**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?
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| 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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