**Cover Sheet Section B: Candidate Statement of Aims**

Explain the ways in which you will apply the theoretical framework to your production, using the questions below as a guide, in approximately 250 words.

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| **Candidate Name: Phoebe Robinson** | **Word Count: 250** |
| Use evidence from your research into: similar products, your target audience, as well as theoretical perspectives, to explain your decisions:  * + How and why will you apply knowledge and understanding of media language to your media production?   + How and why will you construct representations of individuals, groups or issues/events?   + How will you target your intended audience/users? | |
| I will:   * create pages for ‘Aspire’; a fashion/beauty/careers magazine aimed predominantly at working women 25-35yo, 70%> of whom will be ABC1. * largely conform to genre conventions to appeal to the well-established audience. * use media language to connote success, sisterhood, and style. * offer audience members ‘Diversion’ through gossip and fashion, ‘Surveilence’ through career articles and ‘Personal Identity’ through relatable/inspirational cover stars. (Uses&Gratifications) * shoot main images in our photography studio with studio lighting, diffusers, reflectors and a DSLR and edit in Photoshop to meet the genre’s standards and conventions. * use a ‘three point lighting set-up’ to light; high-key mid-shot portraits of the cover star (the magazine’s heroine-Propp) to create a positive feel. * represent the confidence/positivity/style of Aspire’s brand/ideology through positive/progressive cover lines, the selection of positive role models/stories, and the posture/facial-expression/clothing/hair/makeup of women featured. * use slightly low-angle shots and ‘direct mode of address’ to empower women featured. * dress a 25-35yo mixed-race female cover star bang-on-trend and represent her as successful/positive/confident/attractive prompting audience members to feel; reassured by her (Mainstreemers) and/or able to identify with her (Succeeders) and/or inspired by her (Aspirers/Explorers). This representation is conventional enough to work but breaks with old patriarchal and racial stereotypes by including positive messages about a mixed-race career woman. * construct mastheads/cover-lines/etc from pastel/bold/serif fonts connoting femininity/fun/confidence through typography and colour association. * use bright feminine colours in sets/backdrops and in all location shoots (mise-en-scene) * indicate that ‘Aspire’ will be available for purchase/download through online and high-street retailers. * produce a product that would appeal to women and advertisers targeting them. | |
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