

A Level Media Studies: Summer Work

Objectives: to ensure that your practical production coursework is fully complete and that it meets the criteria of your chosen brief as set out in this PPT.

Media Production Briefs

Select ONE brief from the four options.

You must complete Task 1 **and** Task 2: Option (a) **or** (b) for your chosen brief.

Brief 1: Television

A cross-media production for a new television programme in a **factual or fictional genre (or sub-genre/hybrid) of your choice.**

Create an audio-visual sequence from a new television programme and associated print or online materials to promote the same programme.

You should create a cross-media production for a mainstream commercial broadcaster (either ITV or Channel 5) targeting an audience of 18-35 year old 'millennials'.

Task 1: Audio-Visual

Create a sequence from one of the following points in the narrative/structure of your new television programme:

- a key turning point
- a point of significant conflict
- a resolution.

Length: 2 minutes 30 seconds - 3 minutes.

Brief 1: Television

Task 2:

EITHER a) Online*

- Create a new functioning website, to include a working homepage and one linked page, to promote your television programme to its target audience.
- Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

OR: b) Print

- Create a front cover and double page spread feature article to publicise your television programme in a new lifestyle magazine.
- Length: 3 pages.

Brief 2: Magazines

A cross-media production for a new **monthly lifestyle magazine in a genre (or sub-genre) of your choice.**

Create print pages for a new magazine and associated audio/audio-visual or online material to promote the same magazine.

You should create a cross-media production for a mainstream publisher(e.g. Condé Nast or Time Inc.) targeting an audience of 18-35 year old 'millennials'.

Task 1: Print

- Create two original front covers and a double page feature article for your new magazine. The front covers should be for different editions of the same magazine, for example a summer and winter edition.
- Length: 4 pages.

Brief 2: Magazines

Task 2:

EITHER: a) Online*

- Create a new functioning website, to include a working homepage and one linked page, to promote your magazine to its target audience.
- Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

OR: b) Audio-Visual

- Create a sequence from a new mainstream radio or television news, current affairs or chat programme to publicise the launch of your magazine to its target audience.
- Length: 2 minutes–2 minutes 30 seconds.

Brief 3: Film Marketing

A cross-media production to market and promote a **new film in a genre (or sub-genre/hybrid) of your choice.**

Create print marketing materials for a new film and associated audio/audio-visual or online material to promote the same film.

You should create a cross-media production for an independent film company (e.g. DNA or Bold Films) targeting a global adult audience of 25-44 year-olds.

The cross-media production must not include a complete short film, film sequence or trailer.

Task 1: Print

- Create a DVD or Blu-ray front and back cover and two posters for theatrical release in different countries promote your new film.
- Length: 4 pages (note: the front and back cover count as one page each).

Brief 3: Film Marketing

Task 2:

EITHER: a) Online*

- Create a new functioning website, to include a working homepage and one linked page, to promote your film to its target audience.
- Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

OR: b) Audio-Visual

- A sequence from a new mainstream radio or television news, current affairs or chat programme to promote your film to its target audience.
- Length: 2 minutes–2 minutes 30 seconds.

Brief 4: Music Marketing

A cross-media production for a **new artist or band in a genre (or sub-genre/hybrid) of your choice.**

Create an original music video and associated print or online material to promote the same artist or band.

You should create a cross-media production for an independent record label (such as 4AD) targeting a specialised audience of 16-35 year olds who have a specific interest in your chosen genre of music.

Task 1: Audio-Visual

- Create an original music video to promote your new artist or band.
- Length: 3 minutes - 3 minutes 30 seconds. Longer tracks may be edited or faded out to meet the required length.
- You may use an existing song for your music video (this does not need to be copyright-free), but the song must not have an existing official music video.

Brief 4: Music Marketing

Task 2:

EITHER a) Online*

- Create a new functioning website, to include a working homepage and one linked page, to promote your artist or band to the target audience.
- Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

OR: b) Print

- Create a front cover and double page feature article for a new specialist culture magazine to promote your artist or band to the target audience.
- Length: 3 pages.

Online options*

*Candidates are not required to create websites through programming languages such as HTML. It is acceptable for candidates to use web design software or templates in the online options. However, candidates must be responsible for the design of the website and all content (such as written text/language, images, audio-visual material) must be original.

Detailed production criteria

Your productions must include as a minimum:

Brief 1: Television

Brief 1: Television

Task 1: Audio-visual:

Create a sequence from one of the following points in the narrative/structure of your new television programme; a key turning point, a point of significant conflict, or a resolution.
Length: 2 minutes 30 seconds - 3 minutes.

- Two or more filming locations
- At least three different characters or contributors representing one or more social groups
- Construction of narrative: disruption, conflict or resolution appropriate to the sequence
- Wide range of camera shots, angles and movement, to establish the locations, narrative/topic and representations
- Diegetic sound (including dialogue) and non-diegetic sound (including soundtrack)
- Editing of footage and soundtrack, including continuity editing

Brief 1: Television

Task 2 Option a) Online:

Create a new functioning website, to include a working homepage and one linked page, to promote your television programme to its target audience.

Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

Homepage:

- Original title and logo for the programme (same as above)
- Menu bar
- Main image plus at least two other images (all original) that establish the locations, narrative/topic and representations in the programme

Working link to one further page from the website:

- Either an 'Episodes' page (factual or fictional programme) or 'Further information' page on a topic/issue (factual programme) or 'Characters' page (fictional programme)

These pages must include:

- Written text that introduces the characters, narrative/topic and setting of the programme (approximately 200 words in total)
- 30-45 seconds of original audio or audio-visual material related to the topic embedded into one of the pages (e.g. a production diary, interview with the director or 'making of' footage)

Brief 1: Television

Task 2 Option b) Print:

Create a front cover and double page spread feature article to publicise your television programme in a new lifestyle magazine.

Length: 3 pages.

Front cover:

- Original title and masthead for the magazine; strapline
- Cover price and barcode
- Main cover image relating to the new programme
- Main cover line relating to the new programme plus at least 2 further cover lines

Double-page article:

- Feature article (approximately 300 words) about the new television programme (including its topic/narrative and characters/representations). The article should include an interview with either the director or an actor/presenter.
- Headline and standfirst, sub-headings, columns
- One main image and at least 2 smaller/minor images (all original and different from the images on the cover)
- Pull quotes and/or sidebar

Brief 2: Magazines

Brief 2: Magazines

Task 1: Print:

Create two original front covers and a double page feature article for your new monthly lifestyle magazine. Length: 4 pages including at least 8 original images in total.

Each front cover:

- Original title and masthead for the magazine
- Strapline
- Cover price and barcode
- Main cover image plus additional images if appropriate to the chosen genre (all original)
- At least four cover lines

Double-page feature article:

- Headline and standfirst, sub-headings
- One main image and additional smaller/minor images (all original and different from the images on the two covers)
- Representations of at least one specific social group
- Feature article (approximately 400 words) relating to one of the cover lines on the front cover
- Pull quotes and/or sidebar

Brief 2: Magazines

Task 2 Option a) Online:

Create a new functioning website, to include a working homepage and one linked page, to promote your magazine to its target audience.

Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

Homepage:

- Original title and masthead for the magazine
- Menu bar
- Main image plus at least two other images (all original and different from those used in the magazine) that relate to the chosen genre of magazine

Working links to one further page from the website:

- One feature article relevant to the genre (or sub-genre) of magazine (this must be different from the main feature article in the print product)

These pages must include:

- Written text appropriate to the content of the magazine (approximately 200 words in total)
- 30-45 seconds of original audio or audio-visual material related to the topic embedded into one of the pages (e.g. interview with someone featured in the magazine or footage relating to the topic of an article)

Brief 2: Magazines

Task 2 Option b) Audio-visual:

Create a sequence from a new mainstream radio or television news, current affairs or chat programme to publicise the launch of your magazine to its target audience.

Length: 2 minutes–2 minutes 30 seconds.

The sequence must be between 2 minutes and 2 minutes 30 seconds in length and include:

- Introduction/overview of the item by the presenter
- Interview with the editor of the magazine detailing the concept for the magazine and production process
- Filming or recording in a studio setting and at least one other location e.g. at the publisher's or another location relevant to the content of the magazine
- Diegetic sound (including dialogue and narration) and non-diegetic sound (including soundtrack)
- Editing of sound (including narration, dialogue, music) and visual images as appropriate
- Review by a critic or audience responses to the magazine (radio programme only)
- Range of camera shots and angles (television programme only)

Brief 3: Film Marketing

Brief 3: Film Marketing

Task 1: Print:

Create a DVD or Blu-ray front and back cover and two posters for theatrical release in different countries to promote your new film.

Length: 4 pages (note: the front and back cover count as one page each). To include:

- A minimum of nine original images in total
- At least three different locations for photography
- At least three different characters representing one or more social groups

DVD/Blu-ray front cover:

- At least one main image
- Original title for the film
- Age rating
- Names of director and actors

Spine:

- Title, production company logo, age rating

Brief 3: Film Marketing

Task 1: Print (cont):

DVD/Blu-ray back cover:

- At least one main image (original and different from the images on the DVD/Blu-ray front cover and theatrical release posters)
- Four 'thumbnail' images depicting different scenes from the film
- Promotional 'blurb' for the film (approximately 200 words), including reference to narrative conflict and/or equilibrium
- Billing block
- Production company logo, age rating and technical information

Each main theatrical release poster (one portrait, one landscape format):

- Original title for the film and tagline
- At least one main image (original and different from the images on the DVD/Blu-ray cover)
- An element of narrative, for example enigma
- Release date, billing block and production company logo
- Details of awards/quotes from critics

Brief 3: Film Marketing

Task 2 Option a) Online:

Create a new functioning website, to include a working homepage and one linked page for a website to promote your new film to its target audience.

Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

Homepage:

- Menu bar
- Main image plus at least two other images (all original) to establish the locations, characters and narrative of the film
- Original title and logo for the film (as above)

Working links to one further page from the website:

- Either a 'Characters' page or a 'Story' page

These pages must include:

- 30-45 seconds of original audio or audio-visual material related to the topic embedded into one of the pages (e.g. an interview with the director or a production diary)
- Written text to promote the film (approximately 200 words in total, and different from the text on the DVD cover)

The media production must not include a complete short film, film sequence or trailer.

Brief 3: Film Marketing

Task 2 Option b) Audio-visual:

Create a sequence from a new mainstream radio or television news, current affairs or chat programme to promote your new film to its target audience.

Length: 2 minutes–2 minutes 30 seconds.

The sequence must be between 2 minutes and 2 minutes 30 seconds in length and include:

- Introduction/overview of the item by a presenter
- Filming or recording in a studio setting and at least one other location (e.g. a location from the film)
- Interview with the film director detailing the concept for the film and the production process
- Diegetic sound (including dialogue and narration) and non-diegetic sound (including soundtrack)
- Editing of sound (including narration, dialogue, music) and visual images as appropriate
- Review by a critic or audience responses to the film (radio programme only)
- Range of camera shots and angles (television programme only)

The cross-media production must not include a complete short film, film sequence or trailer.

Brief 4: Music Marketing

Brief 4: Music Marketing

Task 1: Audio-visual:

Create an original music video to promote your new artist or band.

Length: 3 minutes - 3 minutes 30 seconds.

- Two or more filming locations (e.g. studio, rehearsal or live venue, or other locations)
- Wide range of camera shots, angles and movement to interpret the music and lyrics of the song
- Shots of the artist or band to establish a clear identity/image
- Performance footage (rehearsal and/or live and/or lip synched)
- Representations of at least one social group
- Clear structure with an element of narrative
- Editing of original footage to the music track
- Graphics depicting the original name of artist or band and title of the track

Brief 4: Music Marketing

Task 2 Option a) Online:

Create a new functioning website, to include a working homepage and one linked page, to promote your artist or band to the target audience.

Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.

Homepage:

- Menu bar
- Main image plus at least two other images (all original) to establish the identity/image of the new artist or band and promote the music
- Original logo for the artist or band name

Working link to one further page from the website:

- Either a 'News' page or a blog by the artist or music video director outlining the production process of the video.

These pages must include:

- Written text promoting the band or artist and their music (approximately 200 words in total)
- 30-45 seconds of original audio or audio-visual material related to the topic embedded into one of the pages (e.g. an interview with the artist or band, or live performance/rehearsal footage. This must be different footage from that in the music video.)

Brief 4: Music Marketing

Task 2 Option b) Print:

Create a front cover and double page feature article for a new specialist culture magazine to promote your artist or band to the target audience.

Length: 3 pages.

Front cover:

- Original title and masthead for the magazine; strapline
- Cover price and barcode
- Main cover image to establish the identity of the new artist or band
- Main cover line relating to the new artist or band plus at least 2 further cover lines

Double-page article:

- Feature article (approximately 300 words) to promote the new artist or band. The article should include an interview with the artist or band.
- Headline and stand-first, sub-headings, columns
- One main image and at least 2 smaller/minor images (all original and different from the images on the cover)
- Pull quotes and/ or sidebar

Statement of Aims and Intentions

- Brand identity
- Colour palette
- Main focal image
- Mode of address
- How does this target audience?
- Messages (ideologies/values)
- Main content – what's it about?
- Refer back to examples from your research!