

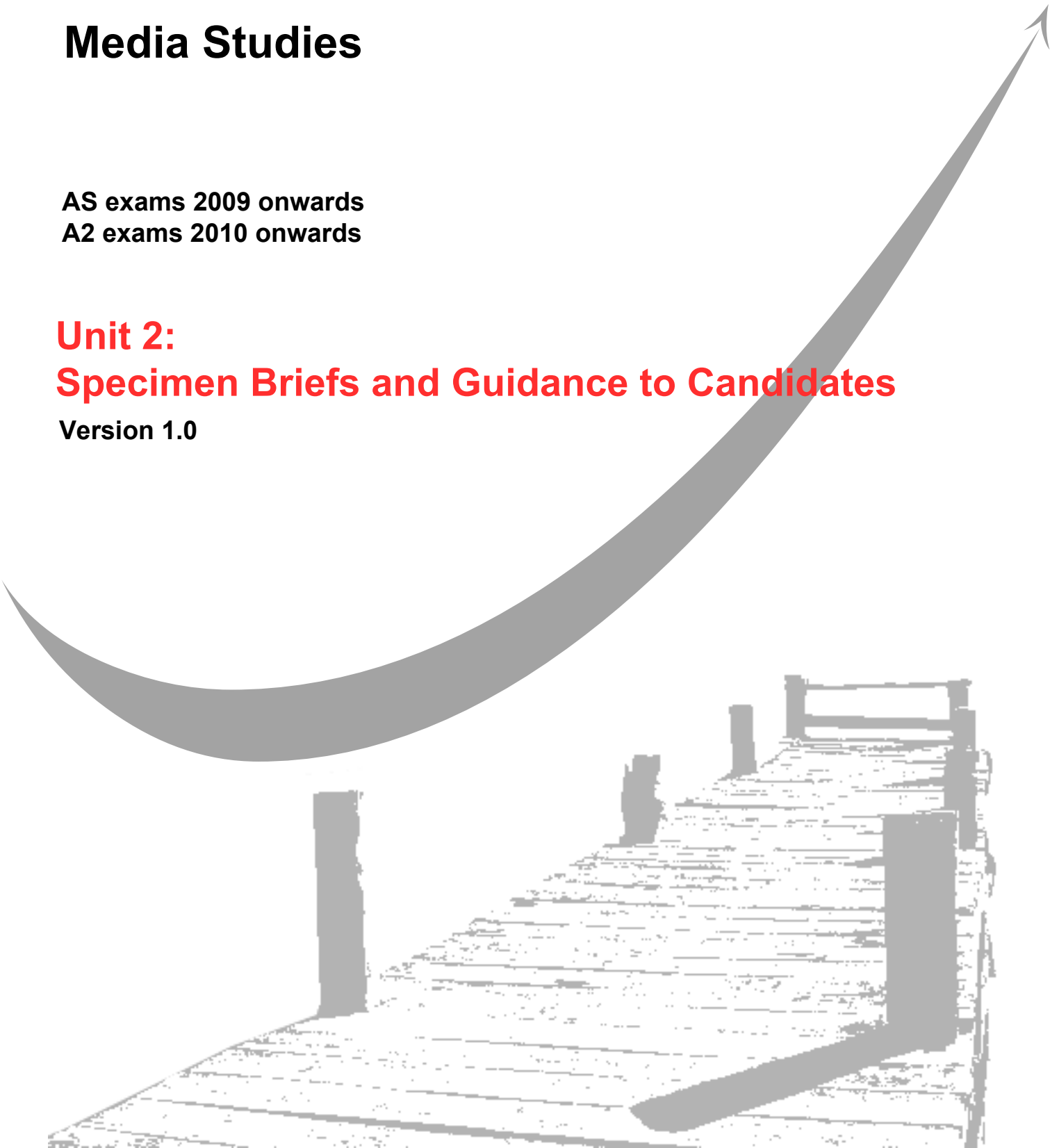
GCE
AS and A Level

Media Studies

AS exams 2009 onwards
A2 exams 2010 onwards

Unit 2: **Specimen Briefs and Guidance to Candidates**

Version 1.0



General Certificate of Education
Specimen Production Briefs

GCE MEDIA STUDIES
Unit 2 Creating Media
MEST2/PM

v 1.0



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

SPECIMEN BRIEFS AND GUIDANCE TO CANDIDATES

For immediate release to candidates for:
GCE Advanced Subsidiary Media Studies Unit 2 (MEST2)

All teacher-assessed marks to be returned to AQA by 15 May

Candidates need to complete **ONE** of the following briefs in **two** different media platforms.

GCE MEDIA STUDIES: SPECIMEN PRODUCTION BRIEFS FOR MEST2

Unit 2: Creating Media

Select one of the following Briefs.

You will need to complete two linked Productions using two of the three media platforms – broadcasting, print and/or web-based/digital (e-media).

Brief One: Film Promotion

Broadcasting

Create a 2-minute cinema trailer for a new '15'-rated hybrid genre film and with a budget of roughly £30 million partly supplied by lottery funding.

Print

Write two features/reviews on the release of a new hybrid genre film, rated '15' and with a budget of roughly £30 million partly supplied by lottery funding. You should aim to produce an A4 page for each piece including images and text. The pieces should be specific to a named publication such as a newspaper, lifestyle magazine or specialist film magazine.

E-media

Create three webpages for the official site for a new hybrid genre film, rated '15' and with a budget of roughly £30 million partly supplied by lottery funding.

Brief Two: Public Service Advertising

Broadcasting

Create two television or radio advertisements as part of a campaign designed to promote sensible drinking aimed at young women (18 – 25 years of age).

Print

Create three magazine advertisements for three different magazines for a pre-Christmas campaign discouraging young women from drink driving.

E-media

Create a viral, moving image marketing tool to promote sensible drinking. The piece is intended to be disseminated via mobile phone attachments.

Brief Three: Current Affairs

Broadcasting

Create the opening sequence for a new current affairs programme to be screened on Channel 4 at 6.30 pm aimed at the 16 – 21 age demographic.

Print

Create the front pages for two new middle-market blacktop newspapers, each with a different gender bias.

E-media

Create three web pages of an internet site dealing with current affairs aimed at women under the age of 30.

What you need to produce

To complete this unit you will have to produce the following:

1. A set of pre-production materials comprising:

- Primary and secondary research into your chosen production areas
- Identification and profile of your target audience(s) and a statement of how your productions will target them
- Individual and, where appropriate, group production ideas

2. Two completed Productions

Work can be submitted in a range of contemporary formats, which could include;

- DVD
- Video
- Print
- Website (submitted on CD-ROM)
- MP3/PodCast
- CD-ROM

3. An Evaluation that assess the success of the productions in terms of:

- your initial research
- your intentions and target audiences
- the strengths and weaknesses of your production
- the platforms in which you were working and how you might integrate the third platform
- the media concepts: form, representations, institutions, audience, values and ideology

The Pre-Production materials and Evaluation are worth a maximum of 20 marks and the two linked Productions are worth a maximum of 60 marks.

Candidate Guidance

Your teacher will tell you the final deadline for your work to be submitted. It is important that you meet this deadline.

In this unit you are expected to work on **one** of the set briefs on **two** different media platforms which are given on pages two and three of this document. You should read the briefs carefully and discuss them with your teacher before you start work

In your response to the brief you will:

- Research and analyse the codes, conventions and discourses of relevant media products.
- Learn and use correct media industry terms, adopting appropriate media production terminology for clarity and purpose.
- Profile your audiences and analyse how best to target them within the requirements of the brief.
- Develop a number of production ideas before deciding upon your final project.
- Develop detailed pre-production work for the two chosen ideas, selecting the most appropriate tools for concept development in the chosen media.
- Develop pre-production skills and the use of a range of preparatory and planning tools. Depending on the platforms chosen, these will include storyboards, net plans, dummies, mock-ups and shooting scripts.
- Develop production skills, which will include the use of digital video, digital cameras, audio-visual manipulation software and graphic software depending on the platforms chosen.
- Practice a range of different skills in your two chosen media, with an emphasis on selecting a variety of appropriate production techniques to add interest and reward audience expectation.
- Create two products in two different platforms, bringing the products to a high level of realisation suitable for exhibition to an audience.
- Make an evaluation of your productions as outlined above. You should look at the strengths and weaknesses of your productions and also mention how you would address the third media platform in the brief.

Where appropriate, you will learn to work effectively as part of a team, demonstrating the skills necessary for group work, such as co-operation, consultation, delegation and shared responsibility.

How you will be assessed

In this unit you are required to:

- AO2 Apply knowledge and understanding when analysing media products and processes and evaluating their own practical work, to show how meanings and responses are created
- AO3 Demonstrate the ability to plan and construct media products using appropriate technical and creative skills
- AO4 Demonstrate the ability to undertake, apply and present appropriate research

The work you produce will be marked out of a total of 80. Your marks will count as 50% of the total marks for the AS Award (and 25% of the marks for the 'A' level Award).

You may work on the brief either on your own or in a group of no more than four people. Where you work in a group, you will be assessed on your individual contribution.

You will be assessed using the marking guidance in the grid below.

Mark Scheme for Unit 2: Creating Media

80 marks in total

Teachers should employ a 'best fit' approach when using the mark scheme after first, deciding which mark band level best describes the candidate's work. As indicated within each level, Quality of Written Communication should be taken into account when awarding marks in the Evaluation (A02).

Productions (AO3 48 marks and AO4 12 marks)

60 marks

Level 5 (49-60 marks)

The candidate demonstrates creativity and clear technical proficiency in the use of the chosen technologies (AO3).
They also demonstrate sophisticated understanding of the necessities and details of the production process (AO3).
Codes and conventions have been used appropriately and with some flair throughout (AO3).
The productions are clearly fit for purpose in the light of the candidate's research (AO4).

At the top of this level work will demonstrate considerable attention to detail and a genuine sense of engagement with both the chosen media and the subject matter.

Level 4 (37-48 marks)

The candidate demonstrates some creativity and technical proficiency in the use of the chosen technologies (AO3).

They also demonstrate good understanding of the necessities and details of the production process (AO3).

Codes and conventions have been used appropriately throughout (AO3).

The productions are fit for purpose in the light of the candidate's research (AO4).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections of flair and/or sophistication in work that is otherwise good.

Level 3 (25-36 marks)

The candidate demonstrates technical competence in the use of the chosen technologies (AO3).

They also demonstrate satisfactory understanding of the necessities and details of the production process (AO3).

Codes and conventions have been used appropriately through most of the work (AO3).

The productions are largely fit for purpose in the light of the candidate's research (AO4).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections of creativity and/or proficiency in work that is otherwise satisfactory.

Level 2 (13-24 marks)

The candidate demonstrates some technical competence in the use of the chosen technologies (AO3).

They also demonstrate basic understanding of the necessities of the production process (AO3).

Codes and conventions are used inconsistently (AO3).

Some of the production work is fit for purpose in the light of the candidate's research (AO4).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections that are competent and/or satisfactory in work that is otherwise basic.

Level 1 (1-12 marks)

The candidate demonstrates minimal technical competence in the use of the chosen technologies (AO3).

They also demonstrate rudimentary understanding of the necessities of the production process (AO3).

Codes and conventions are used inconsistently and in a limited fashion (AO3).

Little of the production work is fit for purpose in the light of the candidate's research (AO4).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections which demonstrate some competence or basic understanding in work that is otherwise rudimentary.

At the bottom of this level work will tend to be incomplete or with very limited engagement with the demands of the unit.

Level 0 (0 marks)

No relevant / appropriate / suitable response.

Evaluation (AO2 16 marks and AO4 4 marks)**20 marks****Level 4 (16-20 marks)**

The evaluation and pre-production materials contain extended evidence and application of research and give a clear description of the target audience(s) and how the candidate intended to target them (AO4).

There is effective analysis of the strengths and weaknesses of the productions which demonstrates sound understanding of the media concepts and contexts relevant to the work undertaken with clear reference to the third media platform (AO2).

The candidate uses the language of Media Studies with confidence. The work demonstrates a high level of accuracy in spelling and syntax and is expressed in a fluent and cogent manner (AO2).

At the top of this level work will demonstrate confident understanding of the Key Concepts through an engaged analysis of the signification process.

Level 3 (11-15 marks)

The evaluation and pre-production materials contain substantial proof, and competent application, of research and offer evidence of the target audience(s) and how the candidate intended to target them (AO4).

There is competent analysis of the strengths and weaknesses of the productions which demonstrates satisfactory understanding of the media concepts and contexts relevant to the work undertaken with some discussion of the third media platform (AO2).

The candidate makes appropriate use of the language of Media Studies. The work may demonstrate some errors in spelling and syntax but will communicate meaning accurately (AO2).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections that are confident, extended and/or effective in work that is otherwise satisfactory.

Level 2 (6-10 marks)

The evaluation and pre-production materials contain some proof, and application, of research and offer some evidence of the target audience(s) and how the candidate intended to target them (AO4).

There is some analysis of the strengths and weaknesses of the productions which demonstrates basic understanding of the media concepts and contexts relevant to the work undertaken with some mention of the third media platform (AO2).

The candidate makes some use of the language of Media Studies. There are likely to be some errors in spelling and syntax and meaning may be confused at times (AO2).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections that are competent and/or satisfactory in work that is otherwise basic and/or inconsistent.

Level 1 (1-5 marks)

The evaluation and pre-production materials contain little proof or application of research and offer some limited evidence of the target audience(s) and, possibly, how the candidate intended to target them (AO4).

The candidate tends to describe the productions and/or processes rather than analyse the strengths and weaknesses, demonstrating rudimentary understanding of the media concepts and contexts relevant to the work undertaken (AO2).

The candidate makes minimal use of the language of Media Studies. There are likely to be extensive errors in spelling and syntax and the candidate may struggle to communicate effectively (AO2).

At the top of this level work will demonstrate some elements of the descriptor above, such as sections which demonstrate basic understanding in work that is otherwise limited and rudimentary.

Level 0 (0 marks)

No relevant / appropriate / suitable response.