

# Year 11 Media Knowledge Booklet

## Term 1

Name:

Class:



# ***Knowledge Organiser*** - GCSE Media Studies – Year 11, Term 1

1. Completion of Component 3 (coursework element – worth 30% of GCSE).

## *Media Production Briefs:*

As part of the Media Studies Eduqas GCSE, students are required to complete an individual media production, applying their knowledge and understanding of media language and representation. It is worth 30% of the overall grade.

Students must create their product in response to **one brief chosen from a list of four options provided annually from the exam board**. In other words, the tasks change each year. These briefs will be given to students separately from this Knowledge Organiser when they become available.

## *Research and Planning:*

In preparation for the practical work, students will undertake research and planning. This will include:

- Analysis of existing/similar media products to your chosen brief.
- Research into how media products target audiences.
- Primary audience research, questionnaire, surveys, etc.
- A range of design ideas, which will then be narrowed down to a final design.

## *Specifications:*

Each project comes with its own set of rules and requirements to which students must carefully adhere. However, all coursework requires the **creation of original material**. The use of **existing brands or products is not permitted** and the images, footage and text used by students must be **original**. Students are permitted to use existing generic logos such as production company logos, age certificate logos and barcodes.

## EXEMPLAR BRIEF AND PRODUCTION

### EXAMPLE BRIEF:

*Create a front cover and double page feature article for a new monthly general lifestyle magazine, for example in the style of GQ or Glamour.*

*Your production should be aimed at an audience of 18-34 year old men **or** women.*

*Length: 3 pages, including at least 5 original images in total.*

### DETAILS:

Production must include as a minimum:

*Front cover:*

- Original title and masthead for the magazine
- Strapline
- Cover price and barcode
- Main cover (original) image plus additional (original) images if appropriate

*Double page feature article:*

- Headline and stand-first, subheadings
- One main image and additional smaller/minor images (all original and different from the images on the cover)
- Feature article (approx.. 300 words) relating to one of the cover lines on the front cover
- Pull quotes and/or sidebar

## STUDENT RESPONSE TO BRIEF:



# COMMON BARRIERS AND ISSUES TO BE AWARE OF AND AVOID:

1. *Students are reluctant to take original images and therefore try to cut corners by either using old photos (eg. from a holiday) or even an old selfie.*

**SOLUTION:** Images should be taken specifically with the project in mind, thoughtful, well planned, and of good quality. In fact, do a whole photoshoot! Take loads more pictures than you need from a range of angles so you have lots of choice. Most smart phones have a good enough quality camera, but TDS media department is also able to lend/sign out equipment where necessary.

2. *Students struggle using appropriate software.*

**SOLUTION:** Practise and perseverance. Earlier in the course, student were given time and instruction on Photoshop/Canva basics. They also made notes during this time on how to set up the page, cut out images, create text, etc. Often, in order to get good at any software (particularly video editing software), students are encouraged to stay after school for extra practise and tuition. Canva can be accessed from home, and even on phones.

3. *Students don't follow the brief accurately, which costs marks.*

**SOLUTION:** This one is all about research and planning. Students should look at several existing products that are just like the product they are trying to make. Students must also carefully read and regularly refer to the brief details to ensure they are meeting the exact specifications of the project. E.g. How many words do you need to write? How many images must it contain? Who is the target audience? Are there any representations that need to be created? How long should it be?

4. *The project looks amateurish, which costs marks.*

**SOLUTION:** Respond to feedback. If the image looks pixelated, you might need to take a better one. Take constructive feedback from others – if 10 people in your class think 'TRAIT' is a better magazine name than 'MUSK' then listen to them. Or if your choice of orange text is clashing horribly with the red dress in the photo, ask for other opinions. Make sure you compare your product to a professional/actual product – put them side by side – what have they done differently or better than you? Have you missed out any features? Is the spacing right? Does yours look typical? Is the layout wrong? Is something too big or small? Is there enough/too much variety? Make little changes until it looks just right.

5. *Students don't meet the deadline or they are rushing to meet the deadline.*

**SOLUTION:** The project deadline will be just before the October half term break. That's approximately a 10 week period to complete the task (16 weeks if you include the summer holiday!). In other words, there is more than enough time to do a great job of the project. Sometimes IT access can be a problem, but students can use computers after school with teacher supervision and many students do exactly that.

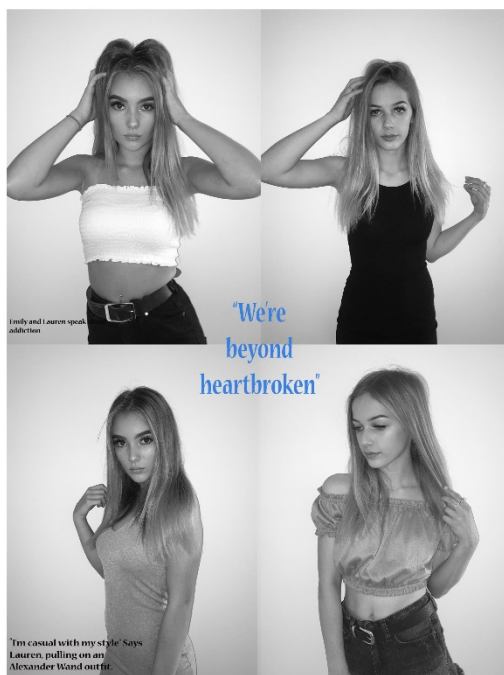
Students must use their lesson time effectively, but more importantly, use their time **in between lessons** effectively. E.g. Take those photos you needed to take, conduct the questionnaire you wrote, visit the location you want to use in your video... etc. Year 11 can get very busy very quickly, so we want this coursework done and out of the way by the end of September. If you are having problems or falling behind, speak to your teacher and arrange a time to catch up. Don't be afraid to ask for help. Family involvement is also welcomed – we've seen some terrific dad-acting and sibling-modelling over the years. Parents, please don't hesitate to pick up the phone and talk to us or email if you have any concerns or questions – we won't hesitate either and we are grateful for your support.



### OTHER EXAMPLES OF STUDENT WORK:



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