

General Certificate of Secondary Education  
June 2006



**MEDIA STUDIES**  
**Controlled Test**  
**Foundation Tier**

3571/F  
**F**

To be worked during May 2006

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

**For this paper you must have:**

- an 8-page answer book
- 4 plain A3 design sheets (enclosed)

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.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book. Cross through any work you do not want marked.
- You may not take any of your work, or the preliminary material, into this test.

**Information**

- The topic area examined in this paper is **Children's Comics**.
- The maximum mark for this paper is 100.
- All tasks carry equal marks.
- Quality of Written Communication will be assessed.

**Advice**

- You are advised to do the tasks in the order given.
- You may use coloured pencils in your work.
- You are advised to use fine liners and rulers.
- You may make any sketches and diagrams which you think will help explain your answers.

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Complete **all** tasks, but read through the whole paper first.

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112 Kilbride Street  
Sunderland  
Tyne & Wear  
SD45 6EX

26<sup>th</sup> April 2006

Hi Comic Fans,

Thank you for applying to join our production team for the launch of our new comic. In preparation for our next planning meeting you are all being asked to respond to the attached tasks.

We are aiming to produce a new weekly comic aimed at an increasingly sophisticated audience of 7–11 year old boys and girls. At Hat Comics we have a policy of trying to educate our readers without making it too obvious. We are committed to helping kids adopt a healthier and safer lifestyle so part of your job will be to come up with suggestions for characters and storylines that will help promote this message without being boring.

However, in this new UK title, we want spirited characters with a rebellious streak. We want to create characters that youngsters are going to identify with, going back to the days of British comic characters like Minnie the Minx and Denis the Menace. This is not going to be an easy task, but make sure your responses reflect this!

Prepare your responses to the following tasks ready for our next planning meeting. Remember to keep your ideas clear and to the point.

Speak soon,

A handwritten signature in black ink that reads 'Mick'.

Mick Scodis  
Editor

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

It would help us to plan our new comic if we had some idea of how children's comics have both changed and remained the same since they were first published. Give us a brief outline of some of these changes. You might like to consider such features as characters and storylines for example.

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

Choose **at least two** comics that may be in competition with our title and explain how they appeal to their target audience.

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

Give us some suggestions for:

- the title of the new comic
- ideas for a character
- possible storylines.

Tell us how these features will fulfil the brief. Provide a few sketches if you think these will make it clearer.

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

Come up with a design for the launch issue of the comic featuring your character in a storyline you have suggested.

You should produce:

**EITHER:** the front cover for a print version

**OR:** the home page for an on-line edition.

Remember to apply the usual conventions. Use the A3 design sheets.

**Remember, everything is in the planning stage but we need clear ideas for the next meeting so get cracking!**

**END OF TASKS**

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