seconds.</li> <li>• Use of appropriate language and register for the genre and target audience</li> <li>• Editing and sound-mixing to establish meaning and/or enigma</li> <li>• Use of genre codes for radio interviews and promotional programmes</li> </ul>

Brief Two	
Brief	Minimum requirements
<p>Create a front page, a contents page and double page spread for the print version of a new cross-platform popular culture magazine aimed at 20-35 year olds. Each platform will carry the same name, branding, house style and ethos.</p> <p>4 pages in total, including at least 7 original images</p> <p>This magazine would be published by an independent publisher.</p>	<p><b>Front cover:</b></p> <ul style="list-style-type: none"> <li>• Title for a new magazine and masthead</li> <li>• Selling line</li> <li>• Cover price</li> <li>• Dateline</li> <li>• Main cover image (this image should not be used on the other pages created for this brief)</li> <li>• At least 5 cover lines</li> </ul> <p><b>Contents page:</b></p> <ul style="list-style-type: none"> <li>• Full list of contents for the magazine</li> <li>• Reference to website of magazine</li> <li>• At least 3 images related to different articles (these images must not be the same as those used on the front cover or in the double page spread)</li> </ul> <p><b>Double page spread:</b></p> <ul style="list-style-type: none"> <li>• Headline, standfirst and subheadings</li> <li>• Original copy for double page feature (approx. 400 words) that links to one of the cover lines on the front cover</li> <li>• Main image plus at least 2 smaller images</li> <li>• Representations of a social group, event or place that is relevant to the magazine topic</li> <li>• Pull quotes and/or sidebar</li> </ul> <p><b>All pages:</b></p> <ul style="list-style-type: none"> <li>• Clear brand and house style for the magazine, including use of images, colour palette and fonts.</li> </ul>
<p>Create a three minute feature for a new television culture show, linked to the magazine. This feature will explore and explain an aspect of contemporary popular culture. This will be aimed at 20-35 year olds.</p> <p>Being part of the cross-platform approach, this television show will have the same name, branding and ethos as the magazine and is created by the same organization.</p> <p>It will be broadcast on a third-party digital channel.</p>	<ul style="list-style-type: none"> <li>• At least two filming locations</li> <li>• At least two contributors</li> <li>• Exposition of narrative and/or topic</li> <li>• Diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings</li> <li>• Use of narrative codes appropriate to television culture shows, to provide clear and/or entertaining information for the target audience</li> <li>• Editing of the footage, soundtrack and dialogue to establish meaning</li> <li>• Wide range of shot selection, framing of the image and camera movement to establish meaning</li> <li>• Use of graphics and titles</li> </ul>

Brief Three	
Brief	Minimum requirements
<p>Create a series of four print adverts for a new narrative video game aimed equally at both genders, with a PEGI rating of 12.</p> <p>Two adverts should be aimed at a target audience of males and females aged 12-15.</p> <p>Two adverts should be aimed at a target audience of males and females aged 35-50.</p> <p>All images must be original so your concept must allow you to take appropriate photographs.</p>	<ul style="list-style-type: none"> <li>• Four different advertisements, each emphasizing a different aspect of the games' appeal</li> <li>• A common house style to the overall campaign</li> <li>• Six original images with a different dominant image in each advertisement</li> <li>• A narrative situation represented in the dominant image for each advertisement, featuring at least one 'character'</li> <li>• Pack or product shot in each advert</li> <li>• Logo design for the game</li> <li>• Appropriate choice of slogan and call to action</li> <li>• Original copy, within the adverts, to embody the USP of the game to the target audience of the advert (minimum 50 words per advert, each advert having a different emphasis)</li> <li>• Appropriate choices of font, type sizes and colours to create meanings.</li> </ul>
<p>Create a new functioning website for the launch of the video game. This should include a homepage, a linked page about the creation of the new game, and a forum page.</p> <p>This will incorporate one minute of audio.</p> <p>This is the company's official website for the new game and is aimed at serious gamers of all ages.</p> <p>All images must be original so your concept must allow you to take appropriate photographs.</p>	<ul style="list-style-type: none"> <li>• Six original images across the three pages that promote the website's main message.</li> <li>• Use of appropriate language and register for the target audience.</li> </ul> <p><b>Home page:</b></p> <ul style="list-style-type: none"> <li>• Original title and logo for the website</li> <li>• Menu bar</li> <li>• Main image plus at least two other images that establish the brand and style for the game</li> <li>• A written synopsis that introduces the site and the game (approx. 100 words)</li> <li>• Images and text that establish a clear house style for the website.</li> </ul> <p><b>Working link to the page about the creation of the game:</b></p> <ul style="list-style-type: none"> <li>• A separate page that can be accessed from a link on the homepage</li> <li>• Minimum 50 words of copy from the company, encouraging users to listen to the audio clip</li> <li>• One minute of audio to explain the main USP of the game, from the company's point of view (e.g. an interview with the game's creator or with a user of the beta version of the game): <ul style="list-style-type: none"> <li>○ at least 45 seconds of voice</li> <li>○ two different voices</li> <li>○ other sound sources such as music, in-game sound, or wild sound</li> </ul> </li> <li>• Main image plus at least one other image to establish the character of the person being interviewed.</li> </ul> <p><b>Working link to the forum page</b></p> <ul style="list-style-type: none"> <li>• A forum page set up to encourage gamers to interact with each other and the company</li> </ul>

	<ul style="list-style-type: none"><li>• Minimum 100 words of copy</li><li>• The ability for users to interact with the page, e.g. by adding comments or liking other comments on the page.</li></ul>
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Brief Four	
Brief	Minimum requirements
<p>Create a three minute music video for young people (16-21 years old) that has a social activism message.</p> <p>This music video is a low-budget, self-funded video by an established band and should promote both the brand of the band and their message.</p>	<ul style="list-style-type: none"> <li>• At least three filming locations that are relevant to the social activism message, the band, and/or the audience</li> <li>• Range of camera shots, angles and movement, to establish the locations, topic or issue and representations</li> <li>• Shots of the band to establish an identity</li> <li>• In addition to the music track, other sound sources: diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and/or non-diegetic sound (which could include but is not restricted to voiceover) as appropriate to create meanings</li> <li>• Use of narrative codes to either introduce a character or a situation or to further the message</li> <li>• Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect</li> <li>• Use of titles and/or graphics in order to reinforce the message</li> <li>• Use of appropriate lighting and mise-en-scene</li> </ul>
<p>Create a new, functioning website for the band to promote their social activism message. This should include a homepage, blog page and a forum.</p> <p>This will incorporate one minute of audio.</p> <p>This website is managed by the band themselves and is aimed at the band's existing audience in order to link the band's brand to their social activism message.</p>	<ul style="list-style-type: none"> <li>• Six original images across the three pages that promote the website's main message.</li> <li>• Use of appropriate language and register for the target audience.</li> </ul> <p><b>Home page</b></p> <ul style="list-style-type: none"> <li>• Original title and logo for the website</li> <li>• Menu bar</li> <li>• A written synopsis that introduces the site (approx. 200 words)</li> <li>• Images and text that establish a clear house style for the website.</li> <li>• One minute of audio to put over the band's message including: <ul style="list-style-type: none"> <li>○ at least 45 seconds of voice</li> <li>○ two different voices</li> <li>○ other sound sources such as music or wild sound.</li> </ul> </li> </ul> <p><b>Working link to the blog page</b></p> <ul style="list-style-type: none"> <li>• A blog on a separate page that can be accessed from a link on the homepage</li> <li>• Minimum 200 words of copy from at least one member of the band about their own experiences and/or thoughts about the social activism issue.</li> <li>• Main image plus at least one other image to establish the character of the blogger(s), possibly including their specific involvement within the issue.</li> </ul> <p><b>Working link to the forum page</b></p> <ul style="list-style-type: none"> <li>• A forum page that includes comments from the</li> </ul>

	<p>band's fans about the social activism issue (the page must be able to be accessed via the home page)</p> <ul style="list-style-type: none"><li>• Minimum 200 words of copy</li><li>• The ability for users to interact with the page, e.g. by adding further comments or liking other comments on the page.</li></ul>
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Brief Five	
Brief	Minimum requirements
<p>Create three minutes of a new late night radio drama serial for a major independent radio station (e.g. Capital, Absolute, Heart) that is based on an issue that is in the news.</p> <p>The radio drama serial should be aimed at 25-40 year olds who already listen to the chosen station.</p> <p>The drama serial would be a pilot series by the radio station to add into their current night time programming. Each episode is intended to be approximately the same length as a song or a phone call.</p>	<ul style="list-style-type: none"> <li>• At least three different characters representing at least two social groups</li> <li>• Exposition of narrative and/or topic</li> <li>• Establishment of conflict and equilibrium (these can be dealt with in either order, either establishment of equilibrium that is then thrown into conflict or begin with conflict that is then resolved)</li> <li>• Diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings</li> <li>• Use of narrative codes appropriate to the genre, to introduce a character, further the story <b>and/or</b> hook in the target audience</li> <li>• Editing and sound-mixing to establish meaning and/or enigma</li> </ul>
<p>Create three linked functioning webpages for the radio serial, as if created by or for the characters of the radio serial itself. These pages would be aimed at 25-40 year olds who are likely to listen to the drama.</p> <p>These would form a sub-site within the radio station's overall website, but would be standalone in terms of house style, as they would be a form of 'in-world' marketing</p>	<p><b>Landing page for the radio serial sub-site</b></p> <ul style="list-style-type: none"> <li>• Original title and logo for the sub-site</li> <li>• Menu bar to link the pages within the sub-site</li> <li>• Main image plus at least two other images that establish the characters involved in the radio drama, as if they were real people</li> <li>• A written synopsis that introduces the sub-site (approx. 200 words) as if it were a website within the world of the radio drama</li> </ul> <p><b>Working link to a blog page</b></p> <ul style="list-style-type: none"> <li>• A blog on a separate page that can be accessed from a link on the homepage</li> <li>• Minimum 200 words of copy from a character within the radio drama</li> <li>• Main image plus at least one other image to establish the character and their world.</li> <li>• The ability for users to interact with the page, e.g. by adding comments.</li> </ul> <p><b>Working link to a news page</b></p> <ul style="list-style-type: none"> <li>• A news page that includes at least two breaking stories within the world of the radio drama (the page must be able to be accessed via the home page)</li> <li>• At least two images to accompany the news items.</li> <li>• Minimum 200 words of copy between the two news items.</li> </ul>

Brief Six	
Brief	Minimum requirements
<p>Create a front page, a contents page and a double page spread feature for a new 'Special Interest' (e.g. trains, cars, fashion, food and nutrition, health) magazine, created by an independent publisher for a niche audience of 20-35 year olds.</p> <p>4 pages in total, including at least 7 original images</p> <p>You may select the area of interest for this magazine but, as you will need to create original images, it should be something that you will be able to take appropriate photographs for.</p> <p>You should ensure to be specific about what the special interest is on your Statement of Intent.</p>	<p><b>Front cover:</b></p> <ul style="list-style-type: none"> <li>• Title for a new magazine and masthead</li> <li>• Selling line</li> <li>• Cover price</li> <li>• Dateline</li> <li>• Main cover image</li> <li>• At least 5 cover lines</li> </ul> <p><b>Contents page</b></p> <ul style="list-style-type: none"> <li>• Full list of contents for the magazine</li> <li>• At least 3 images related to different articles (these images must not be the same those used on the front cover or in the double page spread)</li> </ul> <p><b>Double page spread</b></p> <ul style="list-style-type: none"> <li>• Headline, standfirst and subheadings</li> <li>• Original copy for double page feature (approx. 400 words) that links to one of the cover lines on the front cover</li> <li>• Main image plus at least 3 smaller images</li> <li>• Representations of a social group, event or place that is relevant to the magazine topic</li> <li>• Pull quotes and/or sidebar</li> </ul> <p><b>Both</b></p> <ul style="list-style-type: none"> <li>• Clear brand and house style for the magazine, including use of images, colour palette and fonts.</li> </ul>
<p>Create a three minute factual radio feature for an online radio station owned by the same independent organisation. This show would be both about and for fans of the special interest featured in the magazine to promote the launch of the magazine.</p> <p>This feature should be for a factual radio programme that features quirky human interest stories.</p>	<ul style="list-style-type: none"> <li>• Interviews and/or vox pops with fans of the special interest</li> <li>• A narrator/interviewer to establish an overall structure and meaning to the three minute piece</li> <li>• At least four different voices</li> <li>• Other sound sources, such as music or ambience/atmos.</li> <li>• Use of appropriate language and register for the genre and target audience</li> <li>• Editing and sound-mixing to establish meaning and/or enigma</li> <li>• Use of genre codes for radio interviews and factual radio features</li> </ul>

**Media Studies A level NEA Statement of Intent**

Centre Name

Centre Number

Candidate Name

Candidate Number

This form must be completed and given to your teacher before 1 April 20XX

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 and 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, reflect the appropriate media industries for your chosen brief and exploit opportunities for digital convergence.

**END OF STUDENT BOOKLET**