

General Certificate of Secondary Education
June 2006



MEDIA STUDIES
Controlled Test
Higher Tier

3571/H
H

To be worked during May 2006

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

For this paper you must have:

- a 12-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/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.
- 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.

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



112 Kilbride Street
Sunderland
Tyne & Wear
SD45 6EX

26th 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 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 the new comic if we could be clear about how children's comics have developed since they were first published. Give us your thoughts and discuss the significant changes.

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

- We need to consider our rivals. What are the key features of the comics you think are likely to be our biggest competitors?
- However, we want to move things on. How can we make our new comic different and appeal to today's audience?

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

We want to see how your ideas would look. Suggest a title for the new comic, devise a new character and give an outline of a sample storyline. Feel free to include any sketches if you think they might be helpful. Explain how your suggestions are in line with the brief.

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

Come up with a design for the launch issue of the comic featuring your character in the 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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