

**GCSE (9–1) Media Studies**  
**J200/03/04 Creating Media**  
Non-Examination Assessment (NEA) Briefs

**To be given to candidates on or after 1 March 2018 in the year before certification.**

**INSTRUCTIONS FOR CANDIDATES**

- Choose **one** brief.
- You must not reproduce an existing media product or brand.
- Group productions are not permitted but unassessed learners and others may act in, or appear in, the media production. In addition, unassessed learners and others may operate lighting, sound, recording and other equipment under your direction if required.
- You must submit a Statement of Intent with your production piece giving an outline of your plans for the production and showing how you targeted your intended audience.
- This NEA task is for candidates examined in **2019**.

**INFORMATION FOR CANDIDATES**

- The total number of marks available for Creating Media is **60**.
- This document consists of **6** pages. Any blank pages are indicated.

## INSTRUCTIONS FOR TEACHERS

### **Immediate guidance or supervision**

Any support that is given to assist a learner should be recorded on the cover sheet, whether this is direct assistance or due to health and safety requirements within the school.

### **What teachers can do**

Teachers may review work before it is handed in for final assessment. Advice must remain general, enabling learners to take the initiative in making amendments.

Teachers may give advice on:

- the suitability of locations
- the technical resources available
- the need for a professional working relationship if the learner is using unassessed learners to support the production
- the appropriateness of production schedules
- health and safety issues that may arise.

### **What teachers cannot do**

Teachers may not give detailed advice and suggestions as to how the work may be improved in order to meet the assessment criteria. This includes intervening to improve the presentation or content of the work.

Further guidance about the nature of advice that teachers can give to learners may be found in the JCQ publication *Instructions for conducting non-examination assessments*.

Magazine	
Brief 1:	Production must include as a minimum:
Create a front cover and a double page spread article for an <b>informative sports</b> magazine aimed at <b>an audience of 10–13-year-olds</b> .	<p>A total of <b>three pages</b> including a front cover and double page spread article. This must include a minimum <b>five original images</b> (photographs, illustrations, art work). Found images are permitted in addition to the original images.</p> <p><u>Front cover:</u>  Original masthead/title  Strapline  Cover price, barcode, price, edition number  Original images: Main cover image and at least two other images  At least four cover lines one of which must link to the double page spread article</p> <p><u>Double page spread article:</u>  Headline, stand-first and sub-headings  Original images: Main article image and at least one other image.  Feature article of approximately <b>300</b> words that links to one of the cover lines on the front page</p>
Television	
Brief 2:	
<p>Create an opening sequence from a <b>children's drama</b> television programme aimed at <b>an audience of 10–13-year-olds</b>.</p> <p>You may use an existing song as part of your opening sequence. The song does not need to be copyright free.</p>	<p>An opening sequence to the programme lasting approximately <b>two minutes</b> (which may include up to a maximum of <b>20 seconds</b> of found footage)  A minimum of <b>two filming locations</b>  At least <b>three characters</b> (including a protagonist and antagonist)  Narrative structure including disruption and/or enigma  A range of camera shots, angles and movement (including close ups and establishing shots)  Use of diegetic sound and non-diegetic sound (including soundtrack)  Editing of footage, dialogue and music.</p>

Music Video	
Brief 3:	Production must include as a minimum:
<p>Create an original music video to accompany a <b>dance</b> music track aimed at <b>an audience of 14–18-year-olds</b>.</p> <p>You may use an existing song as the basis of your music video. The song does not need to be copyright free.</p>	<p>A sequence from a music video lasting approximately <b>two minutes</b> (which may include up to a maximum of <b>20 seconds</b> of found footage)</p> <p>A minimum of <b>two filming locations</b></p> <p>Shots of the artist or band</p> <p>Narrative structure including disruption and/or enigma</p> <p>A range of camera shots, angles and movement (including close ups and establishing shots)</p> <p>Editing of the original footage to match the song/genre of music</p> <p>A fictional artist name and song title.</p>
Online, social and participatory*	
Brief 4:	Production must include as a minimum:
<p>Create a homepage and one linked web page for a website for a <b>fictional popular music artist</b> targeted at <b>an audience of 10–13-year-olds</b>.</p> <p>The website must not be based on an existing artist.</p>	<p>A total of <b>one</b> homepage and one additional webpage including a minimum of <b>three original images</b> (photographs, illustrations, art work).</p> <p><b>One</b> working link between the homepage and one other page of the website (either an artist biography, artist news or artist blog)</p> <p>Menu/navigation bar</p> <p>Text promoting the artist and their music (<b>150–200 words</b> in total)</p> <p><b>45 seconds</b> of original audio or audio-visual material embedded into one of the pages (either an interview, a performance/rehearsal or a video blog or magazine article)</p> <p>A fictional artist.</p>

\* Learners are not required to create websites through programming languages such as HTML and can use web design software or templates for the online briefs. Learners must be responsible for the design of the website and all content (such as text, images and audio-visual material) must be original. Learners must acknowledge any software or templates they have used on the cover sheet.

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