

MEDIA STUDIES
HIGHER TIER

3571/H

Controlled Test

To be worked during May 2003

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

H

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/H.
- 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**

There has been a lot of debate about what types of comedy films should and should not be included in this Festival. We do need to appeal to as wide an audience as possible.

Tell us about the key features of at least **three** different types of comedy film. Explain how these features appeal to audiences.

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

We are currently planning the welcoming exhibit in the foyer of the main venue. It needs to be something that will give visitors a flavour of what the whole Festival has in store for them.

What are your suggestions for this welcoming exhibit?

These could include:

- film clips
- film stills
- information about comedy stars
- anything else you consider relevant.

You need to justify your suggestions to convince the team.

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

We want films which reflect the different studios, styles, actors and directors normally associated with the comedy genre from the 1920's to the present day. Suggest **two** films from **two** different eras that would be screened as part of the Festival.

For each film nominated, provide a series of bullet point notes explaining its significance.

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

We need to start planning and developing a dynamic campaign to advertise this Festival.

Let us have your fully realised design for **one** of the following and suggest where and when it would appear to have the maximum impact:

EITHER: a poster

OR: a storyboard for a local T.V. advert

OR: a script for a local radio advert

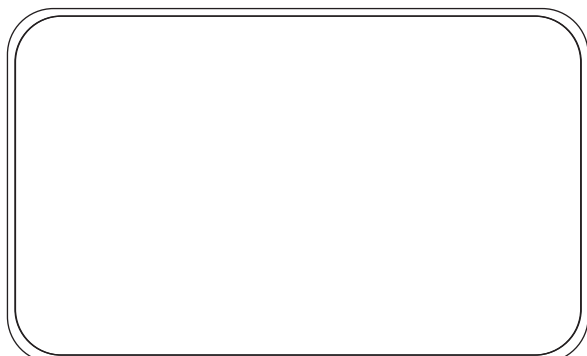
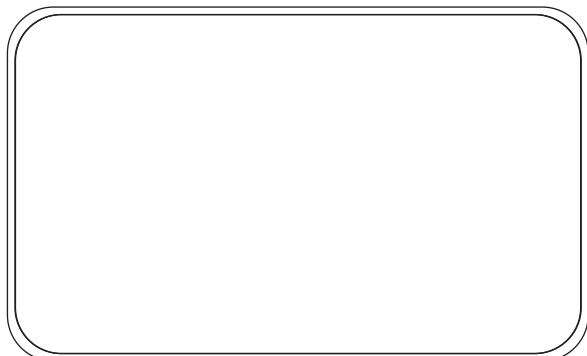
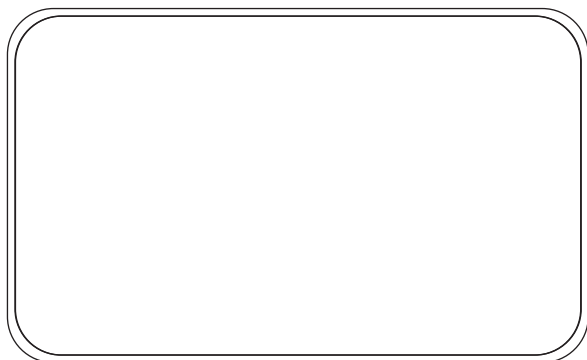
OR: a web site home page

Use the most appropriate sheets for the task and don't forget we need those dynamic ideas to ensure maximum publicity for this Festival.

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