

A Level Media Studies

H409/03/04 Making media

Non-Examination Assessment (NEA) Sample Briefs

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

INSTRUCTIONS FOR CANDIDATES

- You must not reproduce an existing media product.
- 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.
- This NEA task is for candidates examined in **2019**.

INFORMATION FOR CANDIDATES

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

Guidance

Teachers can review learners' work before it is handed in for final assessment. Advice must remain at the general level, enabling learners to take the initiative in making amendments. One review should be sufficient to enable learners to understand the demands of the assessment criteria.

Statement of Intent

Learners must complete a Statement of Intent for their own media production which must be submitted with their production. A penalty will be applied if it is not supplied to the teacher with a learner's final production (see Section 3f of this specification for more details). The Statement of Intent needs to outline the ways in which the learner proposes to use the four areas of the media theoretical framework to communicate meaning and meet the requirements of their chosen brief, set by OCR.

Learners must complete the Statement of Intent document using approximately 500 words. A template will be provided on the OCR website for guidance.

Teachers should refer to section 2f of the specification for further guidance on preparatory activities (research and planning), production rules and guidance and submission guidance.

Teachers **can**:

- explain the purpose of their chosen media brief
- advise on resources for individual productions
- train learners to use any necessary technology or software needed for the production
- alert the learner to key things that must be included in their final production
- review learners' work before it is handed in for final assessment (this includes rough cut edits) but advice must remain at the general level, enabling learners to take the initiative in making amendments. One review should be sufficient to enable learners to understand the demands of the assessment criteria.

Teachers **must not**:

- practise the learner's chosen media brief with them
- give detailed advice and suggestions as to how the work may be improved in order to meet the assessment criteria. This includes indicating errors or omissions
- personally intervene to improve the presentation or content of the work
- personally intervene to improve the presentation or content of the work. Providing that advice remains at the general level, enabling the learner to take the initiative in making amendments, there is no need to record this advice as assistance or deduct marks.

Sample Briefs

Select **one** brief from the four options below.

Medium	Requirements of the brief	Production detail
Brief 1 Television and online	<p>You work for an independent media production company. You have been given the task of producing a three minute opening sequence of a pilot show for a new non-studio based game show for the TV channel, Dave, and the working website for the pilot show.</p> <p>The opening sequence must introduce the concept of the show and provide an audience hook in a pre-title sequence. It must also include the title sequence.</p> <p>The web pages must promote the new game show to its target audience and enable fans to interact with the show.</p> <p>Summary of brief requirements:</p> <ul style="list-style-type: none"> • Statement of Intent (approx. 500 words)¹ • Opening sequence for pilot of non-studio based game show: One, three minute opening sequence • Broadcast channel and time: Content must be suitable for the TV Channel Dave in the early evening (weekday 5pm–7pm) • Number of web pages: One homepage and one linked page • Cross-media production target audience: 16–25 ABC1 demographic. <p>There must be a clear sense of branding across the two elements of the cross-media production.</p>	<p>The production of the opening sequence must include (as a minimum):</p> <p>Range of camera shots, including shot distances, angles and movement as appropriate to a non-studio based game show.</p> <p>Editing of footage and sound.</p> <p>Soundtrack, which should include voice (either as voiceover or diegetic voices of presenters/contestants), sound effects and appropriately edited music.</p> <p>At least two different settings (this may be the same location with a significantly different use of mise-en-scene and / or lighting or two different locations).</p> <p>At least two characters representing at least two different social groups.</p> <p>Graphics/titles to include the title of the programme and the names of key presenters.</p> <p>The production of the web pages must include (as a minimum):</p> <p>A minimum of two original images, (with at least one different original image on each of the two pages) that promotes and reinforces the brand identity of the pilot game show (for example these might feature presenters or contestants).</p> <p>Appropriate conventions of website design, including an original title and logo for the game show and a menu bar</p> <p>Text introducing the main features of the game show</p> <p>Working links from the home page to each of the other page.</p> <p>A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.</p> <p>Original audio or audio-visual content appropriate to the game show.</p>

¹ A Statement of Intent document needs to be completed as part of each OCR set brief. Learners need to complete a Statement of Intent document to outline the ways in which they propose to use the four areas of the media theoretical framework to communicate meaning and meet the requirements of their chosen set brief.

Medium	Requirements of the brief	Production detail
<p>Brief 2 Radio and online</p>	<p>You work for an independent media production company. You have been given the task of producing a three minute opening sequence of a pilot radio game show to be broadcast on a new radio station owned by Talk Radio UK that targets young adults and the working website for the pilot show.</p> <p>The opening sequence must introduce the concept of the show and provide an audience hook.</p> <p>The web pages must promote the new game show to its target audience and enable fans to interact with the show.</p> <p>Summary of brief requirements:</p> <ul style="list-style-type: none"> • Statement of Intent (approx. 500 words)¹ • Opening sequence for pilot of a radio game show: One three minute opening sequence • Broadcast channel and time: Content must be suitable for UK commercial radio in the early evening (Sunday 7pm–7.30pm). • Number of web pages: One homepage and one linked page • Cross media production target audience: 16–25 ABC1 demographic. <p>There must be a clear sense of branding across the two elements of the cross-media production.</p>	<p>The production of the opening sequence must include (as a minimum):</p> <p>Soundtrack, which should include a range of voice (either as voiceover or diegetic voices of presenters / contestants), sound effects and appropriately edited music.</p> <p>Editing of the opening sequence that is appropriate to the conventions of a radio game show.</p> <p>The name of the radio show, presenters and contestants.</p> <p>Use of voiceover or dialogue to give a clear outline of the concept of the game show.</p> <p>A call to action advising listeners on how they can interact / or learn more about the game show online.</p> <p>At least two characters representing at least two different social groups.</p> <p>The production of the web pages must include (as a minimum):</p> <p>A minimum of two original images, (with at least one different original image on each of the two pages) that promotes and reinforces the brand identity of the pilot game show (for example these might feature presenters or contestants).</p> <p>Appropriate conventions of website design, including an original title and logo for the game show and a menu bar</p> <p>Text introducing the main features of the game show</p> <p>Working links from the home page to the other page.</p> <p>A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.</p> <p>Original audio or audio-visual content appropriate to the game show.</p>

Medium	Requirements of the brief	Production detail
Brief 3 Magazines and online	<p>You work for an independent media production company. You have been given the task of producing the covers of the first four editions of a new, free, listings² magazine that is being launched by IPC and the working website for magazine. IPC intend to give the magazine away for free at train stations in major towns and cities across the UK.</p> <p>The four magazine covers must feature the key listing event for each edition and provide an audience hook.</p> <p>The web pages must promote the new magazine to its target audience and enable fans to interact with the content.</p> <p>Summary of brief requirements:</p> <ul style="list-style-type: none"> • Statement of Intent (approx. 500 words)¹ • Free listings magazine covers: the first four editions (A4 size in portrait layout). • Magazine distribution method: Content must be suitable for free public distribution at train stations in major towns and cities across the UK. • Number of web pages: One homepage and one linked page • Cross media production target audience: 16–25 ABC1 demographic. <p>There must be a clear sense of branding across the two elements of the cross-media production.</p>	<p>The production of the four magazine covers must include (as a minimum):</p> <p>At least four different main images using original photography across the four magazine covers.</p> <p>Editing of magazine covers (including photos, text, graphics, typography and layout)</p> <p>Written text including masthead, main coverline, coverlines and selling lines.</p> <p>A different setting for each cover (this may be the same location with a significantly different use of staging, mise-en-scene and / or lighting).</p> <p>At least two models representing at least two different social groups across the four magazine covers.</p> <p>A call to action pointing readers to the online website.</p> <p>The production of the web pages must include (as a minimum):</p> <p>A minimum of two original images, (with at least one different original image on each of the two pages) that promotes and reinforces the brand identity of the magazine (for example these might be of featured events).</p> <p>Appropriate conventions of website design, including an original title and logo for the game show and a menu bar</p> <p>Text introducing the main features of the online website</p> <p>Working links from the home page to the other page.</p> <p>A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.</p> <p>Original audio or audio-visual content appropriate to the online website.</p>

² Listings magazines: A magazine such as Time Out: London which features listings for TV, Film, Theatre, Music, Arts, and Restaurants etc. – not a TV listings magazine.

Medium	Requirements of the brief	Production detail
<p>Brief 4 Music Video</p>	<p>You work for an independent media production company. You have been given the task of producing a three minute music video³ for a fictional electropop band/artist who are signed to Mute records, and the working website for the band/artist.</p> <p>The music video must feature the band/artist and include a mixture of performance from the band/artist and narrative structure (for example narrative disruption and / or enigma).</p> <p>The web pages must promote the band/artist to its target audience and enable fans to interact with them.</p> <p>Summary of brief requirements:</p> <ul style="list-style-type: none"> • Statement of Intent (approx. 500 words)¹ • Music Video: One, three minute music video • Distribution channel: Content must be suitable for broadcast on streaming sites such as YouTube and age appropriate for young adults from the age of 16 • Number of web pages: One homepage and one linked page • Cross-media production target audience: 16–25 ABC1 demographic. <p>There must be a clear sense of branding across the two elements of the cross-media production.</p>	<p>The production of the music video must include (as a minimum):</p> <p>Range of camera shots, including shot distances, angles and movement as appropriate to a music video.</p> <p>Editing of footage appropriate to the genre of the music video audio track.</p> <p>Shots of the artist or band.</p> <p>At least two different settings (this may be the same location with a significantly different use of mise-en-scene and / or lighting or two different locations).</p> <p>At least two characters representing at least two different social groups.</p> <p>Graphics/titles to include the name of the track and the name of the band/artist.</p> <p>The production of the web pages must include (as a minimum):</p> <p>a minimum of two original images, (with at least one different original image on each of the two pages) that promotes and reinforces the brand identity of the band/artist(s) (for example these might feature the band/artist or fans).</p> <p>Appropriate conventions of website design, including an original title and logo for the band/artist’s webpage and a menu bar</p> <p>Text introducing the band/artist</p> <p>Working links from the home page to the other page.</p> <p>A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.</p> <p>Original audio or audio-visual content appropriate to the band/artist’s webpage.</p>

³ Music video: You may use an existing song for your music video (this does not need to be copyright free).

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