**STATEMENT OF AIMS AND INTENTIONS**

**RESEARCH AND PLANNING**

**YOU ARE NOT MARKED ON R&P**, however what you find out from doing it must be written up in your Aims and Intentions which *is* marked   
***(350 words, 10 marks)***

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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? |

You should create a Word document with appropriate subheadings to keep track of your R & P outcomes, which you can then use to write your **Statement of Aims and Intentions**.

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| STATEMENT OF AIMS AND INTENTIONS | OPTION 1: MUSIC MARKETING | OPTION 2: MAGAZINES | OUTCOME |
| How and why will you use media language in your media production? | **Analyse** THREE **existing music videos** from independent record labels (choose your specific genre). Analysis to include:  Genre codes and conventions, fonts, names, mise-en-scene, cinematography, editing and sound | **Analyse** TWO existing lifestyle magazines (2 x covers and 2 x double-page spreads). Analysis to include:  Genre codes and conventions, masthead, layouts, fonts, colours, images, mode-of-address | Table template, with notes  *Write a summary which links your findings (existing media language practices) to ideas for your productions* |
| How and why will you construct representations of individuals, groups and issues/events? | How have individuals, social groups and events been **represented** in the existing music videos? Think about age, ethnicity, gender, class, sexuality etc. | How have individuals, social groups and events been **represented** in the existing magazines? Think about age, ethnicity, gender, class, sexuality etc. | Mind map, use the ones you have already been analysing  *Summary linking existing representation practices to your ideas (are you going to conform to stereotypes or challenge?)* |
| How will you target your intended audience/users? | The exam board have specified an ‘**alternative’** audience of **16-21 year-olds** with a specific interest in your chosen genre | The exam board have specified an ‘**mainstream’** audience of **16-21 year olds.** | Pick one existing product and write bullet points on how it appeals to its target audience.  Write the demographic and psychographic profile of your audience. |
| How will your production conform to its industry context? | Think about the **record label**. How will this impact on: scheduling of your music video (*YouTube*? *Scuzz music*?); Consider issues around regulation for your video/website (OFCOM/Internet Watch Foundation) | Think about the **publisher** of your magazine (Condé Nast, Hearst?) as well as the regulator (IPSO). | Written paragraph. |
| Theorist | From the list of key theorists (GoL) which apply to your productions and why? | From the list of key theorists (GoL) which apply to your productions and why? | Pick 1, write a brief application. |
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| Planning work | **Proposal**  This key document needs to explain your music video idea, your artist/band, your characters, the narrative structure, genre codes and conventions. | **Proposal**  This key document needs to explain the idea for your magazine, the masthead, layout, the audience, colour schemes and the images, cover lines, your DPS topic. | Once written up, the proposal essentially will be a first draft of your Statement of Aims and Intentions |
| **Shot list** There is a template on GoL where you can plan your cinematography for each shot. | **Draft layout options**  Create mock ups in Photoshop of your ideas for the 2 different front covers and 1 double page spread, including notes on colour scheme, font and images |  |
| **Storyboard**  Use the template to develop your ideas from the shot list. Add notes to your drawings on shot type, editing length, lighting, transitions, narrative etc.. | **Draft article**   This will end up as 400 words, but your draft may be shorter. You need to consider mode-of-address when writing. |