

A LEVEL

Exemplar Candidate Work

MEDIA STUDIES

H409

For first teaching in 2017

H409/03/04

**Exemplar candidate work:
*Magazine brief***

Version 1

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Introduction

Please note: This resource uses work produced for the legacy A Level Media Studies G324 Advanced Portfolio in Media to exemplify the application of the H409/03/04 Making Media mark scheme. As such the candidate work was not produced in relation to the requirements of the Making Media briefs and so at times do not meet those requirements, nor do they include the required Statement of Intent. For the purposes of the commentary it has been assumed that candidate work is appropriate to the required genre and target audience.

As the following magazines were produced for the legacy qualification they consist of only one front cover and contents page per magazine – if any candidate were to submit just one edition of their magazine under the ‘Application of knowledge and understanding of the media theoretical framework to create a media product’ criteria they could only reach a level 1, which expects work to demonstrate:

- ‘A minimal realisation of the chosen brief that addresses few of the requirements of the brief; *production details are likely to be incomplete and substantially below the stipulated lengths/quantity...*’

For the purpose of this commentary work will be assessed as if there were two editions, so that centres can get a sense of standards of work expected in all other respects.

There is no accompanying website for the same reasons.

Candidate 1 ('The Edge')

Medium

15/25 marks



Contents

JANUARY 2016 : ISSUE NO. 2 - £3.50

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The ultimate end-of-summer blowout

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The countdown begins

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136 Brianna Dawes
Recreate this season's most wanted style

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The man responsible for some of this century's most exciting music

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Stats, games and playlists

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Busy P in the hot-seat

150 Directory
The planet's best club listings



THE EDGE
A-J
EXCLUSIVE
Nobody knows the whole story about it...
TEENAGERS MARKED FOR DEATH
CHARLES SMITH
Cameron Lauren
HAS BEEN A [VERY] BAD GIRL
JANUARY 2016 : ISSUE NO. 2 - £3.50

@thehedgemagz

"I get so many tweets and FB messages asking what my job is like as The Edge and how you can snag one day! The best part of this gig? Reading your messages! Recently I've heard from some girls who were concerned that we'd strayed from our promise to show real life as they really are. A lot of the comments were about Photoshopping or digitally enhancing photos. We never alter the way the girls on our pages really look. It's crucial that we represent girls of all shapes, sizes and ski tones for their real beauty!"

Editors Letter - Tanya Nagpal

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Page 2

Examiner commentary

Production detail

- This music magazine presents four main images, using original photography; the mise en scène is slightly limited, especially on the contents page, both in terms of setting and costume, with a preponderance of suits and school corridors. The front cover has cropped the main figure (somewhat clumsily) to superimpose it on a blue background, thereby just about creating a different staging.
- There is clear evidence of editing of the cover and double-paged contents page (including photos, text, graphics, typography and layout). There is a range of typography (both fonts and sizes); a colour palette has been selected and runs throughout; the main figure has been cropped and placed appropriately in the centre of the cover. The contents has been organised into columns, with graphics, a house style in numbering the page numbers the articles are to be found on, an editor's letter, a thumbnail of the cover, page numbering etc. – all indicating careful consideration of editing the parts into a cohesive whole.
- There is written text, including a masthead, main coverline, sell lines, subtitles and copy.
- There are at least two models representing at least two different social groups.
- There is a call to action pointing readers to the magazine online (on the right hand contents page).

15/25 marks

As mentioned earlier there is only one edition of the magazine as it has been taken from legacy work – one would also expect a different setting for each of the two magazine covers for H409/02/03, as well as different material for each magazine's contents page.

Overall, **if** this work had included the covers and contents pages of **two** magazines, the work would have fallen into the **adequate** bracket - a high Level 3.

The learner demonstrates **adequate** application of knowledge and understanding of the media theoretical framework to create a media product.

- An adequate use of a range of mostly appropriate media language techniques, that delivers a competent demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - A competent use of codes and conventions that communicates meaning that is reasonably appropriate to the media form
 - a reasonably appropriate use of content and appeal which creates consistent meaning for the intended audience
 - an adequate use of representations which create mainly well-selected insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- An adequate application of knowledge and understanding of the media industry demonstrated through a competent use of the media form that is in the most-part relevant to the media industry context of the set brief.
- An adequate realisation of the chosen brief that addresses most of the requirements of the brief, although some elements of the production detail may be missing.

Candidate 2 ('R.a.w.r')

High

20/25 marks



R.A.W.R. CONTENTS ISSUE NO: 1201 COVER DATE: 02/12/12



NEWS

- 04 R.I.P. BOB GRANT
- 05 HOT TUNES
- 07 7 DAYS OF ROCK
- 08 FIRE IN THE HOLE
- 10 BLACK VIEL GROOM

LIVE REVIEWS

- 13 SIMPLEPLAN
Firing up the O2 Arena, these boys still have fuel left for more.
- 14 FLAIRS FOR FLORENCE
Fireworks up the Sydney Harbour as the band wrap up their summer tour.
- 16 METALLICA
These rock legends may be aging but they keep their music fresh!
- 17 WE THE KINGS
Have these boys recovered from last years TMZ scandal or was that just another bump on the road to Hollywood?

POSTERS

- 20 GREENDAY, BLINK 182 & MORE!

FEATURES

- 38 DO THESE NEWBIES 'THE VAMPS' HAVE WHAT IT TAKES?
- 51 20 YEARS AND RUNNING!
- THE KINGS' RECOVERY 38

38 THE VAMPS

Meet the members of the new teen band signed to Mercury Records.

42 MATT MYERS

Front man and lead singer of Man On Moon brings an end to an era.

45 JORGE

See 'Drugs and Rock N' Roll' that's the only motto I live by."

49 AVRIL LAVIGNE

Is the Punk Princess thinking of making a comeback or is she returning to a more simpler life?

51 20 YEARS OF SCALA

Find out how this club-themed live music venue in London celebrated its 20 years anniversary.

ALBUMS

54 UNOI! IDOSI! ITRE!

Has Greenday gone crazy?!

57 HOUSE OF GOLD & BONES, PT. 1

Stone Sour debuts at No. 1 on Charts

KEEP IN TOUCH, FOLLOW US ON OUR SOCIAL MEDIA SITES!

TWITTER.COM/RAWR_MAGAZINE

FACEBOOK.COM/RAWRMAGAZINE

YOUTUBE.COM/RAWRMAGAZINE

ISTAGR.AM/RAWRMAGAZINE

Hello, Readers! It's been a month of highs (not the Ozzy Osbourne tour but type's) and lows. The lows, nowhere more so than the sad news that Matt Myers (aka The Beard) left his old project in search of pastures new... and possibly greener. We, here at R.A.W.R., have seen many so-called super bands split asunder, but this one has hit us hardest. The men loved his facial hair, the women loved his looks and as for his music... well... you get

the picture. Cease weeping though, dear reader, because the tragic has been tempered with the terrific. New artists, The Vamps, look set to fill the beard's and bias of every one with their astonishing debut album, and wait till you see the interview we got with them! As for Myers and his music, let's hope it's a case of hopper and better, rather than bargain and bucket! Anyway, we hope you enjoy this issue. Thanks for reading!



Aaron EDITOR

Examiner commentary

Production detail

- This rock-based music magazine includes four main images using original photography across the cover and single contents page. The mise en scène is different in each photo and appropriate for the genre of magazine, both in terms of setting and costume. Two photos are clearly staged and controlled to create a representation of the artists; two are more extemporaneous – a shot of a band/artist in concert and an external shot of a music venue. There is a portrait ‘snap’ of the editor of the magazine, demonstrating overall the range of photographic styles and functions needed.
- There is clear evidence of editing the photos (including cropping); text (using a wide range of fonts effectively and with understanding, showing the importance of control of leading to create impact); graphics (including creating a masthead and putting ticket-shaped and plectrum-shaped puffs on the cover); layout (placing the central figure on the cover both behind and in front of the masthead); and creating a cohesive colour palette overall.
- There is written text, including a masthead, main coverline, sell lines, subtitles and copy.
- There are at least two models representing at least two different social groups.
- Readers are pointed to a range of social media sites linked to the magazine (if not to an online website as such).

20/25 marks

Again, as this is legacy work being used for commentary purposes, there is only one magazine – one would also expect a different setting for each of the two magazine covers for H409/02/03, as well as different material for each magazine’s contents page.

Overall, **if** this work had included the covers and contents pages of **two** magazines, the work would have been very **Good** – a high level 4

The learner demonstrates **good** application of knowledge and understanding of the media theoretical framework to create a media product.

- A very good use of a range of appropriate media language techniques, that delivers a good demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - a well-developed use of codes and conventions that communicates meaning that is appropriate to the media form
 - an appropriate use of content and appeal which creates effective meaning for the intended audience
 - a fairly good use of representations which create well-selected and well-developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Well-developed application of knowledge and understanding of the media industry demonstrated through a good use of the media form that is appropriate to the media industry context of the set brief.

A good realisation of the chosen brief that addresses all requirements of the brief and includes almost all elements of the production detail.

Candidate 3 ('Fuse')

High

22/25 marks



Examiner commentary

This music magazine has a strong house style and design that shows excellent understanding of the form and audience; representation is also controlled.

Production detail

- The magazine includes six images (two main images and four slightly smaller ones used as part of the contents) using original photography across the cover and single contents page. The mise en scène is a little limited in terms of setting, but other aspects (costume, make up, props and performance) are different in each photo and appropriate for the genre of magazine. The candidate has used colour and black and white deliberately and to good effect in creating the magazine's style and in constructing representations. The main photo is a little out of focus which somewhat weakens audience address.
- There is clear evidence of editing the photos (including cropping and creating b/w, rotating and superimposing); text (using a wide range of fonts and font sizes effectively and with understanding; using colour to aid with design and navigation, as well as impacting on other aspects of reading the text; using the dense text of the contents to create impact and using the varying sizes of text on the cover as a strong design feature); graphics (such as the diamond as part of Eva's name/logo); layout (placing the central figure on the cover in front of the masthead); and creating a cohesive colour palette overall.
- There is written text, including a masthead, main coverline, sell lines, subtitles and copy.
- There are at least two models representing at least two different social groups.
- There is a call to action pointing readers to the online website as well as to a range of social media sites linked to the magazine.

Again, this is legacy work being used for commentary purposes, and so there is only one edition of the magazine – one would also expect a different setting for each of the two magazine covers for H409/02/03, as well as different material for each magazine's contents page.

Overall, **if** this work had included the covers and contents pages of **two** magazines, the work would have been Excellent – a low-mid level 5.

22/25

The learner demonstrates **excellent** application of knowledge and understanding of the media theoretical framework to create a media product.

- A sophisticated use of a wide range of appropriate media language techniques that delivers an accomplished demonstration of knowledge and understanding of the distinctive media language of the media form, including:
 - o a highly developed use of codes and conventions that communicates meaning that is highly appropriate to the media form
 - o a highly appropriate use of content and appeal which creates sophisticated meaning for the intended audience
 - o a sophisticated construction of representations which create well-selected and highly developed insights into the portrayal of events, issues, individuals and social groups as appropriate to the media form.
- Highly developed application of knowledge and understanding of the media industry demonstrated through a sophisticated use of the media form that is highly appropriate to the media industry context of the set brief.
- An excellent realisation of the chosen brief that addresses all the requirements of the brief and includes all elements of the production detail. (Except for the comments above about only one edition of the magazine being present due to this being legacy work.)



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