

Teacher Resource Bank

Unit 2 Exemplar Assignments

GCSE Media Studies

Version 1.2

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Assignment Bank 1 Introduction to the Media

Topic	Analytical Task including Explanation (500-700 words)	Research, Planning and Presentation Task
Radio	Analyse the opening three minutes of a specific talk based radio show paying particular attention to codes and conventions. How does the show engage the interest of its audience?	Prepare a script for a talk based radio show aimed at a specific audience. This could include idents, inserts, bedding music and any other appropriate features.
Moving Image	Analyse the opening three minutes of a specific film or television programme. How does the film or programme engage the interest of its audience?	Present ideas for the opening of a film or television programme. You can submit ideas in the form of a script for the opening or as a ten frame storyboard using drawings, writing or photographs to represent what is seen on screen.
Advertising and Marketing	Analyse two television or print or viral advertisements. How effective are they in selling their products?	Design your own advertisement for a product targeted at a specific audience. For a TV or viral advertisement you can submit ideas in the form of a script or as a ten frame storyboard, using drawings, writing or photographs to represent what is seen on screen. For a print advertisement you should design the advertisement itself.
Print	Analyse the front cover or front page of two magazines or two comics or two newspapers. How do the covers/pages engage the interest of their audience?	Design the cover for one edition of a magazine or comic or the front page of a newspaper. The publication should be aimed at a specific audience.
Web-based Media	Analyse the home pages of two entertainment websites (eg film, music, lifestyle). How does each site engage the interest of its audience?	Design a home page for an entertainment website. This must be targeted at a specific audience.
Packaging of DVDs	Analyse the DVD covers for two films or television programmes. How does each cover engage the interest of its audience?	Design a DVD cover for a film or television programme. This must be targeted at a specific audience.
Promotion of Music	Analyse one music video or two CD covers. How do they engage the interest of their audience?	Present your own ideas for an extract for a music video for a song aimed at a specific audience or design the front and back cover of a CD aimed at a specific audience. Ideas for a music video should be presented as a ten frame storyboard using drawings, writing or photographs to represent what is seen on screen.
Gaming	Analyse the opening of a video game. How does the game engage the interest of its audience?	Present ideas for the opening of a new game. This might be presented as a treatment including information about gameplay and game mechanics or as a ten frame storyboard using writing, drawings or images to represent what is seen on screen.

For any assignment chosen, a brief explanation must be included of how the Research, Planning and Presentation Task addresses Media Language and Audience.

Assignment 1: Introduction to the Media

Teacher notes

Topic	Advertising and Marketing
Analytical Task	Analyse two print advertisements. How effective are they in selling their products?
Research and Planning Task	Design your own advertisement for a product targeted at a specific audience.
Primary Key Concepts	Media Language, Audience.
Secondary Key Concepts	Representation, Institutions.

Analytical Task (10 marks) **Analyse two full-page Magazine Advertisements. How effective are they in selling their products?**

The analytical work might most effectively be presented using bullet points or annotation.

Teacher might model analysis of particular advertisements and group work might develop this. Candidates should submit **their own** analysis for assessment.

Choice of advertisements? The advertisements might complement each other in some way (a similar product) but they may also contrast (aimed at different audiences, one using celebrity endorsement but not the other). However, the mark scheme does not explicitly reward comparison. Advertisements that feature people (rather than just the products) are more likely to elicit more convincing responses.

Media language/terminology – Consider some of denotation/connotation, shot type, camera angle, direct/non-direct address, mise en scene, use of copy (tone and register appropriate to target audience?), use of fonts and colours, lighting, slogans, dress codes, action codes, facial expressions. In all cases the *effect* of the media language should be considered.

Audience – Who is the audience? Demographics – age, sex, ethnicity, lifestyle. In what publication was the ad found? Uses and Gratifications – Aspirational? Identification?

Some discussion of Representation might look at the use of stereotypes, perceptions of beauty, messages and values. Institutional factors might be raised in terms of how advertisements help to finance magazines, how the print ads are part of a cross-media campaign or the use of institutional information such as stockists or websites.

Research and Planning Task (5 marks) **Design your own advertisement for a product targeted at a specific audience**

Either through the advertisement that the candidate plans or their subsequent explanation, this work should demonstrate:

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- what the candidate has learned about the medium
 - appropriate codes & conventions
 - identification of a target audience
 - imagination or creativity
 - effective presentation.

The candidates own advertisement can be presented as a hand drawn draft or as a 'finished' product using original photography or found images. Either outcome could potentially earn full marks.

An explanation of no more than a hundred words should be submitted. This gives candidates the opportunity to make explicit comments about how their planning work demonstrates appropriate codes and conventions and how it might appeal to its potential audience. The explanation might be presented in the form of annotations of the planning work.

Assignment 1: Introduction to the Media

Student Sheet

Analytical Task

(10 marks)

Analyse two full-page Advertisements. How effective are they in selling their products? (500 words) Including explanation of own advertisement

To analyse the advertisements you will need to think about how they make the products attractive to the audience. You should comment on:

- the people who are pictured – the way they are dressed, posed, their expressions, why they have been chosen?
- the copy (or writing) – how is it meant to persuade the audience
- how the advertisements use denotation and connotation to convey messages about the products.

You may also comment on:

- the colours
- the fonts
- the images
- the backgrounds & locations
- any slogans
- the lighting
- or anything else that helps to sell the product.

Use Media terminology where appropriate and show that you recognise codes and conventions.

You will need to say something about who the audiences for the products are and decide how effective you think the advertisements are in persuading these audiences.

You must write a brief explanation of how **your** advertisement would appeal to its target audience.

Research and Planning Task

(5 marks)

Design your own advertisement for a product targeted at a specific audience.

Think carefully about your product and who the target audience would be. Design your advertisement on paper drawing and labelling your work carefully. Apply advertising codes and conventions creatively. Consider what you have learned about Media Language in terms of colours, fonts, images and copy.

Explain your advertisements appeal to its potential audience and how you have applied codes and conventions. This can be presented as a series of annotations of your advertisement. You should not use more than one hundred words.

Assignment Bank 2 Cross-media study

Topic	Analytical Task including Explanation (1000-1200 words)	Research, Planning and Presentation Task
	Analyse a single product as it is presented across two different media platforms. Choose one print or web-based media text and one audio-visual media text. (Not applicable to print topic)	Based on your research, plan and prepare two linked media texts. You should choose one print or web-based media text and one audio-visual media text.
Moving Image Promotion	Compare the impact of two promotional methods used by one film or television programme across two different media platforms. Audio visual: <ul style="list-style-type: none"> • a cinema, television, radio or internet trailer • a radio or television interview Print or web-based: <ul style="list-style-type: none"> • a poster • a magazine article • a web page. 	Present your ideas for promoting a film or television programme across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a ten frame storyboard to represent a trailer appropriate for either cinema, television, radio or internet • a script for a radio or television interview Print or web-based. A mock-up designs for: <ul style="list-style-type: none"> • a poster • a magazine article • a web page.
Promotion of Music	Explore the way in which one band or artiste is represented and promoted across two different media platforms. Audio visual: <ul style="list-style-type: none"> • a music video • a radio or television interview Print or web-based: <ul style="list-style-type: none"> • a magazine article • a poster advertising a tour • a web page • the sleeve for a CD or vinyl release. 	Present your ideas for promoting a band or artiste across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a ten frame storyboard of an extract from a music video • a script for a radio or television interview Print or web-based. A mock-up design for: <ul style="list-style-type: none"> • a magazine article • a poster advertising a tour • a web page • a sleeve for a CD or vinyl release.
News	Compare how one news provider offers a service across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • the opening three minutes of a television news programme • a radio news broadcast Print or web-based: <ul style="list-style-type: none"> • a website home page • an app for a mobile device. 	Present your ideas for one news service across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • ideas for the opening of a television news programme presented as a ten frame storyboard • a script for a radio news broadcast Print or web-based. A mock-up design for: <ul style="list-style-type: none"> • a website home page • an app for a mobile device.
Print	Compare one magazine or newspaper with its on-line	Present your ideas for the launch edition of one new magazine or newspaper across two different media

	equivalent.	platforms. Audio-visual. Devise part of a promotional campaign for the new magazine or newspaper in the form of: <ul style="list-style-type: none"> • a ten frame storyboard for a television advertisement • a script for a 30-second radio advertisement Print or web-based. A mock-up design for: <ul style="list-style-type: none"> • the front cover/front page • the internet home page • a viral advertisement.
Advertising and Marketing	Compare two advertisements for the same product or service across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a television or radio advertisement Print or web-based: <ul style="list-style-type: none"> • an advertisement for a magazine, newspaper or billboard • a viral advertisement. 	Present your ideas for advertising a single product or service across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a ten frame storyboard for a television advertisement • a script for a 30-second radio advertisement Print or web-based. A mock-up design for: <ul style="list-style-type: none"> • an advertisement for a magazine, newspaper or billboard • a viral advertisement.
Promotion of Gaming	Compare the impact of two promotional methods used in the launch of one game across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a television advertisement Print or web-based: <ul style="list-style-type: none"> • a web page • a download • an advertisement for a magazine, newspaper or billboard • a magazine article. 	Present your ideas for the launch of one new game across two different media platforms. Audio-visual: <ul style="list-style-type: none"> • a ten frame storyboard for a television advertisement Print or web-based. A mock-up design for: <ul style="list-style-type: none"> • a web page • a download • an advertisement for a magazine, newspaper or billboard • a magazine article.

For any Assignment chosen, a brief explanation must be included of how the Research and Planning and Presentation Tasks address Representation and Institutions.

Assignment 2: Cross-Media Study

Teacher Notes

Topic	Promotion of Music.
Analytical Task	Explore the way in which one band or artiste is represented and promoted across at least two different media.
Research and Planning Task	1. Print or web-based/new media – mock-up design for a magazine article, record company press release or a MySpace page promoting the band or artiste. 2. Audio/Visual media – devise a storyboard for a music video or a script for a television or radio interview promoting the same band or artiste.
Primary Key Concepts	Representation, Institutions.
Secondary Key Concepts	Media Language, Audience.

Analytical Task

(20 marks)

Teacher might model analyses of a variety of promotional materials for particular bands or artistes and group work might develop this. Candidates should submit **their own** analysis for assessment.

For the analytical task it is not mandatory to cover both print/web-based media **and** audio/visual media – but this **is** required for the research and planning tasks.

The primary key concepts for this assignment are Representation and Institutions. Candidates might be guided to consider **some** of the following:

Representation

How an image of the band or artiste is created through:

- their appearance (including what they wear)
- what they say
- where they are
- how they behave.

Much of this will build on the analytical work of Assignment 1 as candidates look at the use of Media Language in the creation of this 'image' through colours, fonts, camera shots and the like.

Institutions

- Recognition of a marketing campaign or strategy
- The role of record companies and the need for finance
- Where & when the products will be seen (ie on which channels will a video be shown?).
- Awareness of production processes
- How products are adapted to suit a particular platform.

As with Assignment 1 a number of aspects of Media Language & Audience might be considered.

Media language/terminology – Depending on which texts have been studied, candidates might consider denotation/connotation, shot type, camera angle, direct/non-direct address, mise en scene, use of copy (tone and register appropriate to target audience?), use of fonts and colours, lighting, slogans, dress codes, action codes, facial expressions. In all cases the *effect* of the media language should be considered.

Audience – Who is the audience? Demographics – age, sex, ethnicity, lifestyle. How do the artefacts appeal to their audiences? What view of the audience is given by the products themselves? How is the audience addressed? Uses & Gratifications – Identification?

Research and Planning Tasks

(10 marks)

The candidate, again submitting their own individual work, will produce **two** planning tasks which will complement each other. Either through the products that the candidate plans or their subsequent explanation, this work should demonstrate:

- what the candidate has learned about Cross-Media promotion
- appropriate codes & conventions
- identification of a target audience
- imagination or creativity
- effective presentation.

The candidates own products can be presented as hand drawn drafts (such as storyboards or web pages) or as 'finished' products using original photography. Either outcome could potentially earn full marks.

An explanation of roughly one hundred words should be submitted to allow candidates the opportunity to make explicit points about how their campaign promotes and represents their artiste or band. Some reference to institutional aspects is expected for candidates aspiring to higher grades. This may include some reference to financing and the role of record companies.

Assignment 2 Cross-Media Study

Student Sheet

Analytical Task

(20 marks)

Choose a current band or artiste and explore how they are promoted across two different media (1000 words)

You may wish to look at:

- music video
- web pages
- magazines
- radio interviews
- television interviews
- advertisements.

In discussing Representation you may comment on the way an image of the band is created through what they say, the way they speak, the way they dress and the way they behave. In discussing Institutions you might say something about the advantages and disadvantages of the different platforms, how a marketing campaign works and who pays for the promotion of the band or artiste.

You should also be able to demonstrate your knowledge of codes and conventions and Media Language to build on your work from Assignment 1.

Research and Planning Tasks

(10 marks)

Choose either:

- an existing band that you wish to promote in a different way to how they are currently represented
- a new band, either real or a creation of your own.

For your chosen band create one of the following:

- a mock-up design for a magazine article
- a record company press release
- a MySpace page.

And one of the following:

- a storyboard for a music video (10-12 frames)
- a script for a radio or television interview.

Your **two** promotional pieces will be for the same band or artists and will be connected in some ways.

You should explain your campaign, in roughly one hundred words, to show how you have promoted and represented your artist. You should indicate how the two texts are linked and suggest how they will appeal to the artist's target audience.

Assignment Bank 3 Practical production and Evaluation

Topic	Production Task	Collaboration
Moving Image	A trailer or opening sequence of approximately two minutes duration for a feature film or television programme aimed at a specific audience.	No more than four. Each student should contribute to all stages of the production.
Radio/Sound	An audio sample of approximately three minutes for a talk-based radio show aimed at a specific audience.	No more than four. Each student should contribute to all stages of the production.
Web based technologies/ new media	Four pages per student (including the home page) for a website aimed at a specific audience.	No more than two students producing four pages each.
Print	Four pages per student (including the front cover or front page) for a magazine or newspaper aimed at a specific audience.	No more than two students producing four pages each.
Advertising and Marketing	An advertising campaign realised as either three 30-second television or three 30-second radio advertisements or three full page magazine or billboard advertisements (or a combination of any three).	No more than four students should contribute to Audio Visual work. A three page magazine/billboard campaign should be tackled individually. Where a combination is undertaken –it is important to ensure that each student should produce or contribute to three advertisements.
Promotion of Music	A three minute music video to accompany all or part of a particular track or a promotional campaign for a band or artiste consisting of at least three print or web-based advertisements.	For moving image work no more than four. Each student should contribute to all stages of the production. For print and web-based campaigns – three advertisements per student.
Gaming	A playable demo or first level(s) of a game designed to engage a specific audience. This must include at least two minutes of unique gameplay.	No more than two. Each student should contribute to all stages of the production.

Assignment 3: Practical Production and Evaluation

Teacher Notes

Planning, Research and Presentation
Construct and Evaluate

(15 marks)
(30 marks)

Topic Print

Students will construct a Magazine aimed at a **specific** audience.

- Four pages (including the front cover) are required per student.
- The maximum group size is two.
- A target audience should be clearly identified and catered for.
- Original material (such as photographs) should be used wherever possible.
- The magazine should be produced using ICT (not hand drawn).
- Codes and conventions should be used creatively.
- Students should integrate text and illustration.
- Students should attempt to create a 'house-style'.

Research & Planning material

Each student should submit their own individual evidence of planning and research
Research should involve:

- the study of existing products of a similar nature
- investigating the potential audience for the magazine.

Research might be submitted in the form of graphs, annotations of existing texts, charts, surveys, questionnaires, etc.

Planning material might be submitted in the form of briefs, sketches, mock-ups, contact sheets, flat plans, etc.

No more than 12 pages of material should be submitted for moderation **as evidence** of the planning and research undertaken.

Evaluation

Each student must produce a **700-800 word** evaluation. This will hopefully address all **four** of the key concepts and should reflect upon:

- how the aims of the magazine have been met
- how the magazine applies the appropriate codes and conventions and uses appropriate media language
- how the magazine represents people, places and events
- what regulations and controls might be applied to the magazine
- the strengths and weaknesses of the magazine in terms of meeting the needs of its audience.

Assignment 3: Practical Production and Evaluation

Student sheet

Pre-Production research

(15 marks)

1. Analyse at least two magazines in a chosen genre. Focus on the front cover, contents page and a double-page spread. You may annotate pages from magazines. You will need to use media terms, recognise codes and conventions and say how the pages appeal to the magazine's audience.
2. Try and identify a target audience for **your** magazine. Write a brief or set of aims which you hope to achieve in producing this magazine. Conduct some market research to find out what would appeal to this audience. Your findings may be presented in the form of charts, surveys or questionnaires.
3. Produce mock-ups and drafts of your magazine pages. Try and create a 'house-style'. Experiment with different fonts and colours but keep your audience in mind at all times. Rather than rely on copy and paste, take your own photographs if at all possible.

Your teacher will need to send up to 12 pages of your research and planning material for assessment (along with your magazine) at the end of the course.

Production and Evaluation

(30 marks)

1. Create the front cover, contents page and a double page spread for your magazine. If two of you are working together you will need to produce eight pages (but both of you will need a front cover). Your magazine should be produced using appropriate technology and making use of original imagery where possible. You will have employed magazine codes and conventions and the finished product will appeal to its audience.
2. For your Evaluation (700-800 words) you will need to reflect on what you've done. You should explain how your magazine:
 - meets your original aims
 - demonstrates codes and conventions
 - represents people, places and events
 - would attract its target audience.

In order to cover Institutions you could suggest which advertisers you might attract (in order to partly finance the magazine) and refer to controls and regulations that affect magazine publication.

Finally, you should reflect on the strengths and weaknesses of your magazine, perhaps taking into account what your potential audience have said about it.