

# Student booklet

A-level Media Studies NEA

For submission in 2022

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You must complete:

1. a Statement of Intent
2. an **individual** cross-media production for an intended audience, applying your knowledge and understanding of the theoretical framework of media studies.

This booklet contains **six** briefs. You must choose **one** brief and create a cross-media production to fulfil the requirements of that brief.

### **Statement of Intent**

You must complete a Statement of Intent that outlines your aims for your cross-media production. This must be submitted to your teacher no later than 1 April 2022 and will be sent to the exam board for marking with your products. This will be assessed with the products and will allow you to explain the ways in which you will apply knowledge and understanding of media language and media representation to your products, how your products will target the intended audience, reflect the industry context they are created for and how you will exploit the opportunities for digital convergence between the products.

This is a compulsory element of the non-exam assessment and you must complete the Statement of Intent using a maximum of 500 words. There is a template at the end of this booklet for you to complete. This form must be handed in to your teacher no later than 1 April 2022.

If you only complete a Statement of Intent but no production work, then you will be awarded a mark of zero.

### **Unassessed participants**

Unassessed participants may appear in your media products, or operate lighting, sound and other equipment but this must be under your direction. You must list these unassessed participants, state what they did, and outline how you directed them to complete any tasks you set for them on the Candidate Record Form (CRF) that will be given to you by your teacher.

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**Brief One**

Brief	Minimum requirements
<p>Create three print adverts for an advertising campaign for beauty/grooming products which are aimed towards a gender of your choice.</p> <p>Each advert should be distinct but they should share visual branding to ensure that they are perceived as part of a unified campaign. You can choose to create three different adverts (eg magazine adverts, newspaper adverts, billboard) or three adverts of the same type. You should identify typical placement locations for each advert either in your Statement of Intent or in your presentation of each advert.</p> <p>The target audience for the adverts is young adults aged 15–25 years.</p> <p>Each advert should demonstrate a clear unique selling point (USP) to target the audience.</p> <p>Each advert should use at least one unique image whilst also ensuring the overall advertising concept remains coherent across the adverts. Audiences should recognise each advert as being part of the same campaign.</p> <p>You should consider how social media will factor into your adverts in attempting to raise the profile and circulation of the product(s) with the audience.</p> <p>Your concept must allow you to include all original images.</p>	<ul style="list-style-type: none"> <li>• Three different adverts, each aiming to engage the audience as identified in the brief</li> <li>• Appropriate copy, layout and design choices for each advert</li> <li>• A common house style to the overall campaign creating a recognisable brand and visual identity for the product</li> <li>• A distinct marketing strategy should be identifiable in each advert/across the campaign</li> <li>• At least three original images across the three adverts with a different dominant image in each advert</li> <li>• Images should be created and chosen to appeal to the target audience</li> <li>• Appropriate choices of font, type sizes and colours to create meaning</li> <li>• Each advert should include a tagline</li> <li>• Clear consideration of the industrial context of production.</li> </ul>
<p>Create three 30 second moving image adverts that are part of the same campaign as identified in Task 1.</p> <p>As with the print adverts, each advert should be distinct but should use a visual branding that shows that all adverts in the campaign, print and moving image, are part of the same campaign. The adverts are being created to be viewed on commercial television or a commercial streaming service such as All 4 or YouTube.</p> <p>The target audience, as for the print adverts, is young adults and each advert should include a specific selling technique for your product/brand.</p>	<ul style="list-style-type: none"> <li>• An identifiable brand image</li> <li>• 3 × 30 second adverts using original footage</li> <li>• Specific USPs</li> <li>• Identifiable persuasive strategies appropriate to the target audience/audience segment</li> <li>• A range of camera shots, angles and movement, to establish the locations, topic or issue and representations</li> <li>• Appropriate framing of shots</li> <li>• Appropriate choices of imagery to create meaning</li> <li>• Editing of the footage and sound for meaning, including continuity and/or visual effect</li> <li>• Use of titles and/or graphics in order to reinforce the message</li> </ul>

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<p>Each advert should appeal to a specific subgroup within this demographic.</p> <p>Your adverts should include some connection to the brand's online media and act to encourage audiences to access the brand's website and/or social media.</p>	<ul style="list-style-type: none"><li>• Use of appropriate lighting and mise-en-scène.</li></ul>
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**Brief Two**

<b>Brief</b>	<b>Minimum requirements</b>
<p>Create the home page and two further pages for a hobby-based website catering for a special interest audience which would appeal across age and gender.</p> <p>The site's main audience will be those interested in the hobby which could relate to interests such as food/crafting/sport/home/mechanics, etc.</p> <p>You should create the home page and two further pages featuring your chosen hobby. The site should generate a sense of community amongst the users and encourage audience interaction. Your pages will feature different layouts and design but should be recognisable as part of the same site through the application of a house style that is common across all pages. All pages should be linked together via hyperlinks and be accessible via a browser. The types of pages that could be included are reviews, forum, shop, blog, news, instruction.</p> <p>Your website should be illustrated with a minimum of eight self-generated images and you should include some audio and/or video material.</p>	<p>All pages should demonstrate the use of appropriate language and register for the target audience.</p> <p><b>Home page</b></p> <ul style="list-style-type: none"> <li>• Original title and logo for the website</li> <li>• Menu for the site</li> <li>• Social media links</li> <li>• Links to other pages in the site</li> <li>• Main page image – this image should not be used on the other pages created for this brief and should be original</li> <li>• Images and text that establish a clear house style.</li> </ul> <p><b>Two related web pages</b></p> <ul style="list-style-type: none"> <li>• Representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience</li> <li>• Appropriate conventions of a website must be used throughout</li> <li>• Pages should share design elements with the homepage but be distinct and different</li> <li>• The pages should include content that: <ul style="list-style-type: none"> <li>○ offers audiences appropriate information</li> <li>○ offers some multimedia content via audio or video (up to one minute)</li> <li>○ encourages the audience to interact and/or share information in some way.</li> </ul> </li> </ul> <p><b>All pages</b></p> <ul style="list-style-type: none"> <li>• Hyperlinks across all pages</li> <li>• Original copy across the site – at least 400 words</li> <li>• At least eight original images</li> <li>• Clear house style for website, including use of images, colour palette, page design and fonts.</li> </ul>
<p>Create four pages of a specialist magazine covering the hobby used to complete Task 1. The magazine is not a print version of the website but is a separate media product covering the same type of content. The print magazine should, therefore, not replicate any of the copy or images used in the website. The house style and branding of the two products should be different.</p>	<p><b>Front cover</b></p> <ul style="list-style-type: none"> <li>• Title and masthead</li> <li>• Selling line</li> <li>• Cover price</li> <li>• Dateline</li> <li>• Main cover image and at least two further smaller images related to the content of the magazine</li> <li>• At least five cover lines.</li> </ul>

Create a front page for the magazine and three internal pages. This can be three separate pages or a double page spread and a single page. At least one of these pages should be related to the website created for Task 1 in some way. For example:

- an interview with a contributor to the website
- a collaboration between the website and the magazine
- a competition related to the website.

As with the website, the target audience for the magazine are those with an interest in the hobby. Your choice of design, audience address, and content should consider the interests of your niche target audience.

### **Internal Pages**

- Content that is appropriate to the conventions of the genre of magazine being created
- Each page to use original images as illustrations (the main cover image must not be repeated but the smaller images from the front cover can appear on internal pages)
- Internal pages should reflect the design codes and conventions of the genre of magazine being created.

### **All pages**

- A clear house style should be used in the presentation of all pages
- A minimum of seven original images should be included in the submission
- All copy should be original and a minimum of 400 words in total should be submitted
- Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by magazines.

**Brief Three**

Brief	Minimum requirements
<p>Create a three minute opening and title sequence of a new prime-time, pre-watershed TV documentary.</p> <p>You can select the genre of the documentary and you will seek to attract a mainstream family audience.</p> <p>The documentary will be shown on a broadcasting channel and will also be available for viewers to watch on 'catch-up' eg onscreen prompt, introductory comment from presenter, pre-credits plug, etc.</p> <p>The opening sequence will introduce the topic of the documentary such as special interest, current affairs, etc and should create audience appeal and communicate the genre and tone effectively.</p> <p>You should ensure the importance of social media in increasing the circulation of the documentary is addressed.</p>	<ul style="list-style-type: none"> <li>• At least three filming locations</li> <li>• Clear communication of ideas about the documentary topic</li> <li>• Clear use of TV documentary codes and conventions</li> <li>• A range of camera shots, angles and movement, to establish the locations, topic or issue and representations</li> <li>• Appropriate framing of shots</li> <li>• Diegetic sound (which could include but is not restricted to dialogue, Foley and ambient sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meaning</li> <li>• Consideration of the mise-en-scène (including props, costume, location, and lighting) in the construction of shots</li> <li>• Use of narrative codes appropriate to the genre and form to create appeal for the target audience</li> <li>• Editing of the footage, soundtrack and dialogue to establish meaning</li> <li>• Use of graphics and titles as appropriate to the form and genre</li> <li>• Appropriate consideration of the industrial context of production.</li> </ul>
<p>Create three posters as part of a marketing campaign for the documentary.</p> <p>Each poster should focus on a specific marketing strategy for the documentary whilst also ensuring the overall advertising concept remains coherent across the adverts. Audiences should recognise each poster as being part of the same campaign. Your concept must allow you to include different images in each poster.</p> <p>Examples of marketing strategies you could communicate are:</p> <ul style="list-style-type: none"> <li>• how to access the documentary</li> <li>• a specific aspect of the documentary's content</li> <li>• a celebrity endorsement of the documentary</li> <li>• any other appropriate messages.</li> </ul> <p>The posters should actively promote the social media profile of the documentary and act to encourage sharing and/or audience participation and increase its circulation.</p>	<ul style="list-style-type: none"> <li>• Appropriate layout, and design choices for each poster</li> <li>• Appropriate choice of copy in each poster</li> <li>• Three different posters, each using a specific marketing strategy</li> <li>• A common visual style to the overall campaign creating a recognisable brand for the campaign</li> <li>• At least three original images across the three posters with a different dominant image in each poster – these must be images generated specifically for the poster campaign</li> <li>• Appropriate choices of font, type sizes and colours to create meaning</li> <li>• Appropriate consideration of the industrial context of production.</li> </ul>

## Brief Four

Brief	Minimum requirements
<p>Create three print adverts for an advertising campaign launching a new online-only supermarket.</p> <p>Each advert should be distinct, but they should share visual branding to ensure that they are perceived as part of a unified campaign. As this is a new supermarket you should create an easily recognisable logo and visual branding for the online shop. Your concept must allow you to include all original images.</p> <p>The target audience for the adverts is broad as the supermarket wishes to appeal to a range of different audience groups. Its USP is that it is an online-only supermarket so its marketing should focus on convenience and the ease of use of the supermarket's website and/or app.</p> <p>Each of your adverts should be created to be placed in different media products and/or locations. The location will suggest the target audience for each advert. For example:</p> <ul style="list-style-type: none"> <li>• cookery magazine</li> <li>• male targeted lifestyle magazine</li> <li>• female targeted lifestyle magazine</li> <li>• tabloid newspaper</li> <li>• broadsheet newspaper</li> <li>• billboard or other exterior display</li> <li>• any other appropriate locations.</li> </ul> <p>You should identify where each of your adverts would be placed and who the target audience is either in your Statement of Intent or in your presentation of each advert.</p> <p>Each advert should demonstrate a clear USP to target the audience identified by its placement.</p> <p>Each advert should use at least one unique image whilst also ensuring the overall advertising concept remains coherent across the adverts. Audiences should recognise each advert as being part of the same campaign.</p> <p>Your adverts should encourage the audience to engage with the supermarket's social media in some way.</p>	<ul style="list-style-type: none"> <li>• Three different adverts, each aiming to engage the audience/audiences as suggested in the brief</li> <li>• Appropriate layout and design choices for each advert</li> <li>• A common visual style to the overall campaign creating a recognisable brand and visual identity for the product</li> <li>• A distinct marketing strategy/USP should be identifiable in each advert/across the campaign</li> <li>• At least three original images across the three adverts with a different dominant image in each advert</li> <li>• Images should be created and chosen to appeal to the target audience</li> <li>• Appropriate layout, design and content choices relating to the placement of the adverts</li> <li>• Appropriate choices of font, type sizes and colours to create meaning</li> <li>• Appropriate consideration of the industrial context of production.</li> </ul>



Create a four-page marketing leaflet to be distributed as a mailshot as part of a promotional campaign for the launch of the new supermarket.

The leaflet will be delivered as a mailshot and so should target a mainstream audience. The product should create a strong and recognisable visual identity for the brand, including its company logo.

The leaflet should have a front cover and three further pages. The front page of the leaflet should consider creating immediate appeal to readers in the context of this marketing leaflet.

One page should be focused on the benefits of the supermarket's loyalty scheme and another page should include a brief interview with the founder of the company.

The remainder of the leaflet should contain whatever content you feel is appropriate. This could include:

- celebrity endorsement
- money-off vouchers
- a focus on special offers
- a competition
- a focus on how to order online
- recipes
- customer reviews/endorsements
- any other content you think would appeal to the audience.

The leaflet should encourage the audience to engage with the supermarket's social media in some way.

### **All pages**

- Content that is appropriate to the conventions of a marketing leaflet
- Each page to use original images as illustrations
- Pages should reflect the design codes and conventions of a marketing leaflet
- Appropriate choices of font, type sizes and colours to create meaning
- A coherent visual style should be used in the presentation of all pages
- A minimum of seven original images should be included in the submission
- All copy should be original and a minimum of 400 words should be submitted
- Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by marketing leaflets.

## Brief Five

Brief	Minimum requirements
<p>Create three pages for a new online lifestyle magazine.</p> <p>The target audience is young adults. You may choose to target a specific group within this age range, for example:</p> <ul style="list-style-type: none"> <li>• males</li> <li>• females</li> <li>• young professionals</li> <li>• students</li> <li>• any other audience group you feel is appropriate.</li> </ul> <p>Create the home page and two further pages featuring content appropriate to the genre of magazine and your audience. Your pages will feature different layouts and design but should be recognisable as part of the same site through the application of a house style that is common across all pages. The site should generate a sense of community amongst the users and encourage audience interaction.</p> <p>Your website should be illustrated with a minimum of eight self-generated images and you should include some audio and/or video material in addition to that created for Task 2. You should include at least one minute of multi-media content in one single or several shorter pieces of content.</p> <p>You should also encourage the audience to engage with the website's social media in some way.</p>	<p>All pages should demonstrate the use of appropriate language and register for the target audience.</p> <p><b>Home page</b></p> <ul style="list-style-type: none"> <li>• Original title and logo for the website</li> <li>• Menu for the site</li> <li>• Social media links</li> <li>• Links to other pages in the site</li> <li>• Main page image - this image should not be used on the other pages created for this brief and should be original</li> <li>• Images and text that establish a clear house style.</li> </ul> <p><b>Two related web pages</b></p> <ul style="list-style-type: none"> <li>• Representations of people, social groups, events or places that are appropriate and relevant to the content of your website and to your target audience</li> <li>• Appropriate conventions of a website must be used throughout</li> <li>• Pages should share design elements with the homepage but be distinct and different</li> <li>• The pages should include content that: <ul style="list-style-type: none"> <li>○ offers audiences appropriate information</li> <li>○ offers some multi-media content via audio or video (at least one minute) additional to the work created for Task 2</li> <li>○ encourages the audience to interact and/or share information in some way.</li> </ul> </li> </ul> <p><b>All pages</b></p> <ul style="list-style-type: none"> <li>• Hyperlinks across all pages</li> <li>• Original copy across the site - at least 400 words</li> <li>• At least eight original images</li> <li>• Clear house style for website site, including use of images, colour palette, page design and fonts.</li> </ul>
<p>Create a three minute audio or video feature for inclusion on one of the pages on the website created for Task 1. This content is in addition to the short audio/video content created for Task 1.</p> <p>The audio or video product should work to add further information to the content of one of the</p>	<p><b>Video</b></p> <ul style="list-style-type: none"> <li>• At least two filming locations</li> <li>• A range of camera shots, angles and movement, to establish the locations, topic or issue and representations</li> <li>• Appropriate framing of shots</li> <li>• Appropriate choices of imagery to create meaning</li> </ul>

pages on the website. As with the website, the content and format of this audio/video is dependent on your choice of target audience. Some examples of possible content include:

- an audio or video addition to a printed interview
- an audio or video 'behind the scenes' feature
- an audio or video feature giving background information on the content of the page
- an audio or video visualisation of an aspect of the content of the page. For example, a cookery demonstration, make-up application tips etc.
- any other content you feel is appropriate given the website's target audience.

The video should be embedded on the website.

- Diegetic sound (which could include but is not restricted to dialogue, Foley and ambient sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings
- Editing of the footage, soundtrack and dialogue for meaning, including continuity and/or visual effect
- Use of titles and/or graphics as appropriate
- Use of appropriate lighting and mise-en-scène.

#### **Audio**

- A narrator/interviewer/presenter to establish structure and meaning
- At least three different voices: presenters and contributors
- Some scripted dialogue
- Diegetic sound (which could include but is not restricted to dialogue, Foley and ambient sound) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meaning
- Use of appropriate language and register for the content and target audience
- Use of narrative codes appropriate to engage the target audience
- Editing and sound-mixing to establish meaning
- Use of codes and conventions of audio interviews and features.

## Brief Six

Brief	Minimum requirements
<p>Create four pages from a new celebrity gossip magazine.</p> <p>The magazine targets a youth audience. The magazine sources most of its content from social media and it specialises in creating stories from social media posts and audience responses to them.</p> <p>Create a front cover for the magazine and three internal pages. These can be three separate pages, or a double page spread and a single page. One of these pages could be a contents page.</p>	<p><b>Front cover</b></p> <ul style="list-style-type: none"> <li>• Title and masthead</li> <li>• Selling line</li> <li>• Cover price</li> <li>• Dateline</li> <li>• Main cover image and at least two further smaller images related to the content of the magazine</li> <li>• At least five cover lines.</li> </ul> <p><b>Internal Pages</b></p> <ul style="list-style-type: none"> <li>• Content that is appropriate to the conventions of the genre of magazine being created</li> <li>• Each page to use original images as illustrations (the main cover image must not be repeated but the smaller images from the front cover can appear on internal pages)</li> <li>• Internal pages should reflect the design codes and conventions of the genre of magazine being created.</li> </ul> <p><b>All pages</b></p> <ul style="list-style-type: none"> <li>• A clear house style should be used in the presentation of all pages</li> <li>• A minimum of seven original images should be included in the submission</li> <li>• All copy should be original and a minimum of 400 words should be submitted</li> <li>• Work should be presented on pages that are an appropriate size or in proportion to the size of paper used by magazines.</li> </ul>
<p>Create a visual representation of a sequence of eight Instagram posts created by a fictional celebrity/online influencer. The Instagram account is targeting a youth audience.</p> <p>The Instagram posts should be constructed to contribute to a recognisable brand image for the celebrity/influencer that would help reinforce their appeal to the audience. The posts should also encourage audience interaction and demonstrate the celebrity's/influencer's engagement with his/her followers using this platform. To do this each post should show the image used for the post, the caption created by the celebrity and two or three audience responses. Some of the posts should also</p>	<ul style="list-style-type: none"> <li>• Eight Instagram posts each aiming to appeal to and engage the audience/audiences as identified in the brief</li> <li>• Appropriate media language choices for each post</li> <li>• A distinct branding strategy should be identifiable across the posts</li> <li>• At least one original image per post plus appropriate comments</li> <li>• Appropriate consideration of the industrial context of production.</li> </ul>

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<p>demonstrate how Instagram can be used as an income stream for celebrity posters.</p>	
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Posts can include still images, animations, audio and/or video.

Posts can be submitted as printouts and separate video/audio files can be used to show the content of multi-media posts.

**A-level Media Studies NEA Statement of Intent**

Centre name	Centre number
Student name	Student number

This form must be completed and given to your teacher before 1 April 2022.

How will you use media language and media representations in order to create your product, meet the requirements of the brief and the needs of the target audience as well as reflect the appropriate media industries for your chosen brief? (Maximum 500 words.)

Be specific about the ways in which you will use aspects of media language, media representations, target your audience and reflect the appropriate media industry for your chosen brief and exploit opportunities for digital convergence.

**END OF STUDENT BOOKLET****Copyright information**

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is available for free download from [www.aqa.org.uk](http://www.aqa.org.uk) after the live examination series.

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