**Component 3: Media Production Non-Exam Assessment (NEA)**

You are completing an **individual** cross-media production worth **30%** of your AS Level grade, created in response to a choice of briefs set by Eduqas. You will be **applying knowledge and understanding of the theoretical framework** (media language, representation, audiences and media industries).

**OPTION 1: MUSIC MARKETING**

Create an original **music video** to promote a new artist or band in a **genre of your choice**. You may choose to work in a **sub-genre** or create a **hybrid** product.

You should create a product for an **independent** record label (for example, Domino Recording Company or Matador Records) targeting an ‘**alternative’** audience of **16-21 year-olds** with a specific interest in your chosen genre or subgenre.

Length: **3 minutes** - 3 minutes 30 seconds. Longer tracks may be edited or faded out to meet the required length.

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 official music video**.

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| OPTION 1: MUSIC MARKETING  Create an original music video to promote a new artist or band in a genre of your choice. Length: 3 minutes to 3 minutes 30 seconds | |
| **Production must include as a minimum:** |  |
| Two or more filming locations (e.g. studio, rehearsal or live venue) |  |
| Wide range of camera shots, angles and movement, to interpret the music and lyrics of the song |  |
| Shots of the artist or band to establish a clear identity/image |  |
| Performance footage (rehearsal and/or live and/or lip synched) |  |
| Representations of a least one social group |  |
| Clear structure with an element of narrative |  |
| Editing of original footage to the music track |  |
| Original name of artist or band and title of the track |  |

**OR**

**OPTION 2: MAGAZINES**

* Create **two front covers and a double page** feature article for a **new magazine in a genre** (or sub-genre) **of your choice.**

The two front covers should be for different editions of the magazine, either:

* **a summer and a winter edition**

**Or**

* **a ‘regular’ and a ‘special’ edition.**

You should create a product for a **major publisher (**either Condé Nast, Bauer or Future Publishing) targeting a **‘mainstream’** audience of **16-21 year olds.**

**Length: 4 pages.**

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| OPTION 2: MAGAZINES  Create two front covers and a double page feature article for a new magazine in a genre (or sub-genre) of your choice. Length: 3 pages. | |
| **Production must include as a minimum:** |  |
| **Each front cover to include:** | |
| 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) |  |
| At least 4 cover lines |  |
| **Double page article to include:** | |
| Headline and stand-first, sub-headings |  |
| One main image and at least two smaller/minor images (all original and different from the images on the cover) |  |
| Representations of at least one specific social group |  |
| Feature article (approximately 400 words) on a topic or issue relevant to the chosen genre of magazine, relating to one of the cover lines on one of the front covers |  |
| Pull quotes and/or sidebar |  |

**Assessment**

Every learner must produce and submit the following evidence:

1. A **Statement of Aims and Intentions** to create a media product for an intended audience ***(350 words, 10 marks)***

2. **A Media production**

1. That meets the requirements of the set brief, including suitability for the chosen form, **genre, industry context and target audience** ***(20 marks)***
2. That uses **media language** to communicate meanings and construct **representations**  ***(30 marks)***

3. Non-assessed cover sheet

**1. 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.

In preparation for the statement of aims and intentions and the practical work, you will undertake research and planning. The research and planning **will not be assessed**, but you will be assessed on outcomes of it in terms of the statements of aims and the practical work that results.

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| STATEMENT OF AIMS AND INTENTIONS |
| **Use evidence from your research into: similar products; the industry context; your target audience, as well as theoretical perspectives, to explain your decisions:**   * + How and why will you use media language in your media production?   + How and why will you construct representations of individuals, groups and issues/events?   + How will you target your intended audience/users?   + How will your production conform to its industry context? |

* **2. PRODUCTION WORK**   
  You are required to create original material for this component. The use of existing 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, age certificate logos and barcodes.
* **PRACTICE TASKS**

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| OPTION 1: MUSIC VIDEO |
| Continuity task involving filming and editing (Final Cut X) a character opening a door, crossing a room and sitting down in a chair opposite another character, with whom she/he then exchanges a couple of lines of dialogue. This task should demonstrate match on action, shot/reverse shot and the 180-degree rule. |

**OR**

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| OPTION 2: MAGAZINES |
| Produce the front page of a new school/college magazine (Photoshop), featuring a photograph of a student in medium close-up plus 3 appropriately laid-out cover lines and a masthead. |

**SCHEDULE**

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| **Week** | **Date** | **Tasks** | | | | | **Homework** |
| **Wednesday** | | **Friday** | | **Tuesday** |
| 1 | 23rd Jan | Introductions: Aims and Intentions Idea [mind](Option%201%20mind%20map.mgmx) [maps](Option%202%20mind%20map.mgmx)  Practice task planning | | *1st Half* | *2nd Half* | **INSET DAY:** Idea developmentand research  Media Language task  Media Language task  Take picture (for practice task - medium close up of student) | Finish Media Language analysis of existing media texts: 3 music videos  2 front covers and 2 double-page spreads. Can start Representation task if desired, its either h/w this week or next |
| Media Language task | Camera workshop  Filming |
| Media Language task | |
| 2 | 30th Jan | *1st Half* | *2nd Half* | Industry tasks  Audience tasks  Theorist task | | Proposal | Ensure the following R & P tasks are complete: Representation Audience Industry Theorist |
| Check R & P homework  Representation task | Final Cut workshop |
| Practice Task Photoshop | |
| 3 | 6th Feb | Check homework R & P completion  Proposal Shot List Draft Layout Options | | Shot List Storyboard  Draft Layout Options Draft Article | | Filming/importing/editing  Photoshoot/Masthead/ Cover lines | Ensure the following R & P tasks are complete:  Proposal  Shot List Storyboard Draft Layout Options Draft Article |
| 4 | 13th Feb | Check homework R & P completion  Filming/importing/editing  Photoshoot/Masthead/ Cover lines | | Filming/importing/editing  Editing/Masthead/ Cover lines | | Filming/importing/editing  Editing/Masthead/ Cover lines  Guide to writing your Aims and Intentions | Ensure the following tasks are complete:  Filming  Photoshoots for 2 front covers and double page spread  1st draft of your Aims and Intentions |
| 5 | 20th Feb | Half Term | | | | |
| 6 | 27th Feb | 1st draft of your Aims and Intentions due Filming/importing/editing  Editing/Cover lines | | Filming/importing/editing  Editing/Cover lines | | Filming/importing/editing  Editing/Cover lines  1st draft of your Aims and Intentions feedback, ready to resubmit | 1st Front Cover Finished  2nd draft of your Aims and Intentions |
| 7 | 6th March | 2nd draft of your Aims and Intentions due  Filming/importing/editing Editing/Masthead/Cover lines | | Filming/importing/editing  Editing/Masthead/Cover lines | | Filming/importing/editing  Editing/Masthead/Cover lines  2nd draft of your Aims and Intentions feedback, ready to resubmit | 2nd Front Cover Finished |
| 8 | 13th March | Coversheet  Editing  Editing/Cover lines | | Editing  Editing/Cover lines | | Coversheet Q & A  Editing  Editing | Coversheet email [*klf@godalming.ac.uk*](mailto:klf@godalming.ac.uk)  Music Video Finished Double Page Spread Finished |
| **NO CLASS TIME AFTER TUESDAY 19TH MARCH**  **DUE FRIDAY 22ND MARCH** | | | | | | | |

**A GRADE MARK SCHEME**

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| Produce a statement of aims and intentions to create a media product for an intended audience  *(10 marks)* | * An excellent, detailed statement of consistently relevant aims and intentions that clearly responds to the brief, targets the intended audience and reflects the specified industry context * The aims and intentions demonstrate a plan for a consistent use of appropriate codes and conventions, and highly purposeful representations in the product * Excellent evidence of application of knowledge and understanding of the theoretical framework of media through sustained use of highly appropriate subject-specific terminology |
| Create a media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context and target audience  *(20 marks)* | * An excellent realisation of the brief that consistently uses conventions relevant to the chosen form, genre and industry context in the media production * An excellent realisation of the brief that is likely to consistently engage and position the intended audience through a highly appropriate mode of address * The production addresses all requirements set out in the brief; all elements of the tasks are completed fully |
| Create a media production that uses media language *to communicate* meaning and construct representations  *(30 marks)* | * An excellent, consistent use of media language in the production to communicate meanings in a complex way, such as through intertextuality, hybridity and a purposeful control of connotations, and to construct points of view that embody values, attitudes and beliefs * An excellent media production that constructs a highly effective narrative or design (as appropriate) * An excellent, consistent use of media language in the media production to construct highly purposeful, appropriate representations |