A-LEVEL MEDIA STUDIES

COMPONENT 3: CROSS MEDIA PRODUCTION

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| **Cover Sheet Section A: Candidate to complete**  |  | **Centre No:** | **6** | 4 | 3 | 9 | 5 |
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| **Candidate Name:**  | **:** Jane Bobman |  | **Candidate No:** | 1 | 2 | 3 | 4 |
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| BriefChoose an item. | **Forms produced** (Please tick): | **A/V** [x]  | **Print** [x]  | **Online** [ ]  |

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| **Title of cross-media production:** | Name of artist/magazine/name of film + product 2? |
| **Chosen genre/sub-genre:** | What genre is your magazine/what genre is your music artist/genre of film? |

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| **Authentication of Key Stages of the Process** | **Date reviewed** | **Candidate signature** | **Teacher signature** |
| **Completion of Planning**: details ofkey planning documents completed. | 27.5.22 | Put your signature next to the date |  |
| **DON’T LIE ABOUT WHAT YOU DID****Only write what you did complete, even if it was informal/notes etc that counts and can go on the list****Research (magazines/film marketing)****Product 1**: Textual analysis of….[name the specific magazines/film marketing you looked at]Representation analysis of [specify group, e.g. gender etc]Target appeal analysis of …[give details of specific magazines/film marketing]Focus group with 16-25 year olds on audience appeal of my ideaInstitution research (publishing companies/film companies) researchIPSO research/BBFC research**Product 2**: Website/podcast/YouTube research**Planning** Draft layouts for front covers and double page/posters and DVD Draft article/draft synopsis for DVD + add any other planning work you may have done, even if it was informal (eg title ideas, mind maps…)**Research (music videos)****Product 1**: Textual analysis of….[specific videos]Representation analysis of [specify group, e.g. gender etc]Target appeal analysis of …[specific videos]Focus group with 16-25 year olds on audience appeal of my ideaInstitutional research/YouTube Community Guidelines research**Product 2:** Websites researched/magazines analysed…**Planning** Storyboard + add any other planning work you may have done, even if it was informal (e.g. location recce, shooting script, casting |
| **Statement of Aims and Intentions** | 6.6.22 | Put your signature next to the date |  |
| **Production Process Task 1:** details of footage/draft work produced. | 6.7.22 | Put your signature next to the date |  |
| Variety of draft layouts for front covers and double page spread, including colour scheme ideas; photography; writing cover lines and double-page spread feature; designing final pages using Photoshop? Draft film poster/DVD designs. Experimenting with fonts…Use of green screen, filming, props, equipment, editing… |
| **Production Process Task 2:** details of footage/draft work produced. | 14.10.22 | Put your signature next to the date |  |
| **Magazine**: variety of draft layouts for front cover and double page, including colour scheme ideas, font ideas, writing cover lines, writing DPS, designing pages using original photography**Website**: designing logo; homepage + which other pages? Navigation bar; scripting and recording A/V; original photography; writing?; designing merchandise? Creating social media links? Designing original backgrounds?**Podcast/YouTube featurette**: scripting, location recce. Rehearsals. Use of green screen, filming, props, equipment, editing…:  |
| **Completion of Cross-Media Production:** details ofproducts, including their length, submitted for assessment. Please include the URL if a website has been produced. | 14.10.22 | Put your signature next to the date |  |
|  Four pages for [insert magazine name here] a xxx magazine including;Front cover 1 and Front Cover 2 (explain each) and a double page feature article on…OR Film marketing material including a theatrical release poster/foreign market poster and DVD packaging Your website’s URL + where the working links are/your AV [3 minutes] of an original music video for [insert band name here] |

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| **References:** Give details of the exact source of any non-original material used in the production. | **Software packages:** Give brief details of all software packages used and how these have been used in the production. |
| Include name of track used in music video and the URL | PhotoshopFont StructureDa FontFinal Cut XGarageBand [list any others used] |

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| **Authentication Declaration***I declare that my cross-media production work, as detailed above, was completed independently. All work is my own, except for any non-original material clearly credited above, and any non-assessed individuals listed in Section E worked under my direction. This work has not been submitted for any other qualification.* |
| **Signed:** Put your signature here  | **Date: 14.10.22** |

**Cover Sheet Section B: Candidate Statement of Aims and Intentions** (approximately 500 words).

Explain the ways in which you will respond to the brief to create a cross-media production, applying your knowledge and understanding of the theoretical framework. Use the questions below as a guide.

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| **Word Count:** | xxx |  |  | **Centre No:** | **6** | 4 | 3 | 9 | 5 |
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| **Candidate Name:**  | Name |  | **Candidate No:** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **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 cross-media production?
* How and why will you construct representations of individuals, groups and issues/events?
* How will you target your intended audience?
* How will your production conform to its industry context?
* How will your cross-media production demonstrate digital convergence?
 |
| *Copy and paste your 500 word Aims and Intentions here* |
| **Cover Sheet Section C: Teacher/Assessor to complete**  |  | **Centre No:** | **6** | 4 | 3 | 9 | 5 |
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| **Candidate Name:**  |  |  | **Candidate No:** |  |  |  |  |
|  |  |  |
| BriefChoose an item. | **Forms produced** (Please tick): | **A/V** [x]  | **Print** [x]  | **Online** [x]  |

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| **Assessment**Please use phrases from the assessment grid and examples from the candidate’s work to support. |
| **Criteria** | **Comments** | **Mark** |
| Produce a statement of aims and intentions to create a cross-media production for an intended audience. |  | **/10** |
| Create a cross-media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context, and target audience. |  | **/20** |
| Create a cross-media production that uses media language to communicate meanings and construct representations. |  | **/30** |
|  | **TOTAL MARK** | **/60** |

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| **Authentication Declaration***I declare that the cross-media production work, as detailed in Section A, was completed independently by the candidate. All work is the candidate’s own, with the exception of any non-original material clearly credited, and any non-assessed individuals listed worked under the candidate’s direction. This work has not been submitted for any other qualification.* |
| **Signed:** | **Date:** |

**GDPR Consent**

**Cover Sheet Section D: Candidate to Complete**

* WJEC may select your work for use at teacher training events and subsequently upload it onto WJEC's secure website (accessible only to teachers via a secure login). Your name would be removed from your work before we use it. All materials are reviewed regularly and are removed when no longer relevant to our qualifications.
* WJEC may select your work for use in teaching and learning resources published on the WJEC/Eduqas public website. Your name would be removed from your work before we use it. All materials are reviewed regularly and are removed when no longer relevant to our qualifications.
* You understand that this agreement may be terminated at any time through written request.[[1]](#footnote-2)
* For further details about how we process your data please read WJEC's [privacy notice](http://www.wjec.co.uk/about-us/data-protection/WJEC%20Privacy%20Notice.pdf?language_id=1)

**If you prefer that WJEC does not use your work in this way, please tick here:**

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| **Centre No:** | 6 | 4 | 3 | 9 | 5 |  |
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| **Candidate name:** | Jane Bobman |  | **Candidate No:** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Candidate Signature:** | ke a picture of your signature and insert here |  | **Date:** | 14/10/22 |

**Cover Sheet Section E: Production participants (models/actors) to complete**

 **Over 13**

* I am over 13 and I give permission for my film/photographic image to be used according to the points detailed in Section D (above) in line with the consent of the candidate (Section D).

**Under 13**

* I give permission for my child’s film/photo image to be used according to the points detailed in Section D (above) in line with the consent of the candidate (Section D).

*Please sign as appropriate.*

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| **Name of participant (printed)** | **Participant/Parent Signature** | **Date** |
| **In your magazine/film marketing?****List all names** | Take a picture of their signature and insert here |  |
| **Who did you film for your music video?****List all names** |  |  |
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**If any participant has declined permission, please tick here:**

1. You must be over 13 to provide consent. You may withdraw your consent at any time by contacting WJEC on media@eduqas.co.uk Please include the title of the work, the year of assessment, centre name and number, candidate name and the Component in the communication. The work will then be removed from the secure website. [↑](#footnote-ref-2)