



A LEVEL MEDIA STUDIES

COMPONENT 3 Cross-Media Production

MEDIA PRODUCTION BRIEFS FOR ASSESSMENT IN 2021

**AVAILABLE ONLY TO CANDIDATES ENTERING THE
WJEC EDUQAS QUALIFICATION ACCREDITED BY
OFQUAL**

INFORMATION AND ADVICE FOR CANDIDATES

You must complete an **individual** cross-media production, **applying your knowledge and understanding of the theoretical framework** (media language, representation, media industries, audiences).

Unassessed participants may act in, or appear in the media production, or operate lighting, sound, recording and other equipment **under your direction** if required.

You are required to create an individual cross-media production in response to **one** brief chosen from the list, following the instructions provided.

Statement of Aims and Intentions

You will be required to complete a brief outline of your aims and intentions for the media production that must be submitted with the production. This will be assessed with the production and will enable you to explain the ways in which you will apply knowledge and understanding of the theoretical framework to the production and target the intended audience. This is a **compulsory** component of the non-exam assessment and you must complete the statement of aims and intentions in **Section B of the cover sheet** using approximately 500 words.

Research and Planning

In preparation for the practical work, you will undertake research and planning during the production process. The research and planning **will not be assessed**, but you will be assessed on the production outcomes that result from these stages. The cross-media production must be conceptualised as a complete package of interrelated products in two forms, reflecting the nature of the contemporary media and the importance of different platforms in distributing, and enabling audiences to access, the media.

You should undertake preparatory work to develop your understanding of the theoretical framework in relation to your intended production including:

Analysis of the use of media language in similar media products to identify the codes and conventions of the particular genres and forms. Analysis should focus on how specific techniques such as: layout and composition; editing; sound, etc. are used to create meaning, and the way in which representations of events, issues, individuals and social groups (as appropriate) are constructed, considering how the choice and combination of elements of media language influences meaning and conveys viewpoints and ideologies.

- Research into how the industry context (the media organisation, production processes, distribution and marketing, scheduling/positioning, regulatory issues etc.) impacts on a production. Research into the ways in which media industries use digital convergence across different platforms – how media products are interrelated and how different media platforms can be used to promote and distribute products, and engage audiences in different ways. Identification of examples from similar products analysed.
- Research into the methods used to target and address audiences, analysis of the techniques used to appeal to, engage and position an intended audience. Identification of examples from similar products analysed. Research into audience responses to, and interaction with, media products.
- Secondary research - academic theoretical research appropriate to A level to develop understanding and support analysis.
- Primary audience research such as focus groups research prior to completion of production work.

You should also **plan** your production work carefully to ensure that you apply your understanding of the theoretical framework to the media production. The planning work may include:

- A pitch or treatment for the cross-media production, considering the convergence of the products in two forms and how they will be interrelated, but also distinct, to engage the intended audience in different ways.
- A project plan including a timeline and the planned use of, for example, resources, equipment etc.
- Planning documents appropriate to the forms/products undertaken such as: a step outline; a shot list; a storyboard; a script; draft designs; mock-ups of composition and layout.

Production work

You are required to create **original material** for this component. The use of existing media brands or products is **not permitted** and the images, footage and text that you use in your media production **must be original**. You are permitted to use existing generic logos such as production company logos, logos for social media sites, age certificate logos and barcodes.

You are permitted to use an existing song by a band or artist for the music video production option, provided the track chosen for the music video does **not have an existing video**. You may use existing music for an audio-visual soundtrack, but this **must be copyright-free**.

All other aspects of the cross-media production must be **your own, original work**.

Any non-original music used as a soundtrack or in a music video must be acknowledged on the cover sheet.

You should create different material (such as images, footage or written text) for each cross-media production task. Images/ sections of written text must not be repeated in the cross-media production.

BRIEF 2: Magazines

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Details of Brief	Task 1	DETAILS: Production must include <u>as a minimum</u> :
<p>A cross-media production for a new magazine in a specific genre (or sub-genre) of your choice.</p> <p>Create original print pages for a new magazine <u>and</u> associated audio/ audio-visual <u>or</u> online material to promote the same magazine.</p> <p>You should create a cross-media production for a major publishing organisation (such as Hearst or Bauer) targeting an audience of 18-34 year old 'mainstreamers' or 'aspirers' with an interest in your chosen genre.</p>	<p style="text-align: center;">Print</p> <p>Create a front cover, double page feature article and single page 'advertorial' for your new magazine.</p> <p style="text-align: center;">Length: 4 pages.</p>	<p>Your print production must construct representations of at least one social group and include at least 8 original images in total.</p> <p>Front cover:</p> <ul style="list-style-type: none"> • 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); the front cover must include an image of at least one person • A lead cover line relating to the main image and at least three additional cover lines <p>Double page feature article (or extract from a longer article):</p> <ul style="list-style-type: none"> • Article on a topic or issue appropriate to the genre of magazine • Approximately 400 words in length and relating to one of the cover lines on the front cover • Headline, standfirst and by-line; sub-headings • Column layout appropriate to the genre • One main image and additional smaller/ minor images (all original and different from the images on the cover); these should be captioned and credited • At least two pull quotes • Magazine title and page numbers should appear on each page <p>Advertorial for a new product or service relevant to the genre and content of the magazine:</p> <ul style="list-style-type: none"> • Headline and standfirst; column layout appropriate to the genre • Original images relating to the product or service • Written copy (150-200 words) promoting the product or service • Clear identification that this is advertising content

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<p>A cross-media production for a new magazine in a specific genre (or sub-genre) of your choice.</p> <p>Create original print pages for a new magazine <u>and</u> associated audio/ audio-visual <u>OR</u> online material to promote the same magazine.</p> <p>You should create a cross-media production for a major publishing organisation (such as Hearst or Bauer) targeting an audience of 18-34 year old 'mainstreamers' or 'aspirers' with an interest in your chosen genre.</p>	<p>Option (a): Online*</p> <p>Create a functioning website to promote your magazine to its target audience.</p> <p>This must include:</p> <ul style="list-style-type: none"> • A working homepage • One linked page to an online feature article on a topic or issue relevant to the chosen genre of magazine <p>Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic.</p> <p>*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.</p>	<p>Your online production must construct representations of at least one social group and include a minimum of 5 original images and audio or audio-visual material as detailed below.</p> <p>Homepage:</p> <ul style="list-style-type: none"> • Original title banner for the magazine • Menu bar including links to other relevant pages and social media sites. Only ONE of these should be a working link as detailed below • One main image and additional images (all original and different from the print magazine) that relate to the chosen genre of magazine <p>Working link to <u>one</u> further page from the website:</p> <ul style="list-style-type: none"> • Online feature article (or extract from a longer article) on a topic or issue relevant to the genre (or sub-genre) of magazine (this must be different from the main feature article in the print product); approximately 200 words in length • This should include: <ul style="list-style-type: none"> ○ a headline, a by-line and appropriate images (all original and different from the images on the homepage and print product). ○ a non-functioning link to related content (this could take the form of written text, a button or a rollover) <p>These pages must include:</p> <ul style="list-style-type: none"> • 30-45 seconds of original audio or audio-visual material on a relevant topic, embedded into one of the pages: either an interview with someone featured in the magazine or a 'how to' sequence appropriate to the genre (e.g. a demonstration of an exercise sequence in a fitness magazine) • Audio-visual material must include dialogue or narration, it must not just be a sequence of footage set to music

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<p>A cross-media production for a new magazine in a specific genre (or sub-genre) of your choice.</p> <p>Create original print pages for a new magazine <u>and</u> associated audio/ audio-visual <u>or</u> online material to promote the same magazine.</p> <p>You should create a cross-media production for a major publishing organisation (such as Hearst or Bauer) targeting an audience of 18-34 year old 'mainstreamers' or 'aspirers' with an interest in your chosen genre.</p>	<p>Option (b): Audio-Visual/Audio</p> <p>Create a sequence for a new podcast or YouTube channel linked to your magazine.</p> <p>Length: 2 minutes – 2 minutes 30 seconds.</p>	<p>The sequence must construct representations of at least one social group.</p> <p>Audio sequence from the magazine's podcast must include:</p> <ul style="list-style-type: none"> • Documentary/ reality feature relating to one of the cover lines on the print cover (e.g. a 'day in the life' feature or a documentary sequence about a current issue); this should be different from the feature article in the print production • Introduction/ overview of the item by the presenter • An interview with someone related to the feature • Recording in a studio setting and at least one other location e.g. at the interviewee's place of work or another location relevant to the topic • A range of audio material (including dialogue, voiceover and a sound bed or jingle) • Editing of sound <p>Audio-visual sequence for the magazine's YouTube channel must include:</p> <ul style="list-style-type: none"> • Documentary/ reality feature relating to one of the cover lines on the print cover (e.g. a 'day in the life' feature or a documentary sequence about a current issue); this should be different from the feature article in the print production. • Introduction/overview of the item by the presenter • An interview with someone related to the story • Filming in a studio setting and at least one other location e.g. at the interviewee's place of work or another location relevant to the content of the magazine • Editing of sound and visual images • A range of camera shots and angles appropriate to the genre

Brief 2: Magazine

The **industry context** is **mainstream**, but the suggested major publishers offer learners some choice in the type of product they create. Learners should research the organisations specified in the brief, and their products, before deciding which genre of magazine they wish to create. Research into the publisher will enable learners to understand the industry context more fully; the media packs for their magazines, for example, are a rich source of useful information.

The cross-media production must be aimed at an **audience** of 18-34 year old 'mainstreamers' or 'aspirers'. These groups are defined by Young and Rubicam's Cross Cultural Consumer Characterisation (or 4Cs):

- Mainstreamers are 'people who live in the world of the domestic and the everyday... they are the mainstream of society... need in life is for security'
- Aspirers are 'materialistic, acquisitive people, who are driven by other people's perceptions of them.... Their core need in life is for status'

Quotes taken from: '<https://issuu.com/youngandrubicam/docs/4cs> where further detail about each group is available.

Learners should be guided by their chosen publisher and genre when determining which of these two groups they will target.

Learners should be encouraged to use the **knowledge and understanding gained in Component 2** to prepare for this Brief. Analysing the set products is an ideal starting point for learners to understand the conventions of magazines, as is studying the website and other related products for the contemporary publications. They must then undertake independent research into contemporary mainstream magazines. Analysis of existing products from the chosen specified publisher, that target a similar audience, will enable learners to apply media language appropriately, particularly in relation to layout and design, and the creation of a 'house style'.

Print Element

Learners need to apply their understanding of the theoretical framework by constructing representations. The brief requires learners to construct representations of at least one social group in the print work and cross-media task, and to include an image of at least one person on the front cover. Learners should be mindful of this requirement when choosing their genre and selecting products to research: interior design, travel and car magazines, for example, tend not to feature many representations of people and are therefore unlikely to meet the requirements. There are plentiful examples of appropriate magazines in different genres published by Bauer and Hearst that do feature people prominently on the front covers and in the content (for example, *Grazia*, *Mother & Baby*, *Mojo*, *Trail running*, *Elle*, *Esquire*, *Women's Health*, *Men's Health*).

The front cover should include a strapline: a slogan that communicates the 'essence' of the magazine brand. Examples of existing magazine straplines include:

Q 'World's Greatest Music Magazine'; *Esquire* 'Build a life that matters'; *Closer*: 'Celebs... and so much more'

Double page feature article:

- This should be a substantial piece of approximately 400 words relating to a topic or issue relevant to the magazine genre.
- It should develop from one of the cover lines on the front cover, and representations of at least one social group should be constructed through the images and written text. A lifestyle magazine, for example, might reflect current contexts by exploring issues (such as mental health or climate change) that are relevant to a contemporary audience.
- It is acceptable for candidates to create an extract from a longer article. If this is the case, they must meet the above requirements within the 400 words and clearly notify the reader that the article continues on further pages of the publication.
- Images must be captioned and credited. It is acceptable for all images to be treated collectively in a single caption and credit (the name of the original photographer must be included – this should, of course, be the learner).

Advertorial for a product or service relevant to the genre and content of the magazine:

- Learners should create an advertorial for an original brand of product or service: existing brands should not be used. Learners should 'invent' a new brand name and construct a brand identity through their use of elements of media language such as font style and colour palette. They might design a logo for the product/brand if appropriate.
- All images must be original; however, learners can take photographs of existing products and create their own branding for the items. If a learner decided to create an advertorial for a new brand of soft drink, for example, they could design their own original label and attach it to a bottle which they then photograph, or they could take a photograph of a bottle and add their label during the editing process. Learners who create an advertorial for a product that does not display the brand name prominently could take a photograph of the item (for example a necklace) and create their own brand through their use of media language in the advertorial.
- An advertorial is an advertising feature that resembles an article in a magazine, but is promoting a product or service. It contains more written copy than a standard advertisement, giving more detailed information about the product or service that is being promoted. This type of feature will be clearly identified (it might be labelled as an advertorial or, for example, as a 'promotion' or 'advertising feature').
- Learners should research examples of advertorials in published magazines (from the same genre that they wish to produce) in order to identify the conventions and mode of address used in this type of feature.

Online Option

The brief requires learners to create a title banner on the website homepage. This should include the title/ masthead of the magazine and maintain the house style of the print work. It might also include an image, but this is not a requirement.

A feature article:

- This should be a detailed piece of approximately 200 words, using an appropriate layout. It should explore a topic or issue relevant to the genre of magazine, different from the print article, but it could develop from one of the other front cover lines.
- Representations of at least one social group should be constructed.
- It is acceptable for candidates to create an extract from a longer article. If this is the case, they must meet the above requirements within the 200 words and clearly notify the reader that the article continues on further pages of the publication.
- Learners must also construct a non-functioning link to related content, such as another article or further information linked to the feature. The following examples illustrate the type of link that learners might create:
 - GQ: text hyperlinks to further articles in the 'Now Read' section below the main article, e.g. article about the Harlem Globetrotters: <https://www.gq->

- [magazine.co.uk/lifestyle/article/jordan-thomas-karate-olympics-interview](https://www.magazine.co.uk/lifestyle/article/jordan-thomas-karate-olympics-interview)
- Trail Running: button linking to a sign-up page - #Run 1000 miles 2020:
<https://www.trailrunningmag.co.uk/news/articles/lakeland-trails-reveals-eco-plans>

Audio/ audio-visual material related to the magazine content: either an interview with someone featured in the magazine or a 'how to' sequence appropriate to the genre.

- This could be linked to one of the articles in the print or online magazine, or it might be a different relevant feature. A health/ fitness magazine, for example, might include an audio or audio-visual interview with a sportsperson or a 'how to' demonstration of an exercise sequence. It must include dialogue or narration. Learners are advised to pay attention to the mise-en-scène to ensure that this is appropriate to the content.

Audio-Visual Option

Create a sequence for a new podcast or YouTube channel linked to your magazine.

Learners should research this type of product and adhere to codes and conventions. The following examples are included for illustrative purposes and demonstrate some of the conventions required in the brief:

Podcasts:

Grazia 'Life Advice' podcasts: sequences about current topics/ issues, based around interviews with a range of high profile females (e.g. Nadiya Hussain, Sofie Hagen)

<https://graziadaily.co.uk/life/real-life/grazia-life-advice-podcast/>

Q magazine 'Q Presents the Making Of...' podcasts: interviews with a wide range of musicians about the making of their latest albums: https://planetradio.co.uk/podcasts/q-making-of/?utm_source=Qwebsite&utm_medium=navlink&utm_campaign=podcast

YouTube channels:

Elle magazine's YouTube channel features a range of sequences, including some documentary features: <https://www.youtube.com/user/ElleMagazine/featured>

British Vogue's YouTube channel includes a range of features, for example, 'Diary of...' and '24 hours with...' that might be used as research:

https://www.youtube.com/channel/UCRXiA3h1no_Pfkb1JCP0yMA

Audio/ audio-visual sequence must include:

- Documentary/ reality feature relating to one of the cover lines on the print cover. Documentary genre conventions should be applied here, including the minimum requirements of a presenter and interview. Learners should explore a topic of interest for the magazine's readers, for example a contemporary social or cultural issue.
- Recording in a studio setting and at least one other location e.g. at the interviewee's place of work or another location relevant to the topic.
 - The studio setting does not need to be a specialist recording studio, it could be a drama studio or other suitable room where the learner can create the 'studio space' for the sequence.
 - The other location should be relevant to the magazine, for example a lifestyle magazine might feature an interview with a fashion designer in their studio or backstage at a catwalk show.

The **minimum requirements for the podcast option** include:

- A sound bed and/ or jingle.
 - A sound bed is a piece of instrumental music that is played while the presenter is speaking.

- A jingle is a short piece of music or sound effect that includes words or a slogan to contribute to the branding of the show.
- It is permissible for learners to use existing music for a sound bed or jingle, however this **must be royalty-free**.
- The words or slogans must be the candidate's own original work. For example, a learner might use a royalty-free piece of music as the background to the jingle but add their own spoken (or sung) slogan over the top; **they must not use a 'found' jingle** from an existing podcast or radio show.
- There are websites that provide free, royalty-free music and sound effects for use in educational projects. If these are used they must, of course, be credited by the learner on the cover sheet.

Learners should be encouraged to make links to their Component 1 and 2 studies, prior to completing independent research, for example:

- The study of the Radio set product in Component 1 will have developed their understanding of the purpose and conventions of podcasts.
- Studying Media in the Online Age in Component 2 should have introduced them to the promotional purposes of YouTube channels.