

Student booklet

GCSE Media Studies NEA

For submission in 2019

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 2019 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 2019.

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 three one-minute radio trails for a forthcoming weekly radio show about video gaming, aimed at 16-20 year olds.</p> <p>These trails will be for a national youth-oriented radio service.</p>	<p>Three different one-minute trails with a common format and style.</p> <p>Each will deal with a different aspect of the overall show.</p> <p>Each to include:</p> <ul style="list-style-type: none"> • the name and time of the show • the name(s) of the presenter(s) • an emphasis on the show's appeal • audio features to establish the style of the show • at least 45 seconds of voice • two different voices • other sound sources such as music, wild track or game play. <p>Use of appropriate language and register for the target audience.</p> <p>Editing and mixing of the sound to establish meaning.</p>

Brief Two

Brief	Minimum requirements
<p>Create a front page and one other page for a local tabloid newspaper. The front page will contain a hard news feature, and the other page will contain a background feature, related to the same story.</p> <p>The newspaper will be aimed at local adult residents.</p>	<p>Front page</p> <ul style="list-style-type: none"> • Masthead • Cover price • Dateline • Main image (which must be original) • At least one teaser • Headline • Original copy <p>Feature page</p> <ul style="list-style-type: none"> • Headline, standfirst and subheadings • Byline • Original copy for the background feature that links to the main story on the front page • At least 4 original images <p>Both</p> <p>Clear brand and house style for the newspaper, including use of images, graphic features and fonts.</p> <p>Appropriate mode of address.</p> <p>Approximately 400 words in total.</p>

Brief Three

Brief	Minimum requirements
<p>Create three print adverts for a government-funded campaign to encourage young people (14-17 year olds) to become involved in voluntary work within the community.</p> <p>The advertisements will emphasise the range of opportunities available. These will be placed in local newspapers and youth-orientated magazines.</p>	<p>Three different advertisements, each featuring contrasting examples of voluntary work within the community.</p> <p>A common house style to the overall campaign.</p> <p>Five original images in total, including a different dominant image in each advertisement.</p> <p>A narrative situation represented in the dominant image for each advertisement, featuring at least one 'character'.</p> <p>Logo design (for the campaign).</p> <p>Appropriate choice of slogan and call to action.</p> <p>Original copy to encourage the target audience to participate (minimum 70 words per advert, including reference to the voluntary work shown in that advert).</p> <p>Appropriate choices of font, type sizes and colours to create meanings.</p>

Brief Four

Brief	Minimum requirements
<p>Create a working homepage and one linked page for the website of a vlogger. The linked page will introduce or review a feature or place of interest in the vlogger's local area. This will incorporate 30 seconds of moving image (video and/or montage of still images).</p> <p>The target audience is the existing online fans (age 13-16) of the vlogger.</p>	<ul style="list-style-type: none"> • Original logo to establish the name and brand of the vlogger. • Three original images that establish the brand of the vlogger and a clear house style for the website. • Clear navigation to other pages within the website (you are not expected to create the other pages). • Use of appropriate language and register for the target audience. <p>Linked page Introduction to or review of a feature or place of interest in the local area, including appropriate copy.</p> <p>30 seconds of moving image (video or montage of still images) to communicate an impression of the feature or place of interest, to include:</p> <ul style="list-style-type: none"> • 10 seconds of voice • other sound sources such as music or ambience/atmos.

Brief Five

Brief	Minimum requirements
<p>Create a two-minute sequence for an episode of a new television sci-fi drama series, which includes a narrative enigma.</p> <p>This series is aimed at a family audience.</p>	<p>At least two filming locations.</p> <p>At least two characters including a protagonist.</p> <p>Variety of shot selection, framing of the image and camera movement.</p> <p>Diegetic sound (which could include but is not restricted to dialogue, foley sound and ambience/atmosphere) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings.</p> <p>Use of narrative codes appropriate to the genre to create an enigma and hook in the audience.</p> <p>Editing of the footage, soundtrack and dialogue to establish meaning and enigma.</p>

Media Studies GCSE NEA Statement of Intent

Centre name	Centre number
Student name	Student number

This form must be completed and given to your teacher before 1 April 2019.

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

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