OCR
Oxford Cambridge and RSA

GCSE (9–1)

Exemplar Candidate Work

MEDIA STUDIES

J200
For first teaching in 2017

NEA prototype with commentary – magazine brief

Contents

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Introduction

Ofqual have confirmed that candidates taking GCSE Media Studies in summer 2022 can submit prototypes or mock-ups, with supporting evidence as necessary if they have not been able to produce a finished product for their NEA production. Further information can be found in the Changes for 2022 section of our website.

The magazine prototype shows what a prototype may look like. It is not prescriptive in any way and shows an example of what a magazine prototype may look like if the candidate is unable to complete the work as required by the specification.

The exemplar prototype shows work produced for a fashion magazine. In **2022** the magazine brief requires students to create a front cover and a double page spread article for a **hobby** magazine aimed at an audience primarily of 14–18-year-olds. The live 2022 brief can be downloaded from our website.

This prototype has been adapted from production work submitted for the legacy specification.

Four key questions to ask when assessing the NEA

How well have students:

1. Applied knowledge and understanding of media language techniques, including codes and conventions, of their chosen media form?

2. Constructed and selected representations, which are appropriate for their chosen media form?

3. Used content and audience address to communicate meaning to their intended audience?

4. Produced a production which addresses the detailed requirements of the brief?

Statement of Intent

For this project, I thought of making a magazine extract for males, but eventually decided to aim my magazine at young females. I plan to use an eye-catching font and vibrant colour schemes in order to attract my target audience of 14-18 year olds. I will pay close attention to the clothing and jewellery of the cover model. The strong, confident, but approachable image of the cover model will be reinforced through my choice of locations and mise-en-scène, either using the riverside at Richmond or Kew Gardens. I will appeal to my intended audience through the use of models who are of a similar age. I will use popular high street brands for the clothing that is not too expensive so that my audience do not feel alienated. I plan to use high key lighting for a bright, positive, cheerful and friendly representation of the cover model in order to attract my target audience.

I plan to follow conventions and include pricing, bar code, date and cover lines in a colourful palette that will attract my audience and speak to them directly. I will use different fonts on the front cover to make it more eye-catching and interesting. The article of my double page spread will be in the form of a Q and A, which is easy to read and will include a large image.

My models will be represented as strong and intelligent. One of my cover lines refers to a serious article about the Zika epidemic to inform my audience about how dangerous the Zika virus is in developing countries. The fashion blogger will talk about sustainable fashion. This shows that my audience can be interested in fashion but also in serious news stories.

NB Unfortunately I ran out of time and could not finish the double page spread due to COVID-19. I include all my research and planning notes in the form of a PowerPoint to show how I intended the magazine extract to look if I had managed to finish it.

Moderator's commentary on Statement of Intent

Please note the exemplar candidate work used here does not exemplify the set genre for assessment this year. In 2022 students must submit work for the set brief - a hobby magazine.

The student gives helpful details on how she intends to use mise-en-scène to attract her audience: high key lighting, locations, clothing and jewellery. She identifies the need for an eye-catching font and vibrant colour schemes on her front cover in order to appeal to her 14-18 year old target audience.

The student states that she intends to use models who are close to the age of the reader, and to represent them as friendly and accessible. The clothing focused on in the magazine will be high street rather than designer, again appealing directly to the target audience, who are likely to be at school or college.

The target audience is represented as interested in serious stories through the Zika cover line, and the discussion on sustainable fashion in the Q and A with the fashion blogger in the DPS.

General comments on the prototype

The student has submitted a completed front cover for her magazine 'Blonde', an informative and entertaining fashion magazine (for 2022 students should submit pages for a hobby magazine), together with a prototype for the DPS. The DPS is presented as a digital mock-up, rather than a finished product, but the student's intentions with regard to layout, images, and written text are evidenced in the supporting evidence (here, a PowerPoint presentation).

It is evident that detailed research and planning have been carried out. The student has included a range of photographs taken for the production, more than fulfilling the requirement for a minimum of five original images.

Front cover

All the detailed requirements for the front cover are addressed: masthead, range of cover lines, original main cover image, date, pricing, barcode. There is a clear focus on the chosen genre evidenced by the use of cover lines, the clothing, pose and age of the cover model and the mise-en-scène of the local area.

Excellent photography with careful consideration of lighting and framing is used for the cover model with the serif masthead overlapping the main image, as is conventional. The red of the model's jacket offers a colourful contrast with the yellow and white typography, as intended by the student. She uses a variety of serif and sans-serif, upper and lower case fonts. The mode of address is appropriate and speaks directly to its audience through the imperative: "Be gorgeous without limits".

The model is represented as accessible, confident and strong. High key lighting and the use of contrasting colour for the cover lines reinforce the positive, bright representation of the young model. The cover line on the Zika epidemic which is used in the early mock-ups (see supporting evidence) no longer appears on the final front cover, perhaps suggesting that the student decided the story was not appropriate for her target audience.

Double page spread

The student has submitted a digital mock-up for the DPS. The main image on the right-hand page appears completed, with an appropriate image of the confident young blogger who is the subject of the Q and A article. She models the clothes effectively in a pose which is appropriate for the target audience. The product details in the top left corner are a little difficult to read and could benefit from some adjustment.

The left hand page is unfinished, but placeholders are included for the standfirst and two columns for the Q and A article. The questions are intended to act as sub-heads. The copy for the article is included in the supporting evidence, although the copy for the standfirst is missing. There is an intention to include a running head to reinforce a consistent house style in the mock-up. The heading 'Be gorgeous without limits' also offers cohesion with the cover line on the front page.

The draft copy for the Q and A article (see supporting evidence) demonstrates a good understanding of representation, with insights into the positive representation of the blogger's followers/readers as independent-minded young women who are concerned about the environment.

Some of the elements of the DPS, such as the size of the font of the heading and the placement of the original images, might need some adjustment. However, it is recognised that this is likely to be the case with any mock-ups once the final production is in progress.

Final comments

Although intentions with regard to the use of colour and typography in the DPS are less clear, almost all the elements of production detail have been planned, if not realised. The student demonstrates a good (and in some places excellent) knowledge of media language and of the distinctive media form. She uses content and audience address effectively to communicate meaning to her target audience. The student's use of representations is well-selected, although this area could have been developed further.

The production meets some of the criteria for Level 5, but this is overall a good realisation of the chosen brief and is placed at the higher end of Level 4 with 24 marks.

The prototype

Prototype for brief 1: Magazines

(NB This prototype has been adapted from production work submitted for the legacy specification.)

The candidate work was not produced to the requirements of the 2022 brief. Please refer to to 2022 NEA briefs for the full requirements for assessment in 2022.
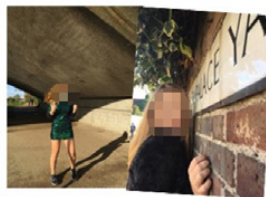
Prototype for Brief 1: Magazines

Front cover

Moderator's comments

All elements of production detail included:

- masthead

- range of cover lines appealing to target audience of 14-18 year old females

- original main cover image of model

- date

- pricing

- barcode

Front cover

Moderator's comments on Media Language

Codes and conventions applied, fitting with learner's intentions in the Statement of Intent:

- direct, welcoming gaze of model

- model dominates the cover

- exterior location offers realism while kept in the background through shallow depth of field

- colour contrast of red of model's jacket with yellow and white typography

- variety of typography, using serif and sans-serif fonts

- serif masthead overlaps model

Front cover

Moderator's comments on Representation

Key points, fitting with learner's intentions in the Statement of Intent:

- model represented as accessible – similar age to the target audience

- use of direct address represents model as confident and strong

- high key lighting aids positive, bright representation of young model

- high street brands featured in cover lines, within the budget of the target audience

- the imperative "Be gorgeous without limits" speaks directly to the target audience, aimed at building their self-esteem.

Mock-up for DPS

Mock-up for DPS

Moderator's comments on Representation

Production detail present:

- main image of young blogger in confident pose, represented as comfortable in stylish location with good depth of field

- clothing well displayed through use of lighting and pose - appropriate for target audience

- product details in top left hand corner

Mock-up for DPS

Moderator's comments

Intentions for the unfinished DPS are explained in the supporting evidence (see in slides below).

Production detail present or indicated:

- running head for cohesion with front cover (otherwise not much evidence of cohesion apart from cover line quotation from article)

- heading (size of font may need adjusting)

- placeholder for standfirst (details not included in supporting evidence)

- placeholders for questions in columns, acting as sub-heads (in supporting evidence below)

- placeholders for answers in columns (in supporting evidence below)

- four supplementary original images (although positioning in the article may need adjusting).

Research

After choosing to produce a fashion magazine for women I researched the codes and conventions of fashion magazines' front covers.
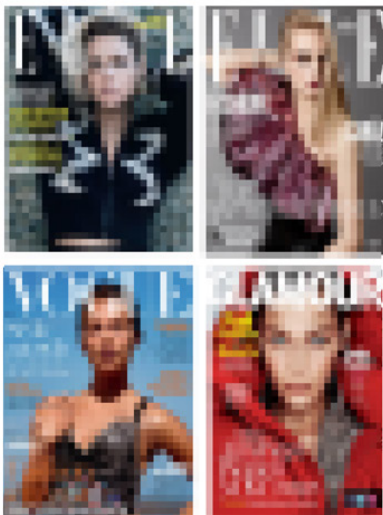
Some of the main codes and conventions were:

-Strong colour in places: to make it more colourful and make words stand out as well as making the page eye-catching
-High key lighting: This lightness and brightness brings a feeling of freshness, happiness and sometimes youth
-The gaze: In nearly all magazines, the model is looking at the reader in a welcoming way and creates a bond between the magazine and the audience. The models look serious and like strong women.
-Variety of fonts on the cover: To make it more interesting.

Moderator's comments

The learner uses her research to inform her use of media language (colour palette, lighting, gaze, variety of fonts) and her construction of representations in her production.

Research

- I also looked up some of the magazine statistics including target audience and incomes of people who purchase it.
- I found *Elle* very useful because it had an existing media kit on the internet. I also found *Vogue* useful because I was inspired by the layouts and fonts. I also looked at *Marie Claire*.
- The most common codes and conventions I found were:
- *-No extreme make up or hair, the models look fairly natural*
- *-Young, attractive model*
- *-Full bleed model*
- *-Simple background*

Moderator's comments

The learner selects the codes and conventions which fit her intentions for her production.

Audience research

After I finished researching existing magazines, I created my own survey on survey monkey. Some of the questions I included were:

- *-What's your favourite fashion magazine?*
- *-What content would you like to see in a magazine?*
- *-How much would you spend on a magazine?*
- *-What do you look for when buying a fashion magazine?*
- *-What brands do you usually purchase?*

I got 30 responses and it showed me what content and which brands to include: fashion and beauty, and Top Shop, Urban Outfitters and New Look.

Moderator's comments

Although the learner does not give details of the age/ occupation of the respondents to her survey, she uses the results to inform her use of high street brands for her featured clothing in her production.

Planning

Some of the other girls in my media class and I went around the school to practise shots and poses. I didn't like the middle one because the model wasn't looking at the camera.
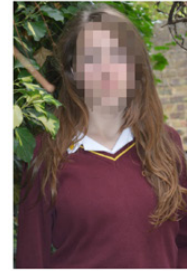

I made a target audience profile for a 16 year old girl called Rosie. She is interested in fashion and goes shopping every week. Her and her friends like to keep up with the latest trends, and her favourite high-street shops are Topshop and Urban Outfitters.
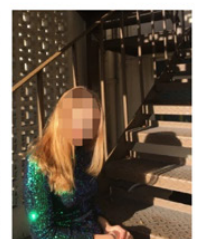
Moderator's comments

Good evidence of practice shots with careful consideration of poses and use of the "gaze", which helps to inform the learner's use of images in her final front cover and DPS.

Pre-production DPS
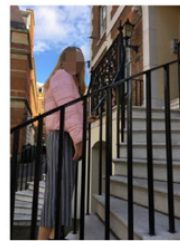
I decided my model for my double page spread would be ▮▮▮▮. In November we went to Richmond to the riverside, down the residential lanes, Richmond Bridge and Richmond Green. We had prepared 3 different outfits to model. The first was a green sequin dress from Urban Outfitters, and the second was a stripey jumpsuit from Topshop with a pink puffer jacket from New Look. The last outfit change was a black dress from Topshop with a black fur jacket from Urban Outfitters. All the clothes were from shops I found were most popular when doing my survey. This is so my magazine would appeal to my target audience.
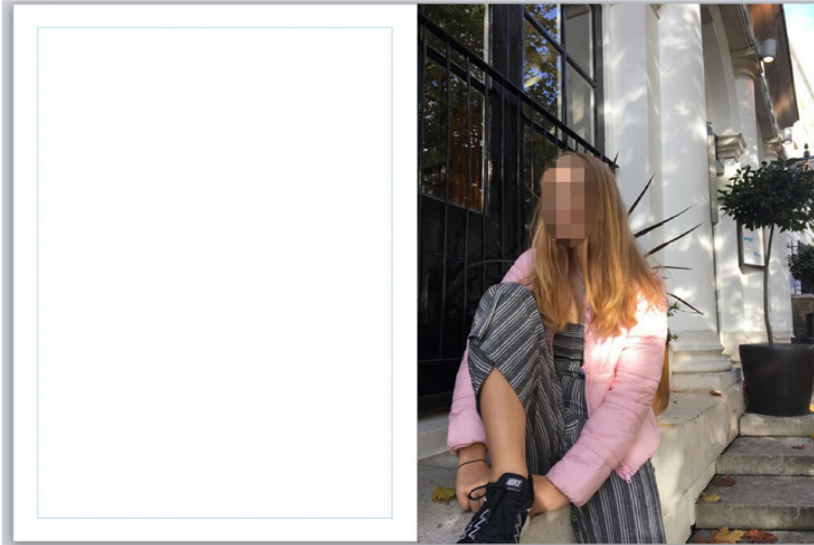
We took the photos on an Iphone 6S. I thought the pictures were of a high quality but would have been better on a more advanced camera.

Moderator's commentary

Very good evidence of work on a range of shots and angles, using appropriate model, clothing and mise-en-scène.

Mock-up for DPS

My initial idea was to have 3 pictures of [REDACTED] in her different outfits but it looked too crowded and didn't look like a fashion magazine. In the end I decided I would only use one main image on the right-hand page and have it covering a whole page with an interview with her on the other, maybe with some smaller images.

Mock-up for DPS
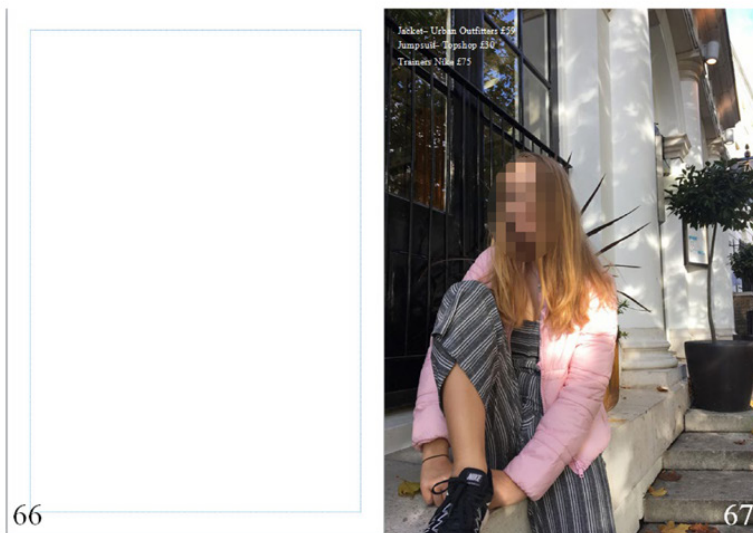
Then I added the page numbers and some information about where the outfits are from. This is conventional for a fashion magazine because people want to steal the model's look so they would need to know where to get the clothes.

Mock-up for DPS

I planned to add a heading as if it was a quote: "Be gorgeous without limits", a standfirst and the Q and A in columns.

Draft Q and A for DPS

What is the primary focus of your blog?
On the homepage of my blog I have a tagline: college, colour, fashion, fun. I like to think that those four words sum up my blog and a lot of what I post about! My primary focus is fashion, but I also love posting about high-street brands, beauty and lifestyle topics in general.

What is your favourite thing about blogging?
My favourite thing about blogging is that I get to share my personal style with tons of other girls and women across the world. I love getting input from other bloggers and reading sweet comments that people leave if they love a particular post. It's so much fun being able to share my viewpoint on style and fashion with readers and bounce ideas and get inspiration from other bloggers out there.

Draft Q and A for DPS

How would you describe your style?

I would describe my style as modern. I love trying out fun new trends, such as puffer jackets and jumpsuits, but always pair them with a classic staple, such as trainers. I love colour and print. I have never been one to shy away from a bright hue or pattern, and that definitely shows in my photos.

What do you think about the cost of fast fashion to the environment and to the people who produce the garments?

There are some exciting new brands offering sustainable fashion these days. These clothes have tended to be overpriced in the past, but as they become more affordable, fashion bloggers everywhere will be trying them out for their followers. And I will be one of the first!

Draft Q and A for DPS

What is the best fashion advice you've ever received?

Just to express your own style and don't worry about what other people are going to think! I love looking at other bloggers and instagrammers for inspiration, but I try not to get too wrapped up in doing what everyone else does. If you don't like a trend that is currently all the rage, then that's OK! If you are totally loving something that everyone else is at the moment, then that doesn't mean you're `basic'. Just be yourself and love what you wear!

Moderator's commentary

The article is around 300 words and links to one of the cover lines on the front page. The Q and A format is conventional and appropriate for the target audience.

The blogger is represented as an influential, confident young woman who encourages her followers to value themselves and their individuality.

Pre-production front cover – 2 mock-ups

With the photos I took of ▓▓▓▓▓ I made two mock ups of front covers for my magazine.

I used some of the conventions I researched; for example, a variety of fonts and colours on the cover to make it more interesting.

Moderator's commentary

Excellent experimentation with different colours, images and mise-en-scène. Unfortunately the Zika cover line was dropped from the final front cover.

Pre-production front cover – Title

After that I started thinking about names and fonts, some of my main ideas for the name were:

-Chloe
-Blonde (my chosen name)
-Belle
-Fawn
-Blush

Font ideas

Pre-production - front cover

I chose my model and arranged to meet with her for a photo-shoot at Richmond Lock. I also decided to borrow my teacher's Canon camera instead of an Iphone6S so the pictures would be of a better quality.

We only planned one outfit: blue jeans from Topshop, a plain white t-shirt and coat from Urban Outfitters, and a red puffer jacket from Topshop.

Here are some of my favourite shots.

Production - front cover

I chose this image for my front cover because of the way the model is looking directly at the camera, making her look strong, confident and welcoming.

Moderator's commentary

Careful consideration of pose, framing, lighting and mise-en-scène in order to construct a particular representation.

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