

AS level Media Studies NEA

Student Booklet

For submission in 20XX

You must complete:

- 1) a Statement of Intent
- 2) an **individual** media production **for an intended audience, applying your knowledge and understanding of the theoretical framework of media studies.**

This booklet contains **three** briefs. You must choose one brief and create a media product to fulfil the requirements of that brief.

Statement of Intent

You must complete a Statement of Intent that outlines your aims for your media product. This must be submitted to your teacher no later than 1 April 20XX and will be sent to the exam board for marking with your product. This will be assessed with the product and will allow you to explain the ways in which you will apply knowledge and understanding of the theoretical framework of media studies to your product and how your product will target the intended audience.

This is a compulsory element of the non-exam assessment and you must complete the Statement of Intent using a maximum of 400 words. There is a template at the end of this booklet for you to complete. This form must be handed into your teacher no later than 1 April 20XX.

If you only complete a statement of intent and do not create a media product then you will be awarded a mark of zero.

Unassessed participants

Unassessed participants may appear in your media product, or operate lighting, sound and other equipment but this must be under your direction. You must list these unassessed participants, state what they did, and outline how you directed them to complete any tasks you set for them on the Candidate Record Form (CRF) that will be given to you by your teacher.

Brief One	
Brief	Minimum requirements
<p>Create a three minute music video for young people (16-21 years old) that has a social activism message.</p> <p>This music video is a low-budget, self-funded video by an established band and should promote both the brand of the band and their message.</p>	<ul style="list-style-type: none"> • At least three filming locations that are relevant to the social activism message, the band, and/or the audience • Range of camera shots, angles and movement, to establish the locations, topic or issue and representations • Shots of the band to establish an identity • In addition to the music track, other sound sources: diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and/or non-diegetic sound (which could include but is not restricted to voiceover) as appropriate to create meanings • Use of narrative codes to either introduce a character or a situation or to further the message • Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect • Use of titles and/or graphics in order to reinforce the message • Use of appropriate lighting and mise-en-scene

Brief Two	
Brief	Minimum requirements
<p>Create three minutes of a new late night radio drama serial for a major independent radio station (e.g. Capital, Absolute, Heart) that is based on an issue that is in the news.</p> <p>The radio drama serial should be aimed at 25-40 year olds who already listen to the chosen station.</p> <p>The drama serial would be a pilot series by the radio station to add into their current night time programming. Each episode is intended to be approximately the same length as a song or a phone call.</p>	<ul style="list-style-type: none"> • At least three different characters representing at least two social groups • Exposition of narrative and/or topic • Establishment of conflict and equilibrium (these can be dealt with in either order, either establishment of equilibrium that is then thrown into conflict or begin with conflict that is then resolved) • Diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmos) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings • Use of narrative codes appropriate to the genre, to introduce a character, further the story and/or hook in the target audience • Editing and sound-mixing to establish meaning and/or enigma

Brief Three	
Brief	Minimum requirements
<p>Create a front page, a contents page and a double page spread feature for a new 'Special Interest' (e.g. trains, cars, fashion, food and nutrition, health) magazine, created by an independent publisher for a niche audience of 20-35 year olds.</p> <p>4 pages in total, including at least 7 original images</p> <p>You may select the area of interest for this magazine but, as you will need to create original images, it should be something that you will be able to take appropriate photographs for.</p> <p>You should ensure to be specific about what the special interest is on your Statement of Intent.</p>	<p>Front cover:</p> <ul style="list-style-type: none"> • Title for a new magazine and masthead • Selling line • Cover price • Dateline • Main cover image • At least 5 cover lines <p>Contents page</p> <ul style="list-style-type: none"> • Full list of contents for the magazine • At least 3 images related to different articles (these images must not be the same those used on the front cover or in the double page spread) <p>Double page spread</p> <ul style="list-style-type: none"> • Headline, standfirst and subheadings • Original copy for double page feature (approx. 400 words) that links to one of the cover lines on the front cover • Main image plus at least 3 smaller images • Representations of a social group, event or place that is relevant to the magazine topic • Pull quotes and/or sidebar <p>Both</p> <ul style="list-style-type: none"> • Clear brand and house style for the magazine, including use of images, colour palette and fonts.

Media Studies AS level NEA Statement of Intent

Centre Name

Centre Number

Candidate Name

Candidate Number

This form must be completed and given to your teacher before 1 April 20XX

How will you use media language and media representations in order to create a product that meets the requirements of the brief, would appeal to the target audience and also reflect the appropriate media industry? (Maximum 400 words)

Be specific about the ways in which you will use aspects of media language, media representations, target your audience and reflect the appropriate media industry for your chosen brief.