

Year 10 Media Knowledge Booklet

Term 6

Name:

Class:



***Knowledge Organiser* - GCSE Media Studies – Term 6**

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.

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.

BRIEFS: 2023

Audio/Visual	Print-based
<p>Brief 1: Television</p> <p>Create a key sequence from a new television drama in the Crime drama or comedy drama genre. <i>Length: 2 minutes - 2 minutes 30 seconds.</i> [Note: This must not be an opening or credit/title sequence].</p> <p>OR</p> <p>Create a functioning homepage and one other linked page with embedded audio/visual material for a website for a new television drama in the crime drama or comedy drama genre. <i>Length: 2 pages, including 30 seconds of embedded audio or audio-visual material related to the programme and 4 original images.</i></p> <p><i>Your production must target an audience of 16-25 year olds.</i></p>	<p>Brief 2: Magazines</p> <p>Create a front cover and a double page feature article for a new general lifestyle magazine aimed at teenagers.</p> <p><i>Your production must target an audience of 13-17 year olds.</i></p> <p><i>Length: 3 pages, including a total of 6 original images.</i></p>
<p>Brief 4: Music Marketing</p> <p>Create an original music video to promote a new artist or band in the pop music genre. <i>Your production must target an audience of 16-15 year olds.</i></p> <p><i>Length: 2 minutes - 2 minutes 30 seconds</i></p> <p>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 music video. Longer tracks may be edited or faded in or out to meet the required length. The chosen song must be appropriate for the age range of the intended audience</p> <p>OR</p> <p>Create a functioning homepage and one other linked page for a website promoting a new artist or band in the pop music genre. <i>Your production must target an audience of 16-25 year olds.</i></p> <p><i>Length: 2 pages, including 30 seconds of embedded audio or audio-visual material related to the artist or band and genre.</i></p>	<p>Brief 3: Film Marketing</p> <p>Create a DVD/Blu-ray front and back cover (including a spine) and a banner poster for a new film in the science fiction or romantic comedy genre.</p> <p><i>Your production must target an audience of 16-25 year olds.</i></p> <p><i>The film must be a 15 certificate or below.</i></p> <p><i>Length: 3 pages</i> <i>The front and back of the DVD cover count as 2 pages in total.</i></p> <p>You are permitted to use generic images such as production company and age certificate logos and barcodes.</p> <p>All other images must be original.</p>

AN EXEMPLAR BRIEF AND PRODUCTION (FROM A PREVIOUS YEAR)

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: 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 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. There is an online version of Photoshop called Photopea (www.photopea.com) which is very good and can be accessed from home.

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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FASHION |

EMILY AND LAUREN are ready to talk...

From average school girls to famous Instagram models and bloggers in just 1 year. We hear their stories and advice as they start their promising careers.

Brave Decisions

You both have quite bold fashion choices, do you have any advice?

Emily: Yes of course, throw on some “pop” and by pop I mean colour. Add a touch of colour in your life, its eye-catching and usually refers to a fun personality.

There’s no age, shape or skin tone boundaries so don’t hesitate. Also don’t forget to accessorize.

Lauren: For me personally I never leave the house without rings, bracelets and a watch. They enhance you look giving you a classy stylish touch, and conclude, our last piece of advice for fashion today is to be proud of yourself and accept your natural beauty.

Emily and Lauren Talk Celebs

We all heard about the tragic passing of Mac Miller on Friday, we know you both personally knew him, what’s your opinion about him and on addiction in general?

Emily: We are beyond heartbroken over Malcom’s death. Both of us got along really well with him, and enjoyed his company.

Lauren: Addiction is a horrible disease, which a lot of people are suffering from. They shouldn’t have to down that road alone.

Emily: Do not feel ashamed for asking for help because because shame feeds the disease while humiliation defeats it.

Lauren: I also think Ariana has dealt with the situation amazingly, considering all of the backlash.

First Date Advice

Lets finish on a lighter note, most girls struggle with what to wear and say on first dates. What tips can you share with our readers today?

Emily: Clothes can say a lot about who you are so what you wear on your first date matters, your personality also plays an important part.

Lauren: Another tip is try not to stress, it’s easy to start overthinking the date and what to wear and say. Just show up and be yourself.

Emily: You should also choose a public or familiar place to meet where you’ll feel comfortable and safe in your surroundings.

“Considering all the backlash”

“I was my full glam moments for events” says Emily

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