

MEDIA STUDIES
FOUNDATION TIER

3571/F

Controlled Test

To be worked during May 2003

(To be distributed to candidates at the start of the test)

F

In addition to this paper you will require:

- an 8-page answer book;
- storyboard sheets;
- production sheets;
- plain A3 design sheets.

Time allowed: 3 hours

Instructions

- Use blue or black ink or ball-point pen for your written work.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is 3571/F.
- Attempt all **four** tasks.
- When you begin a new task, start on a new page. Write the task number at the top of each page.
- Use the most appropriate sheets for your answer to each task. Label clearly any additional sheets. Make it clear which task each sheet relates to. Write your details on the back of each additional sheet. Attach each additional sheet to your answer book. Cross through any work you do not want marked.

Information

- The topic area examined in this paper is **Comedy Films**.
- The maximum mark for this paper is 100.
- All questions carry equal marks.

Advice

- You are advised to do the tasks in the order given.
- You may make any sketches and diagrams which you think will help explain your answers.
- You should use drawing and colouring materials, as appropriate.

Complete **ALL** Tasks, but read through the whole paper first.

C G Promotions

Esher House
Queen's Street
Horsted Keynes
EG48 3QR

30th April 2003

Dear Colleague

We have been asked to plan a huge Comedy Film Festival in your area, due to open this Autumn. Your name has been passed to me as someone who would be interested in joining the local team setting this up.

The Festival is planned to cover comedy films from the 1920's onwards. Although there will be a strong British input, films from America, Europe and indeed the rest of the world will be considered. It is hoped to include as many screenings as possible.

I know you will be interested in this exciting possibility, so please complete all these tasks. We will be considering your proposals at the next team planning meeting.

I look forward to hearing your ideas and meeting you soon.

Yours sincerely



Jo King
Events Organiser

Task 1**Total for this question: 25 marks**

We are currently planning the welcome exhibit in the foyer of the main venue. We want a large area of display boards that will identify the key features of comedy films and use accompanying illustrations. We have to show comedy films from **more than one** decade in this display.

In order to help with this planning you should jot some notes down:

- What do you consider to be the **three** most important features of comedy films? How do each of these features appeal to audiences?
- We would also like your suggestions for eye-catching images to go with these ideas. These images could be in the form of, for example, film stills or photographs of stars of comedy films.

Task 2**Total for this question: 25 marks**

We are considering devoting a complete section in the Festival to **one** popular comedy film star or type of comedy film.

Give us your suggestion for this section.

You will have to justify your choice to the team so prepare some notes. These should include reasons for your choice, suggesting how and why it may appeal to different audiences.

Task 3**Total for this question: 25 marks**

The team wants to draw up a chart of the “Top Ten Comedy Films of All Time”.

Which **two** films would you nominate above all others? Give convincing reasons why they should be included in the final list.

Task 4**Total for this question: 25 marks**

We will need a dynamic advertising campaign to attract visitors to the Festival.

As part of this campaign, you are asked to create **one** of the following:

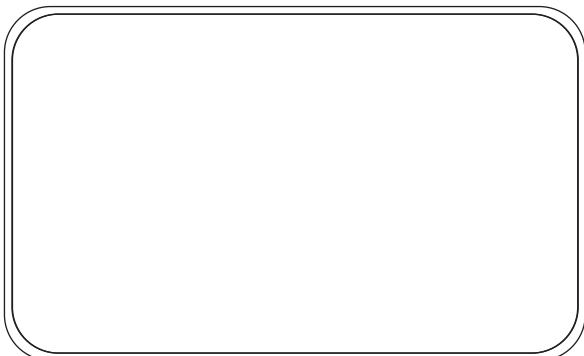
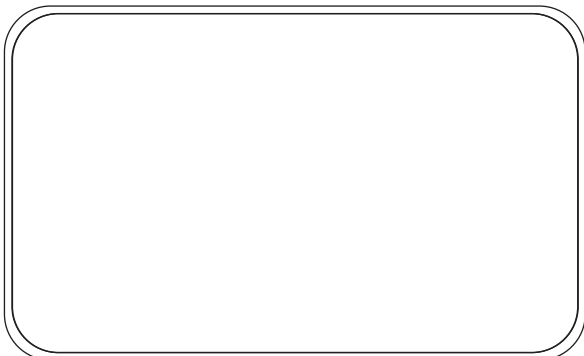
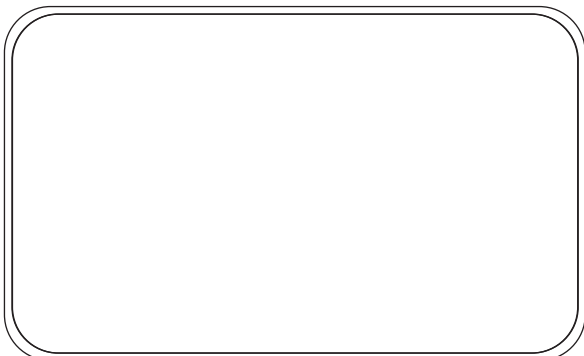
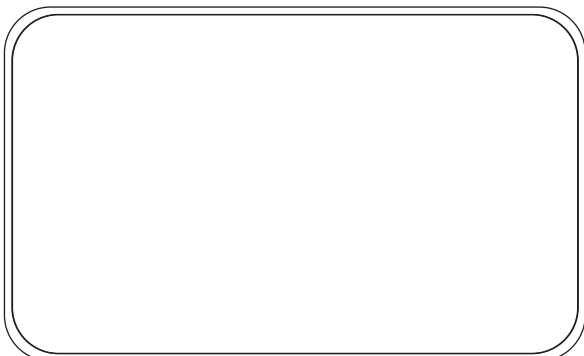
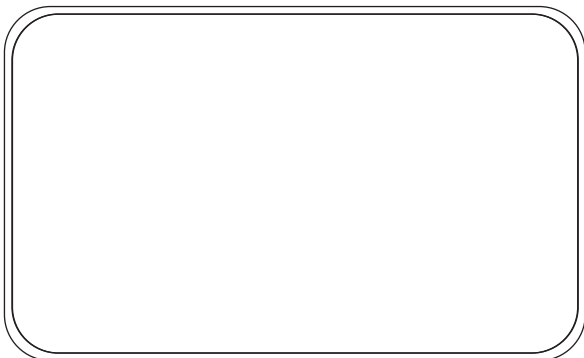
- EITHER:** a poster
- OR:** a storyboard for a local T.V. advert
- OR:** a script for a local radio advert
- OR:** a web site home page

Use the most appropriate sheets provided for this task.

I'd be grateful for clear and concise responses ready to present to the next team meeting.

END OF QUESTIONS

EXEMPLAR (for the guidance of the candidate)



STORYBOARD SHEET

**Directions, dialogue, camera,
music, special effects (sfx),
timings, edits**

EXEMPLAR (for the guidance of the candidate)LEAVE
MARGIN
BLANK**PRODUCTION SHEET****MEDIA: FILM, TELEVISION OR RADIO**

Special instructions: Vision	Special instructions: Sound	Dialogue	Other information: Setting, interior, exterior, action	Timing

TASK
NUMBER