

GCSE 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 media language and representation.**

This booklet contains **five** 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 media language and media representation 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 300 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 two minute pre-title sequence for a youth-oriented (14-17 year old) television fantasy drama series.</p> <p>This series should be based on life within an educational establishment.</p>	<ul style="list-style-type: none"> • At least two filming locations • At least two characters including a protagonist • Variety of shot selection, framing of the image and camera movement • 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 of the footage, soundtrack and dialogue to establish meaning and/or enigma

Brief Two	
Brief	Minimum requirements
<p>Create a working homepage and one linked page for a website promoting a new community-based streaming radio service aimed at 16-21 year olds.</p> <p>This will incorporate one minute of audio.</p>	<ul style="list-style-type: none"> • Original title and logo for the service • Four original images that establish the style of the service and a clear house style for the website. • One linked page introducing one of the presenters on the station, including appropriate imagery and copy. • One minute of audio to establish the style of the service (e.g. an extract from one show or 'snapshots' of multiple shows) including: <ul style="list-style-type: none"> ○ at least 45 seconds of voice ○ two different voices ○ other sound sources such as music or ambience/atmos. • Use of appropriate language and register for the target audience.

Brief Three	
Brief	Minimum requirements
<p>Create a front page and a double page spread feature for a new magazine that is dedicated, exclusively, to the promotion of the persona, brand and specialist interest area of an online vlogger.</p> <p>The target audience is the existing online fans (age 13-16).</p> <p>3 pages in total, including at least 5 original images</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 4 cover lines <p>Double page spread</p> <ul style="list-style-type: none"> • Headline, standfirst and subheadings • Original copy for double page feature (approx. 350 words) that links to one of the cover lines on the front cover • Main image plus at least 3 smaller images <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.

Brief Four	
Brief	Minimum requirements
<p>Create a two minute music video to be used to support an anti-bullying campaign.</p> <p>This music video and message is to be aimed at school students aged 11-15.</p>	<ul style="list-style-type: none"> • At least two filming locations • At least two 'characters' including a protagonist • Variety of shot selection, framing of the image and camera movement • 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 voiceover) as appropriate to create meanings • Use of narrative codes to either introduce a character or 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

Brief Five	
Brief	Minimum requirements
<p>Create three print advertisements for a new range of watches. The advertisements should emphasise a sense of tradition and history, and will be part of a campaign that will run in upmarket magazines.</p> <p>The target audience will be 25-40 year olds.</p>	<ul style="list-style-type: none"> • Three different advertisements, each emphasising a different aspect of the watches' appeal • A common house style to the overall campaign • Five original images in total, including a different dominant image in each advertisement • A narrative situation represented in the dominant image for each advertisement, featuring at least one 'character' • Pack or product shot in each advert • Logo design (for the campaign or for the watch itself) • Appropriate choice of slogan and call to action • Original copy, within the adverts, to embody the USP of the watch to the target audience (minimum 70 words per advert, each advert having a different emphasis) • Appropriate choices of font, type sizes and colours to create meanings.

Media Studies GCSE 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 your product and meet the requirements of the brief and the needs of the target audience? (Maximum 300 words)

END OF STUDENT BOOKLET