

GCSE (9–1)

Exemplar Candidate Work

MEDIA STUDIES

J200

For first teaching in 2017

J200/03/04 Summer 2019 examination series

Version 1

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Introduction

These exemplar answers have been chosen from the summer 2019 examination series.

OCR is open to a wide variety of approaches and all answers are considered on their merits. These exemplars, therefore, should not be seen as the only way to answer questions but they do illustrate how the mark scheme has been applied.

Please always refer to the specification <https://www.ocr.org.uk/Images/316659-specification-accredited-gcse-media-studies-j200.pdf> for full details of the assessment for this qualification. These exemplar answers should also be read in conjunction with the sample assessment materials and the June 2019 Examiners' report or Report to Centres available from Interchange <https://interchange.ocr.org.uk/>.

The question paper, mark scheme and any resource booklet(s) will be available on the OCR website from summer 2020. Until then, they are available on OCR Interchange (school exams officers will have a login for this and are able to set up teachers with specific logins – see the following link for further information <http://www.ocr.org.uk/administration/support-and-tools/interchange/managing-user-accounts/>).

It is important to note that approaches to question setting and marking will remain consistent. At the same time OCR reviews all its qualifications annually and may make small adjustments to improve the performance of its assessments. We will let you know of any substantive changes.

Brief 1: Print

Exemplar 1

3 marks (Level 1)



Music monthly is about getting the latest music every month and listening to it for free.

Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

Music Monthly (pop)

The candidate has used an original image, which relates to the brief of an entertainment music magazine. The candidate has included a title, strapline, price and barcode on the front cover. However, there are no cover lines and other production details are missing. There is only one sentence provided for the double page spread; no images are included. There is an inadequate use of content and audience address. There is no Statement of Intent, which limits the candidate further (candidates cannot gain more than 18 out of 30 if they do not include a Statement of Intent).

This is a minimal realisation of the chosen brief. It is placed at the lower end of Level 1.

Exemplar 2

9 marks (Level 2)

9

OCR
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Media Studies

OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:
Magazines

Outline your plans for your production including:

- How you intend to use **Media Language** to target your intended audience
- How you intend to use **Media Representations** that are appropriate to your intended audience

(Maximum 300 words)

My magazine is aimed to young girls aged from 14 to 18 that listen to pop, like going to concerts and are interested in the singer's lives. My magazine will include interviews with famous singers, announcements of concerts and tours and new album releases. The title of the magazine will be Words with a beat.

My front cover has been designed to attract my target audience the way I have attracted my target audience using my front cover design and this appeals to my target audience as teenagers would be looking to a magazine that is more laid back and simple rather than a sophisticated magazine aimed at upper class women. Also I ensure to use a variety of shots to make my magazine more interesting and I will make sure there is eye contact to make the reader feel involved in the magazine, and I don't want to include Low angle shots as I don't want my artist to be "superior" to the female readers.

The magazine will be called "word with a beat" not only makes the magazine seem special, but it also promotes the younger generation to be special also.

My magazine will feature young artists to represent people their own age. It also encourages the readers to relate more to the article and magazine in general.



TOP 5 and New Releases:

Top 5 POP songs

1. Girls like you (Marron 5)
2. Shape of you (Ed Sheeran)
3. Havana (Camilla Cabello)
4. God's plan (Drake)
5. Sunflower (Post Malone)

New releases:

On this year many singers use the social media to share the dates of the new releases of their albums.

One of the singers was [REDACTED] how share she will release her first album on April 2019.



Biography of [REDACTED]Questions and answers:When did you start singing?

I always loved singing. My mom says I started singing before speaking but I started going to singing classes when I was 12.

What did you want to be when you were young?

When I was young I always wanted to be a singer or an actress. I feel I have accomplished my dream.

What do you like to do in your free time?

In my free time I always like to go to the gym and after that I like going to my house to rest and watch movies.

Who is your favourite singer?

I have many singers that I listen like: Bruno Mars, Sam Smith and the band Coldplay, but my favourite singer is Pharrell Williams because his voice is very similar to mine.

When you go to release your next album?

In my plans my new album will be released in 2019 because I'm working in my new music to release with the album.

What is your favourite perfume?

I use many perfumes but my favourite one that I use on my concerts or when I have a meeting is Victoria's secret Vanilla

Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

Word With A Beat (pop)

Statement of Intent

The statement clearly identifies the target audience and the genre of magazine and shows partial insights into representation.

Magazine

The candidate has used an original image on the front cover, which offers a welcoming direct address to the target audience, although it does not directly relate to the brief of an entertainment music magazine. The candidate has included the conventions of a title, strapline, price, barcode and four cover lines on the front cover. Music artists are referenced and the incentive 'exclusive' appeals to the target audience. More consideration of font sizes and of balance between image and written text would improve the layout of the front cover.

The DPS is consistent with the house style in the use of colour. The content of the Q and A interview fits the conventions of a pop music magazine. However, there are only three original images used in the magazine as a whole (the image on the left hand page of the DPS is a cropped version of the front cover image). Five original images are required as a minimum for this brief. Again, the layout could be improved, particularly on the left hand page of the DPS.

This is a limited realisation of the chosen brief, that addresses some of the requirements of the brief; however, not all requirements of the production detail have been completed, placing it in Level 2.

Exemplar 3

13 marks (Level 3)



Media Studies

OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

Magazine

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

The genre of my magazine is pop my magazine is called tomorrow's pop. In it there is a story on how a girl called Alisha and how she became an artist. On my double page spread I have shown Alisha and she is shown posing for her front cover for her first album. In the picture of Alisha posing she is standing against the wall with some confidence because an artist is acting confident then she can inspire her audience to be confident as well. On the right hand side of the double page spread there is another image of her friend who is also a singer her name is Isabella and she came from the same place as Alisha did and there is more on her in the story in the magazine. She is being shown holding a microphone up against her mouth and singing into it.

In the magazine I have mainly represented women in it, there are some mentions of males in the magazines of the front page where it says the other artist names.

I have attracted the audience by the use convergence with social media. On the front cover there are the symbols for Snapchat, Twitter and Facebook I have chosen to use these forms of social media because the magazine is aimed at the ages of 14-18 most teenagers will be using social media quite often so if they know the artist have social media they will be able to find out more information on the artists if need to be.

I have used anchorage text on the front cover to make it clear who is on the front cover of my magazine, also in my magazine I have used a skyline to show who else will be in my magazine.

CCS442 – Statement of Intent

CCS/J200

Oxford Cambridge and RSA Examinations

TOMORROW'S POP

A drop of pop

£3.99

EXCLUSIVE interview



With Alisha

meet the new
artists !!!

Maroon 5
Sam Smith
Hasley
George Ezra
Makomore

SUMMER LOUISE

FIND US ON SOCIAL MEDIA



6 71860 01362 4

MEET THE ARTIST

WHAT WILL SHE DO NEXT ?

MEET THE NEW ARTIST

Here is the new artist her name is Alisha. She is originally from Wiltshire. Her first performance was in a bar in her hometown. She became famous because she was taken part in a festival with other artists, and when it was her turn to perform people liked her and on the website that the reviews was on people liked her and then she got an email saying that she should go to a studio and recorded her own song and it was great, and here she is now.

ABOUT HER FIRST SONG

The name of her first song is called You're Cheatin'. The song is called You're Cheatin' because she has recently been cheated on, and wanted to get her own back on him.

WHEN WAS IT RELEASED?

12th of December

“ONE MOMENT TO MAKE THINGS RIGHT”

ALISHA



Isabella came from the same town as Alisha. They both met when they were at school together. They both said when they were at the school that they would like to make music together. Isabella is at home practising for her duet with Alisha for the near future.

Future songs

Let's Run Away to The Highstreet and Swim With Dogs. This song is about her running away to the highstreet because she feels safe there.

Ghost in My Mouse. This is a song about a small thing goes missing it can have a huge impact on her life.

Careful With That Key. This song is about someone who has something important and they have one moment to make things right.

Don't Roam. This song is about a student that is more focused on his social life than his school work.

Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

Tomorrow's Pop (pop)

Statement of Intent

The statement identifies the genre of the magazine and the target audience, partly through the explicit use of social media. The candidate's stated intentions with regard to use of representations demonstrate adequate understanding.

Magazine

The candidate has used an appropriate original image on the front cover; the age, codes of dress and positive stance of the model aim to appeal to the intended audience and present a 'summer festival' look. There is an effective use of rhyme in the strapline; the cover lines reference music artists. However, the placement of the main image means there is lost space and a lack of balance between image and written text.

The DPS continues to demonstrate a strong representation of female music artists through the use of positive original images, although the two pages lack cohesion. There is some confusion on the right hand page which is entitled 'Alisha Hammond' but focuses on Alisha's friend Isabella. The use of blue for the written text boxes gives the DPS brand identity but makes some of the written text difficult to read.

Four original images are used in the magazine as a whole and there is a lack of cohesion between the front cover and the DPS. But there are some well selected insights into the representation of female music artists, and a competent use of content and audience address, which help to place this at the lower end of Level 3.

Exemplar 4

18 marks (Level 3)



Media Studies

OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

Brief 1 Print

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

I have chosen brief 1, which is magazine and a double page spread as it allows me to demonstrate my view of what I believe magazines usually feature and are mostly all about. Having completed my research on existing music magazines I have come to the realisation that they usually consist of Sassy artists or artists dressed in wealthy items which connotes the artist to be superior in the eyes of an audience as they are seen as an inspiration.

I am going to be directing my artist to be dressed in a yellow adidas clothing item as yellow connotes youth. Furthermore, she will be also appealing to the younger target audience as many young teens idolise such mainstream brands as they have mass audiences which amongst them are youth. I have requested that my front cover artist to be wearing glasses as it appeals to the audience members who also may wear glasses but wear them with a slight insecurity and seeing a magazine cover artist with glasses on can also radiate self-confidence as well as self-acceptance.

I have chosen to set our photoshoot in a places such as key landmarks in the uk such as Santander bike docks to reflect a connection between her and her fans as they would be seeing this idolised celebrity doing similar things to them giving a sense of social interaction. I also set my photoshoot in a school to imply that she, the artist is returning to where her career began suggesting that like her fans that she took the educational route.

In most magazines today, I gathered that it is predominantly a male on the front cover and usually that is written about so I countered the stereotype by putting a female as the main character in this magazine.

CCS442 – Statement of Intent

CCS/J200

Oxford Cambridge and RSA Examinations



**FREE! Posters
Inside EVERY
Issue!**

NOTES

Your weekly splash of Music entertainment!

Miss DE-VILHENA

INSIDE THE
COURT OF
THE NEW
QUEEN OF
POP!*

Best-Selling
Album of 2019!
Better than your
MRS"

KAROLINA
reunites
with childhood
bestfriend,
LORENCA!

KAROLINA TAKES OVER INSTAGRAM!

DRAKE-
"I need my
personal
space"

KANYE
WEST-
CHEATING
ALLEGATIONS?

+

STEFF LONDON
LORENCA GJANA
DJ KHALED
ABZINO
JLS



£4.99
ISSUE NO.1
23rd January 2019

**“I’m
EXTREMELY
FED Up With
This!”**

-Karolina

Karolina the new and best-selling artist of 2019. She began singing in 2009 when she was just 7 years old. At the age of 9 she signed her first record deal and her career took flight from there. On her journey of music she encountered many high-end artists who helped her strive and persevere through her journey to success.

Lorena is karolina’s childhood friend and have recently collabed to make an E.P called “Girls will always win”. In a recent interview with both artists, Lorena highlighted that she is, “highly honoured” to be working with such a “gifted being”. Furthermore, Karolina and Lorena had been rumoured to have a childhoods fallout over an argument in the playground. The two of them have grown together to be the strongest female duo of the decade!

Both artists have been awarded and nominated for the Brit Awards. It is said that these two artists will be announcing a potential world tour at the end of February. This has excited fans all over the world as it is also said to feature a meet and greet for the first 200 ticket buyers.

56 - The Music Magazine

SASSY as EVIL



COVERGIRL

Karolina shows her ne
and proud sponsor of Ad
Clothing in a
recent photoshoot for “NO
MAGAZINE



h SASSY
and
Know
It!"

O

Karolina shows absolute disgust towards the Weekly Mail rumours. The news company triggered the talented musician by stating that her work is mostly assisted by "autotuning and musical tweaks".

R



A counter response from the musician's childhood friend Lorencea, who was recently awarded female artist of the year, argued that "Karolina is the Queen of Pop, and no one will ever be as good as her".



K

Zooming in on Karolina's interests, she revealed her favourite magazines of all time to be "Vogue" as well as "NOTES"

KAZ'S MOST LIKED Instagram Photos



Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

Notes (pop)

Statement of Intent

The statement is very effective in explaining the use of media language (in particular offering detail on the codes of dress and locations) in order to construct particular representations which will appeal to the target audience.

Magazine

The front cover is striking and well designed to appeal to the target audience. The title and strapline are appropriate for the genre of music. There are effective links between the cover lines and the DPS article which will appeal to the target audience, particularly through the references to Instagram. The use of mise-en-scène and the age of the model help to make the cover music artist appealing and relatable to the target audience.

The DPS includes a range of original images which represent the cover artist as 'sassy' and strong. The candidate uses humour to appeal to the target audience: "Karolina shows absolute disgust towards the weekly Mail rumours". Whilst the layout seems a little random and fragmented, the content and the images are likely to appeal to the target audience. There is a lack of obvious house style to link the front cover to the DPS.

This production almost fits a few of the criteria from Level 4, but overall is an adequate realisation of the chosen brief and is placed at the top of Level 3.

Exemplar 5

24 marks (Level 4)



Media Studies

OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:
Create a front cover and a double page spread article for entertainment music magazine aimed at an audience of 14-18 year olds

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

I intend my magazine to target 14 – 18 years old and this particular edition to target females. The readers' needs will be met by my choice of colours, model, age, gender and costume. My model will be around 14 – 18 and female to welcome the reader, to create personal identification and rapport. The image on the front page of the magazine will be a medium close up and the model will make direct address with the audience, making them feel closer to the artist, continuing the rapport and identification built up. On the double page spread I intend to use a full body shot because the audience will get to know more about the artist, this will also show a sense of continuity between the front page and the double page spread as it will build upon the relationship created with the double page spread. The image used on the double page spread will have my model looking skyward to connote aspirations and ambitions in order to inspire readers. On my double page spread I will have three smaller close up shots in the top right hand corner, above the interview, these will be more natural to continue the relationship with audience as they will see her naturally. My model will wear a pastel blue crop top, fitting stereotypes by connoting femininity and purity. The crop top will be trendy to help target the audience relate. These connote femininity continued with the anchorage text "Country Girl". A shallow depth of field will be used to highlight the artist's natural talent.

The cover lines will link to the genre of a hybridisation between pop and country. Artists like Taylor Swift and Carly-Rae Jepsen will be used to show similarities between these styles, people interested in these artists will likely pick this magazine.

Copy in the double page spread will include the artist's background information, a problem she overcome to inspire readers and an interview to continue the rapport with the audience.

CCS442 – Statement of Intent

CCS/J200

Oxford Cambridge and RSA Examinations





Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

Pause (country/pop hybrid)

Statement of Intent

The statement is strong on audience address, with some detail on the use of media language (codes of dress, shot lengths and model's pose) in order to construct an innocent 'country girl' representation which will appeal to the target audience. There is a useful explanation of the hybrid country/pop genre of the magazine.

Magazine

The front cover is well designed to appeal to the target audience. The use of yellow and white for the masthead and cover lines looks a little 'faded' on the print-out but fits with the 'golden' outdoor mise-en-scène and is appropriate for the genre of music, while the sky blue font matches the pastel blue crop top of the country artist. The cover lines reference artists such as Taylor Swift and George Ezra, reinforcing the hybrid pop/country genre of the magazine. The age, codes of dress and 'signature' of the cover music artist, help to make her appealing and relatable to the target audience.

The colour palette and typography are continued in the DPS, giving the magazine a convincing house style. The headline 'THIS IS ME!' and the caption 'just be you' under the three close up shots in the top right hand corner reinforce the positive representation of the young artist as a character with a strong sense of her own identity while simultaneously promising the audience a close relationship and unique insight into the artist. The Q and A reveals the artist's struggle to overcome her stammer, again encouraging audience identification with the artist.

The use of opaque boxes to make the written text legible on the DPS looks a little clumsy. Nevertheless, this production is a good realisation of the chosen brief with well-developed insights into representation and an effective use of content and audience address in order to communicate meaning to its intended audience. It is placed at the top end of Level 4.

Exemplar 6

29 marks (Level 5)



Media Studies

OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief 1

Brief chosen:

Front cover and double page spread of
entertainment music magazine, 14-18 audience.

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

For my magazine front cover and double page spread I will use media language to create the concept of serious rock music in order to appeal to my target audience age 14-18. Kickers will be about new releases because teenagers are stereotypically curious. To ensure my magazine remains qualitative, I will use the colour brown which are more realistic and gentler for my headline on my front cover. A red masthead connote passion which is conventional of rock. Cover lines will be placed around the artist's face to draw attention. My DPS will be using a cream background indicating a warm atmosphere. The focal image will be featuring one white male artist with a medium long shot in the studio. He will be pointing directly at the audience; adopting a confident and respectful mode of address; these are aspiration to the target audience who would want to see male artist presented as strong yet sensitive with their music. Cover lines will be politics related which would reinforce modern ideologies to audience by offering information. Politics may not appeal to my target audience since they are stereotypically not interested about world issues. However, topics such as voting age and education policy would be more relatable hence empowering them. There will then be a page bleed featuring a mixed race band with a long shot to represent multiracial community. Three supporting images will be placed around the article. In terms of representation, one will be a male artist wearing feministic clothes, challenging the stereotype of masculinity. Another will be a 1950s look for the focal image artist such as hairstyles and props to challenge the stereotype of age because teens at present do not look to the grownup. My DPS article will focus on the transformation of the band as to bring out the new equilibrium. Since presenting artists overcoming difficulties and eventually gaining an ultimate success is inspiring, the audience will have gain problem-solving and personal identity.

CCS442 – Statement of Intent

CCS/J200

Oxford Cambridge and RSA Examinations

TWO EXCLUSIVE INTERVIEWS! THE ROCK MEGASTARS REBUKES

SMASH

YOUR LATEST ROCK

JACKSON
ON THE MIRACLE
OF BEATING CANCER

BIG PUSH IN 2018
GET YOUNG PEOPLE TO VOTE

THE RETURN OF
GODSMACK
'IT'S A BLOODY BANGER!'

**ROUGH DOGS'S SHOCK
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OUT THIS
WEEK**

**130 ALBUMS
REVIEWED!**
JARVIS MCCARTNEY, ELVIS PRESLEY, LENNON
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IT'S GOOD TO BE BACK!

The Fallen Angels have finally realized their heavy creative vision and are one step closer to conquer the UK!

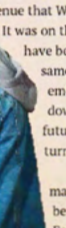
It's strange when the three current members of The Fallen Angels look back on that time now. So much seems to have changed. Smash caught up with Harry to find out everything that's happening in the break after the show...

When the lights come down on The Fallen Angels' December 31, 2015 show at Hyde Park it was very nearly the offstage in a mixed emotion of playing. This was the seen Grateful dead play there in 1999. They had decided to start a band; it would years later, it had all come to an end in the And overwhelming physical, mental and oped them. As Harry stood toweleling himself was not the past he was looking but to the saw a place for The Fallen Angels there. He Will.

Will said to me, "Maybe you need a break, stuff out of your system." "I remember Will now. And I am not the only one. thinking the same thing: they Fallen Angels had no more gas "That Hyde Park show really felt Obi. "It was weird. It felt like it Harry is now married – hair cur- a daughter in the coming year, confirming his relationship living seems to have happened that's not the most notice- have about them now is reach one year ago, they beaming confidence.

end of the band. The three of them walked tion. This was the show they have dream venue that Will and his mate Obi has It was on that night all those years ago have been somehow shocking, 8 same iconic hall. emotional exhaustion envelop- in the dressing room, it future – and he wasn't sure if he turned to the band guitar player maybe you need to go and get- bered saying it that night" said Each member of the band was were thinking that maybe The in the tank.

like it was the closing show," says might have been the end." re- nently dyed back to brown – is having while Obi went to Los Angeles after with Emily, his girlfriend. A lot of since 2015, a lot of growing up. But able change; what The Fallen Angels something that seemed entirely out of have positivity. They have a happy,



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while Obi went to Los Angeles after
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since 2015, a lot of growing up. But
able change: what The Fallen Angels
something that seemed entirely out
have positivity. They have a happy,

"The new album will be better than SCHOOL'S OUT."

Harry Hendri

How has your playing changed over the years?
When we started, because we were so young, it was a bit overexcited. So that's what the playing was like: a four-minute song had 100 different sections. I've learned how to play what suits the song, not just do stuff for the sake of it.

What helps rejuvenate your creativity?
Staying creative is a hard thing to do, especially when you're already struggling with what to write. I think that your attitude to what you do has a big impact on the outcome. Doing some sort of exercise usually helps me freshen up, however actually having to get up and motivate myself to do exercise is a whole new story.

Would you have done anything differently? If so how?
I wouldn't have done anything differently as the actions and things I have done led me to the place that I'm at right now. However, I'd like to tell anyone that's reading this to not stress about the small things, and things that worry you now won't even matter in a couple years of time.

Did you have any arguments about the coming album?
I mean a few. Obviously, we didn't agree on everything but that's what makes a great band, when you're passionate and ready to argue about songs. So, there were some things. This fast song should go before the slow one and they were like "No da da...", but we always come to a conclusion.

Examiner commentary

Brief 1: the front cover and a double page spread article for an entertainment music magazine aimed at an audience of 14-18 year olds.

SMASH (indie/rock)

Statement of Intent

The statement is a little difficult to understand in places but includes some helpful detail on the front cover camera shot and model's pose, representing masculinity as both confident and respectful; strong yet sensitive. An explanation of the reference to politics and serious issues like cancer in the cover lines, together with comments on the mixed race band and on the 50s look of the main artist all support the candidate's understanding of media language and representation.

Magazine

The front cover effectively follows the conventions of rock magazines to appeal to the target audience, although the colour palette of a reddish-brown, cream and yellow is used to give the magazine a 'gentler' and more serious look, thus undercutting the more stereotypical aggressive elements of rock. The medium shot of the music artist uses an inclusive, welcoming direct address and is well framed and placed, overlapping the distinctive masthead. The cover lines reference a number of older rock artists, but the informal language is used to engage a young rock audience.

The colour palette is continued in the DPS, giving the magazine consistency and a clear house style. The layout of the main article is conventional, with a clear distinction between headline, strapline and standfirst. The main image, article and Q and A represent the mixed race band as thoughtful, friendly young men who have had to 'grow up' in their struggle to overcome adversity in order to make their comeback.

The inset 'selfie' on the left-hand page is more obviously typical of the representation of rock artists. Whilst the text wrap on the left hand page of the DPS is well designed to fit around the image, placing it in two separate columns would have made it easier to read.

This production demonstrates a sophisticated use of content, audience address and representations in order to engage the target audience. An excellent realisation of the chosen brief, this is placed as a high Level 5.

Brief 2: Audio-visual

Exemplar 7

14 marks (Level 3)

in my soap opera, i'm going to plan my soap opera by first creating a soap opera questionnaire for people to answer with questions about the soap opera which tells me what people are more interested in watching. From the questionnaire the information should give me an idea of what my soap opera should be like. After i will made a word document on the characters in my soap opera and their characters and their characteristics and information about them which matches their description. The description of the characters will help me make a storyline for them and i will make sure that everything matches up. The description of the characters should mainly show their interests, age, characteristics and family, after i will made a rough storyline of what i want my soap opera to be like. Overall my soap opera should have five characters, two scenes and two storylines. After i am happy with my storyline i will find the perfect name for my soap opera . Also i will describe the location, characters, a rough summary of the scenes and stereotypes and target audience which will help me write the script.

My soap opera will be targeted towards a younger audience, so i need to make sure the script is appropriate and easy to understand for the audience, also to make sure that the language was easy to follow. After i will create a storyboard of how i want my characters to be shown and the order i want the scenes to go in, matching with the pictures in my storyboard. After i am happy with the storyboard im going to find the people who will help me film my soap opera i will then book a camera and find a nice scenery to show my soap opera, i might decide to film near by a park in two different areas. I will use shots such as, shot reverse shot. close up and narrow depth field, and i will use cross editing from one scene to another. When filming i will make sure i am using a tripod and that it is stood on a flat surface so the scenes are balanced and not sideways.





Examiner commentary

Brief 2: the opening scenes for a TV soap opera aimed at an audience of 14-18 year olds.

Abbeystone

Statement of Intent

The first paragraph of the statement offers a description of the research and planning process and reiterates some of the required production detail. The second paragraph gives a little more detail on how the candidate intends to target the intended audience through two easily understood storylines and informal dialogue but then returns to a description of intended shots and editing without explaining how this use of media language will create certain representations.

Soap

The production sets up two storylines which will be familiar to the target audience and engage their interest: bullying and abusive relationships. There is effective use of cross-cutting, both between the two storylines and between the two characters having a phone conversation. The mise-en-scène and the ambient sound of the school background also help to engage the 14 to 18 year old audience. The dialogue is mostly clear, despite interference from wind noise. An establishing shot and more use of close-ups and shot-reverse-shot would have made it easier for the audience to follow the storylines. Editing could have been tighter in order to eliminate pauses in the extract, but there is a good balance in screen time between the two storylines.

The candidate's intentions with regard to representations are implicit rather than explicit - not helped by the fact there is no reference to this area in the Statement of Intent. This is an adequate realisation of the brief that addresses most of the requirements and is placed at the lower end of Level 3.

Exemplar 8

21 marks (Level 4)

Media Studies

OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

Brief 2- Create two minutes of opening scenes for a television soap opera aimed at an audience of 14-18 year olds.

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

My soap opera will take the audience into the lives of the people of Oakbourne, a fictional London Borough to the suburban of the capital. The word 'oak' refers to the British native trees commonly distributed throughout the southern region, intending to immediately establish a sense of identity to the demographic: The British. The demographic will also include the ages ranged 14-18 to which the characters of Oakbourne will be mainly teens and young adults. Although, there will be an older cast representing parents to state realism.

I will include a storyline showing the conflict as well as reconciliation between a teen and their parent to conform to the stereotype that adolescents struggle regarding interpersonal needs and emotional involvement. This storyline will connect to the audience's identity and so, the audience will be able to relate to the situation whilst it provides a mature and wise tone of perspective to the issue. In order to give meaning to this scene I will use angles including canted, extreme high and low to compose tension as well as connoting seriousness through the use of close ups and extreme long shots

There will also be scenes to parallel the tragic action as to create a palatable pace for the younger viewers. For example, a beginning storyline about a party that is going to happen in the future will develop as it will show people planning for the event. The comic relief of this storyline will be portrayed using medium shots and long shots at a consistent pace to reduce tension.

My soap opera will be relevant to modern opinions, consolidating Oakbourne as a contemporary piece. Due to this, I have chosen to represent an intellectual female student to challenge stereotypes about females' ability being restricted to domestic work. Therefore, I will include a storyline about a female student who has an interview for a prospective sixth form and this will be empowering to women. This type of character will interest people as they may aspire to be like them. Moreover, this will be current as it will demonstrate anxiety- the girl has a panic attack, which is an adversity many young people face. This will be informative to the audience and some viewers will be able to relate.













Examiner commentary

Brief 2: the opening scenes for a TV soap opera aimed at an audience of 14-18 year olds.

Ashbrooke

Statement of Intent

The statement refers to the setting of the soap as Oakbourne, which must have been changed at a later stage to Ashbrooke, as that is the title referred to by the centre on the cover sheet. This is not made clear in the statement. The candidate explains that the main players will be teens and young adults in order to engage the target audience. There is a clear explanation of the storyline which relates to the stereotypical conflict between the teenager and parent, which will be familiar to the audience, and of the ways in which the candidate will use camera shots to construct tension between the two characters. The candidate states the intention to represent a female student as intellectual yet succumbing to a panic attack, which the audience could relate to.

Soap

The production begins confidently with an establishing shot of the area. The candidate uses a variety of shots and editing techniques very effectively to convey the conflicting attitudes and tension between mother and daughter (just as explained in the statement). The establishing shot of the school/college is well managed in order to indicate the second location and another storyline. However, although the camerawork is varied in the discussion between the key protagonist and her friend on the stairs, the sound levels are poor and make the dialogue difficult to hear. The final storyline is again one which will be familiar to the audience - the pressures of school. Unfortunately, the extract ends rather abruptly.

This is a good realisation of the chosen brief with a strong sense of the use of media language to construct particular representations. It fits the criteria for Level 4.

Exemplar 9

30 marks (Level 5)

OCR

Oxford Cambridge and RSA

Media Studies**OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media****Statement of Intent****Centre number****Centre name****Candidate number****Candidate name****Brief chosen:****Magazine****Outline your plans for your production including:**

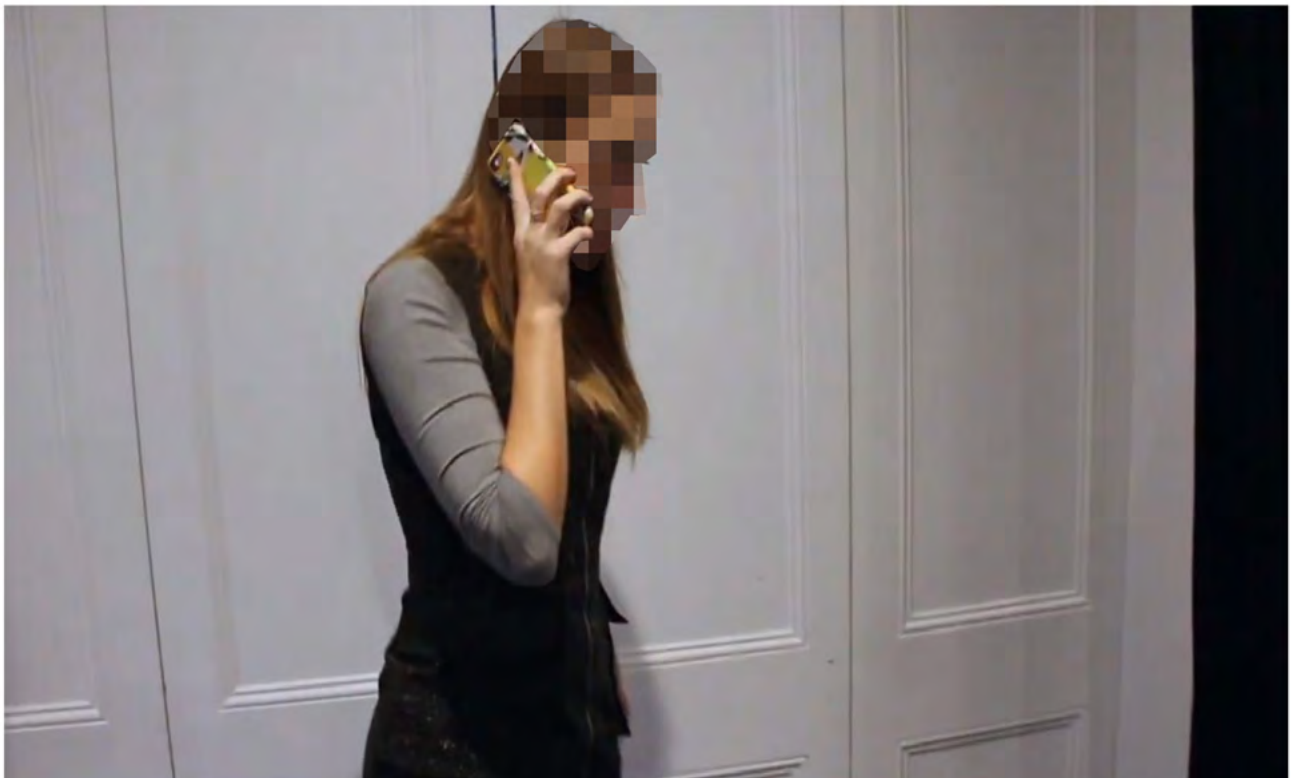
- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

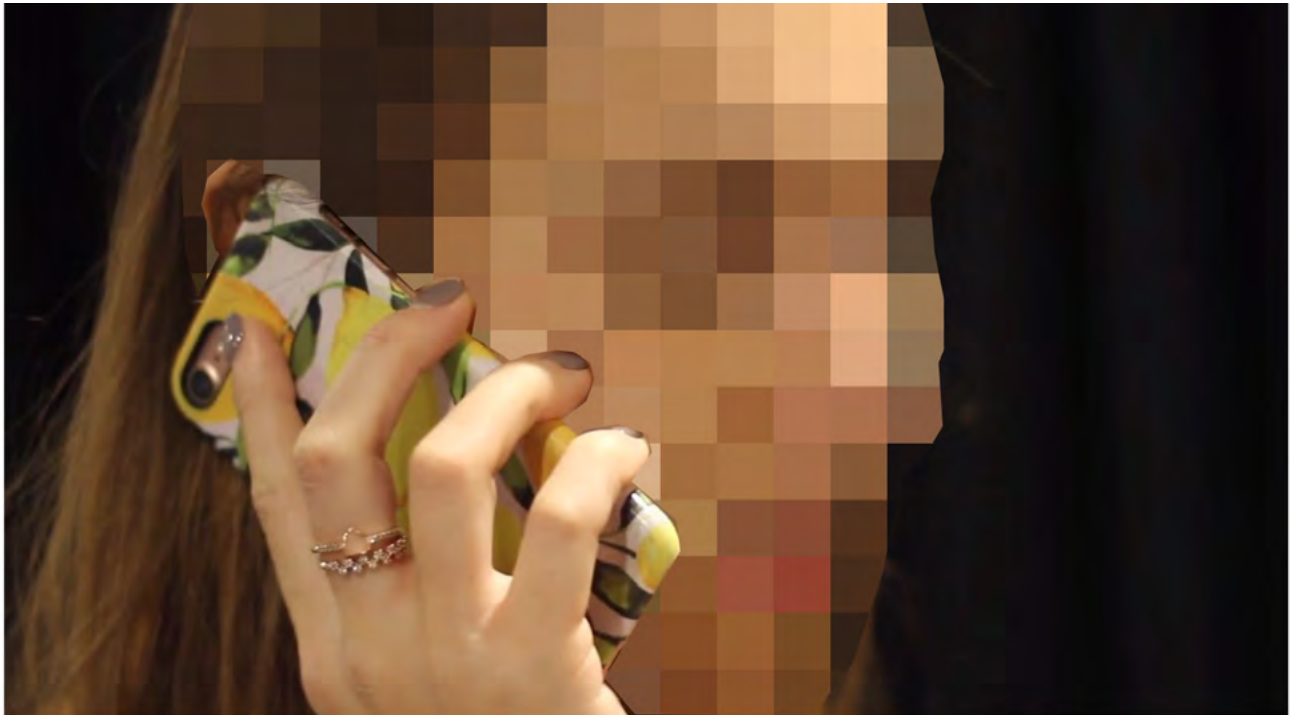
(Maximum 300 words)

I chose Brief 2, which was to create the opening of a soap opera aimed at 14 to 18 year olds, because I thought it would best display my knowledge of media language and representations. To research my soap opera, I used websites such as Youtube to watch the opening sequences of established soap operas including Skins and Degrassi: The Next Generation. I did this in order to gain a better understanding of the conventions of soap operas. In the opening two minutes of my soap opera, my intention was to create a piece of TV that would be both engaging and relatable to my target age group (14 - 18 year olds). I wanted to take certain aspects of teenage life, for example family and relationships, and apply them to my soap opera. I chose not to include a variety of specific sexualities or ethnicities because I thought it would be unrealistic to include such a wide range of these representations. There also seems to be a tendency for soap operas to be overly politically correct, which makes the TV seem less realistic to the viewer. I also thought it was important to include characters of all ages as although the soap opera's target audience were between the ages of fourteen and eighteen, it is unlikely that a TV series would only feature a certain range of ages. Additionally, I used a range of camera shots and angles for a certain purpose. For example, during a conversation on the phone between two characters, I used close-up shots to capture their facial expressions, to convey a certain emotion. Finally, to improve the quality of the audio in my soap opera, I used a mix of both diegetic and non-diegetic sound, for example I downloaded a ringtone sound effect from the internet, rather than recording a phone ringing on my camera.











Examiner commentary

Brief 2: the opening scenes for a TV soap opera aimed at an audience of 14-18 year olds.

Youth and the Young

Statement of Intent

The candidate refers to research into soaps in the statement, and this research is evident in the way the candidate uses soap conventions very effectively in the production. The candidate identifies the key themes of family and relationships to be explored in detail and explains his intentions to include adult actors in order to add realism. The candidate also identifies the way he intends to use camerawork and sound in order to convey emotion. There could have been more explicit comments on the use of media language to construct particular representations.

Soap

This is a very well-produced opening sequence, with an impressive title sequence which immediately identifies the extract as a soap. Non-diegetic music, editing and camerawork are all well managed in order to introduce the key characters. The production sets up two storylines which will be familiar to the target audience and engage their interest: a jilted lover and a tense mother/daughter relationship. Although the jilted lover storyline is perhaps more appealing to an older audience, it is stereotypical of the genre and the two separate locations for the phone call are well managed and effective.

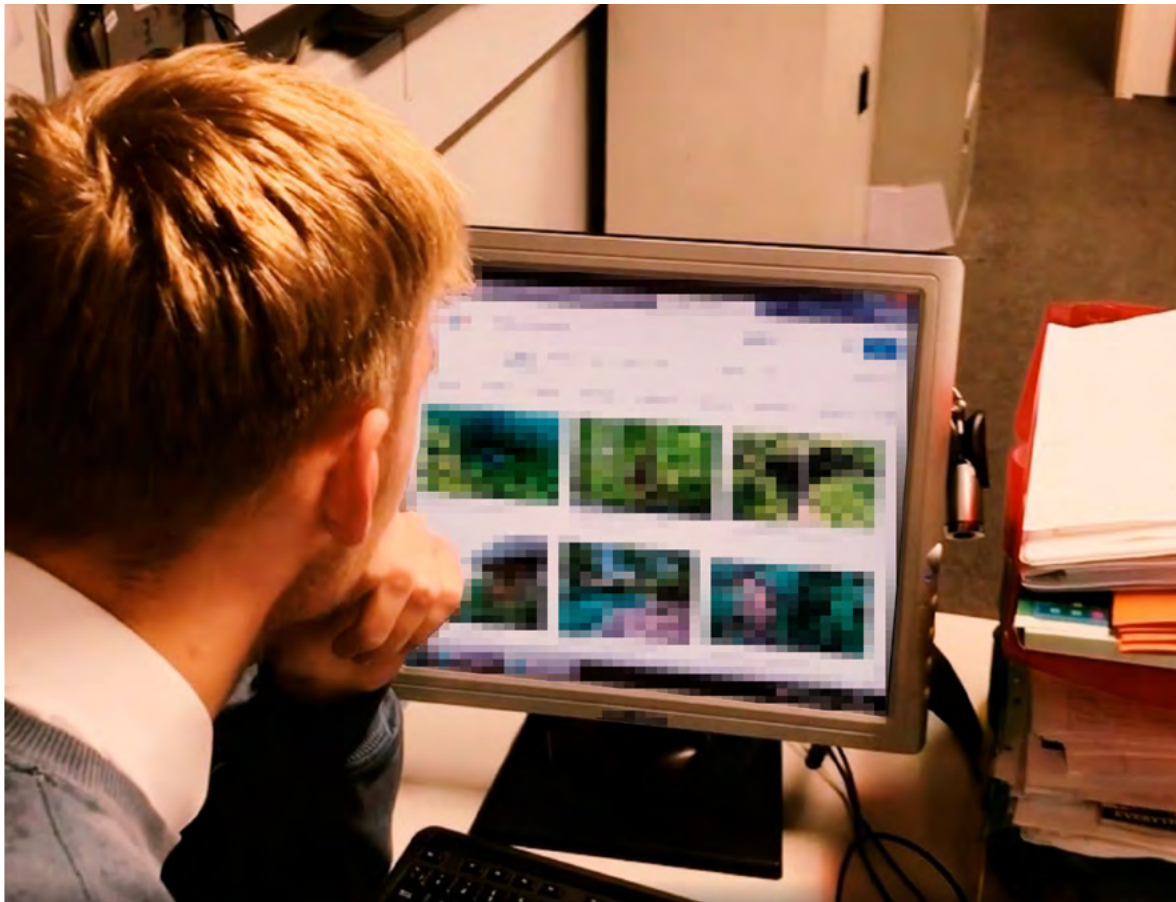
A wide variety of camera shots is used to good effect, with excellent use of close ups and shot-reverse-shot in the argument/discussion between Jin and Jena. There is particularly strong control over the sound levels throughout the extract in all the locations used.

The production demonstrates a sophisticated use of content and audience address to communicate meaning to the intended audience. This is an excellent realisation of the chosen brief which deserves full marks (Level 5).

Brief 3: Music video

Exemplar 10

12 marks (Level 2)











Examiner commentary

Brief 3: the opening 2 minutes of an original music video to accompany a rock music track aimed at an audience of 14-18 year olds.

Welcome to the Jungle

The candidate's intentions with regard to representation are unclear. However, the music video could be interpreted as representing the guitarist/protagonist's rebellion against school as 'the jungle', particularly in the sequence when he walks through the school library playing his guitar.

Camerawork mainly consists of tracking shots, which are smooth and mostly well achieved. There is some use of close-ups and a number of locations inside and outside the school building are selected. Editing is rather slow-paced for the rock track, rather than cut to the beat. Any narrative is unclear, although there are intertextual references to the jungle in the shots of the computer screen at the opening and close of the video. There is partial use of content and audience address to communicate meaning and a basic use of representation, as identified above.

This is a limited realisation of the brief that addresses some of the requirements and is placed at the higher end of Level 2.

Exemplar 11

21 marks (Level 4)



Media Studies

OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

Brief 3

Opening two minutes of music video accompanying
rock track, aimed at a 14-18 audience

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

For my music video, I plan to use media language to produce a rock music video, this video will have a clear concept of struggle, understanding and achieving, standing up for who you are and being accepted. This will appeal to the target audience of 14-18 year olds class DE demographic. The storyline of my music video is based on acceptance of love between two people that is not of a normality to be together. I am going to show this through Todorov's disequilibrium. The main focus in my music video is based on a lesbian couple who are not accepted by one of their families for being gay. For my mis-en-scene of settings, I have chosen a studio, a house and a park I will use cross cutting between these locations. I will show more of the park in the video because it represents youth freedom which fits the ideologies linked to the target audience. My band will involve just the female gender as it is challenging the stereotype that females are not as powerful as males. It will also show that females are independent and are able to be themselves in any way, shape or form. The style of my band will match the rock genre conventions by wearing unique clothing and dark makeup as well as expressing the rock genre. I will be using long shots and close ups to engage the audience with the band. I hope to give them the need of love and belonging from the hierarchy of needs so that they can feel involved with the females in the band. I want to promote the idea of acceptance and heartbreak as I feel that this is relatable because a lot of people in this age range (14-18 year olds) face these situations in today's society, they hereby derive the uses and gratifications of personal identity.

CCS442 – Statement of Intent

CCS/J200

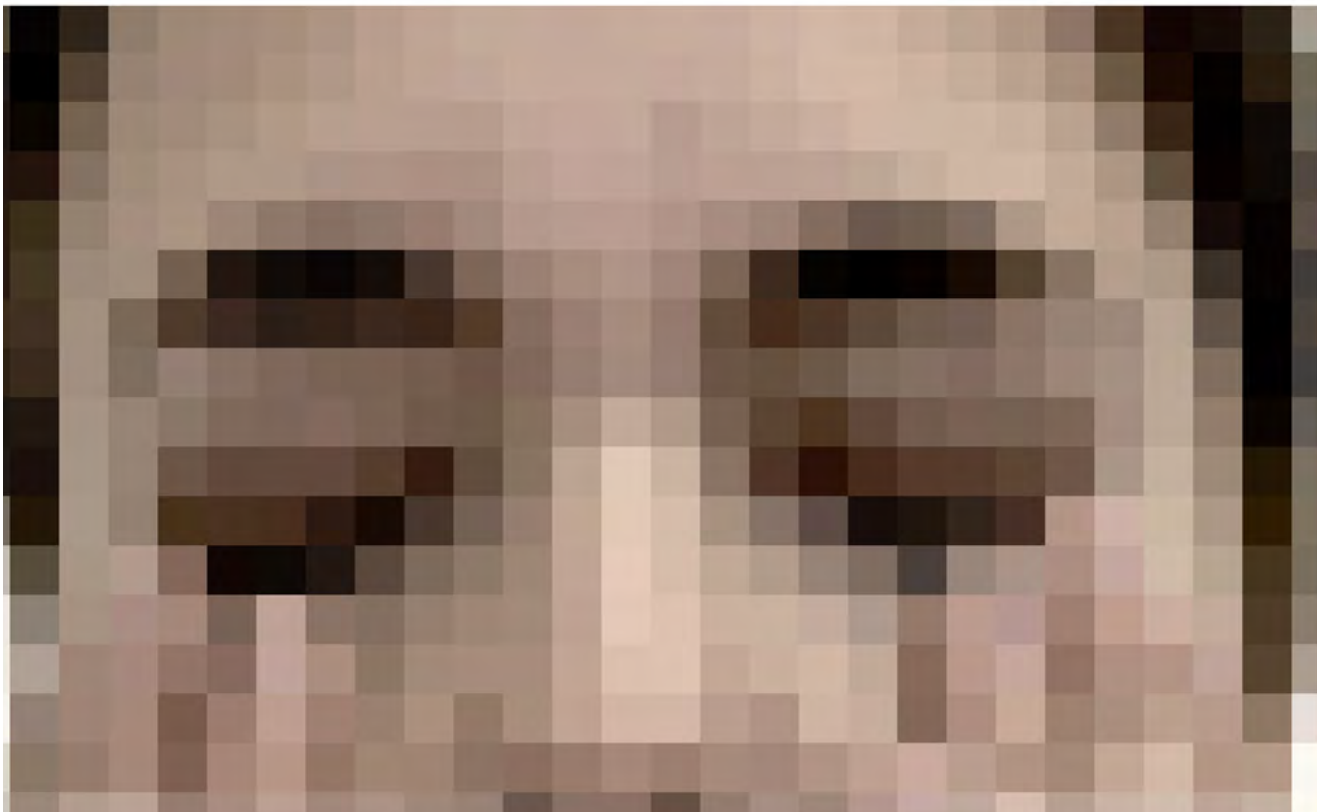
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Examiner commentary

Brief 3: the opening 2 minutes of an original music video to accompany a rock music track aimed at an audience of 14-18 year olds.

Numb

Statement of Intent

The statement clearly demonstrates the candidate's intentions with regard to representation, identifying the struggle of a teen lesbian couple to be accepted by friends and family as the narrative. Locations of house and park are selected for verisimilitude and to encourage identification from a teen audience who might find this a sensitive issue. The candidate explains the decision to use an all-female band with conventional 'rock' codes of dress for the performance sequences.

Video

This is an ambitious representation of challenging conventional expectations of sexuality. The disruption in the narrative is powerfully conveyed, and although the resolution seems rather abrupt, this is effectively communicated through shots of the characters embracing and the close-up of the key protagonist.

There is good use of a range of camera shots, although the shots of the band performance could have been more varied, particularly as there are some excellent shots of the lead singer/protagonist. Transition between narrative and performance is effectively achieved through short dissolves. Casting and performance have been well considered in order to make the narrative engaging and accessible to the intended audience. The preferred reading of acceptance of different sexualities is communicated to the audience.

This is a good realisation of the chosen brief with well-developed insights into representations of family and friend relationships and sexuality. It fits the criteria for Level 4.

Exemplar 12

26 marks (Level 5)

OCR

Oxford Cambridge and RSA

Media Studies**OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media****Statement of Intent**

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

Brief 3

*Opening two minutes of music video accompanying rock track, 14-18 audience.***Outline your plans for your production including:**

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

For my music video, I plan to use media language to create a rock music video, a story about how school bullying can change people life. This can show the target audience 14-18 years old teenagers to reflect in themselves and warning them not to do it. The focus on the video will be about the story, I will also add some performance montage and use close up to focus on the instrument to stand out the genre is rock. I will use the mise en scene of school to reflect the target audience lifestyle, also using open field to show the freedom they want. The dress will be school uniform but untidy; this challenges the stereotype to follow the rules and challenge the ideology of a student. The focus of mise en scene will focus on the story based on how a boy had his life changed by a bully. In the video I will use anti-stereotype to show girls not weak anymore, they will be the leader to bully, and boy will be weak to be bullied. This show we are not trapped by the gender anymore. For the camera shot, I will use high angle shot to show how helpless he is. The main colour of the video will be dark colour, this not only represent the genre is rock also show the story is not positive. I want to bring out the ideology that don't bully anyone because everyone is equal. To show my ideology I will edit the music at the end, this can rather use a strong image to end to show the disequilibrium.

CCS442 – Statement of Intent**CCS/J200**

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Examiner commentary

Brief 3: the opening 2 minutes of an original music video to accompany a rock music track aimed at an audience of 14-18 year olds.

Demons

Statement of Intent

The statement focuses on the anti-bullying message as the main theme of the video, with some reference to the anti-stereotypical representations of girls as the perpetrators of violent acts against a boy, who is unsterotypically represented as lacking strength. There is some detail on how camerawork will represent the helplessness of the boy and on the use of lighting and locations. The candidate states that the video will end on a disequilibrium. The candidate does not mention the more stereotypical representation of the homosexual relationship between the two boys at the opening of the video, which appears to be the trigger for the bullying in the narrative.

Video

There is very good use of a range of camera shots and locations. The choices of shots during the attack on the boy are well managed, with the low angle point of view shot from the bullied boy of the two girls as they leave working particularly well. The high angle tilt down shot of the protagonist after the attack works exactly as intended by the candidate (as alluded to in the statement).

Low key lighting is effective in the bullying sequence, contrasting effectively with the sunlit look of the idyllic 'dream' sequence. Editing is particularly well handled, with slow motion used effectively to emphasise the unprovoked violence on the protagonist (and which also works well with the tempo of the track). There is excellent timing on the cut to the band performance and from the performance to the 'dream' sequence. The narrative ends on a disequilibrium, as intended by the candidate and mentioned in the statement. This effectively reinforces the intended message. The track itself ends abruptly, but this is partly due to the restrictions on lengths of music videos in the set brief.

The candidate has used media language techniques in a sophisticated way to explore different attitudes towards sexuality. The video communicates a strong cautionary message about the dangers of bullying. A sophisticated use of content and audience address to communicate meaning places this in Level 5.

Exemplar 13

30 marks (Level 5)

OCR

Oxford Cambridge and RSA

Media Studies**OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media****Statement of Intent**

Centre number

Centre name

Candidate number

Candidate name

Brief chosen:

3

Opening two minutes of music video accompanying act
backrained at a 14-18 audience

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

For my music video I plan to create a rock video which will have a clear message of women empowerment, escapism and inclusivity. This will appeal to the target age of 14-18-year olds, in the class B-C2. My video will showcase a female black lead singer, to inspire young women in the rock industry and go against the stereotype of a white male dominated industry. The band will be a diverse mix of male and female to show inclusivity, they will also be the same age as the audience to give personal identity. I will use a miss-en-scene of an urban city, to reflect the rough genre and the theme of teenage rebellion. I will use long shots and tracking shots of the band hanging out together and this will show their strong bond; this gives escapism to the audience and they feel included within the band. In these shots the lead singer will also be lip-syncing to the narrative of the song which shows Levi Strauss' binary oppositions of woman vs man with the stereotypical role reversal of the women being in control. The lead singer will be presented as the hero in Propp's character types of the male in the narrative of the song as the villain to show the empowerment of women. They will be dressed in black but modern clothing to connote their freedom and rebellion of teenagers and is befitting of the genre. I will include a performance montage of the band performing in a studio setting to show the hard work of young people. I will use direct address and editing to the beat to intensify the music and close ups of the singer, to show her as the leader. Intense focal lighting, during the performance montage will also be used to intensify the strong message and also the visual performance of the band. I want this video to be an example of women success and diversity in a male, white dominated genre.

CCS442 – Statement of Intent

CCS/J200

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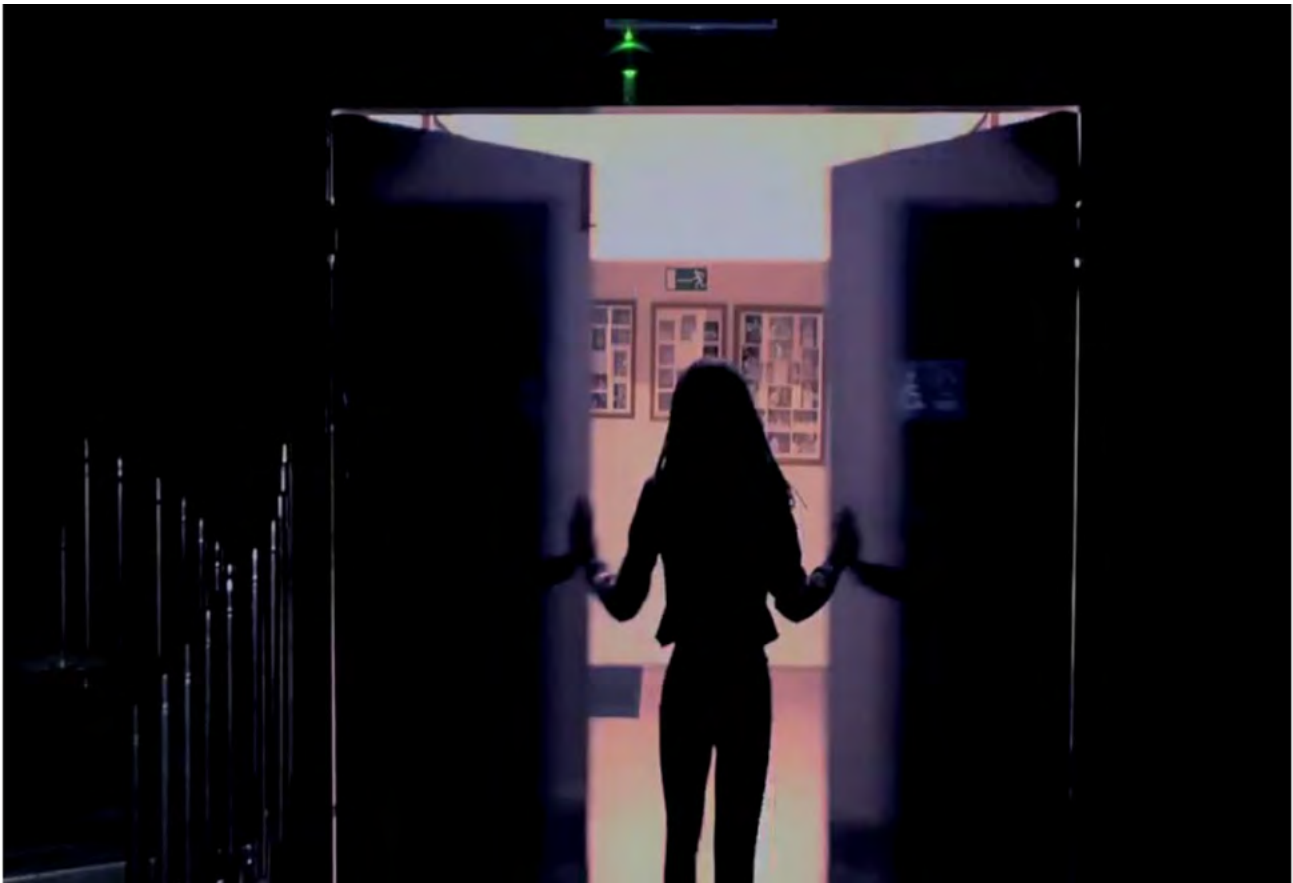












Examiner commentary

Brief 3: the opening 2 minutes of an original music video to accompany a rock music track aimed at an audience of 14-18 year olds.

Ignorance

Statement of Intent

The candidate makes it clear in her statement that her focus on representation is female empowerment and inclusivity, using a female lead singer as an anti-stereotypical leader of a rock band. She discusses the use of the urban locations as appropriate for the genre and for the theme of teenage rebellion. Detail is given on the use of camerawork to show the band working together as a tightly-knit group of friends and as a hard-working group of artists in the performance sequences. The black lead singer will be given more close-ups and direct address to camera in order to represent her as the leader.

Video

There is excellent use of a wide range of camera shots in the urban setting and in the studio in order to construct a strong, positive representation of the lead singer, as intended by the candidate. Low-angle and fragmented close-ups of the lead singer serve to highlight her importance and leadership. These work well with the assertive nature of the lyrics and the music. The music is well matched by the tracking shots of the instruments in the performance and the fast-paced cuts. The low angle four-shots of the mixed-gender mixed-race band represent the bond between them, as identified by the candidate in the statement.

The use of lighting in the performance shots is impressive and contrasts well with the black and white sequences in the gritty urban environment. Editing is excellent, with an experimental stop-go sequence and a fast pace throughout to engage the intended 14-18 year old audience. Lip-synching is consistently well managed.

The candidate has excellent control over the media language techniques used in order to achieve her intended aims of representing black women as successful leaders in a male, white-dominated genre. This production is placed at the top of Level 5.

Exemplar 14

30 marks (Level 5)

OCR

Oxford Cambridge and RSA

Media Studies

OCR GCSE (9-1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number

Centre name

Candidate number

Candidate name

Brief chosen: **Music Video**.....

Outline your plans for your production including:

- How you intend to use Media Language to target your intended audience
- How you intend to use Media Representations that are appropriate to your intended audience

(Maximum 300 words)

For my music video, I plan to create a short love story from an Indie-Rock song called Pleaser by Wallows.

This will be targeting teens aged 14-18, as my actors will be teenagers and it could be something relatable to this age group. For my narrative I plan on having my main character chase after this girl who he has feelings for, when she is starting to leave the city, this can be quite a stereo-typical narrative however it will be for teens which is quite irregular. As the song is quite fast paced and has clear beats in it, I would like to have multiple shots of Gus running from various different angles, including a birds eye view, tilt, long and zoom out shot, to be edited at a very fast pace to convey how frantic and spontaneous the scene is and how desperate he feels about trying to find her. This should make the audience sympathise with Gus as he is trying his best to find her. The setting will help audiences understand the storyline as there is no dialogue, since that is the convention of a music video, just music. There will be a train station, to show the girl is leaving, a band stand, to have the band play on and show a separation between the narrative and performance aspect of the video, again to help the audiences what is going on. Their costumes will be inspired from the bands Wallows and Rex Orange County as their costumes are simple and quite regular to allow the audience to relate more to the characters. Also I plan on having 2 other band members with Gus, it allows me to be able to get a more variety of shots and can look very appealing to audiences. There will be an atypical representation of the leading rock front man which is typically that of a confident sexually appealing man to audiences; instead my protagonist is more unsure of himself and fights with himself over his course of action, this makes him more sympathetic to audiences as we see him when he is weak, and he can connect to audience members who have similar feelings about being attracted to someone, making the audience like him more.

CCS442 – Statement of Intent

CCS/J200

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Examiner commentary

Brief 3: the opening 2 minutes of an original music video to accompany a rock music track aimed at an audience of 14-18 year olds.

Pleaser

Statement of Intent

The statement demonstrates the candidate's intentions with regard to narrative, performance, use of media language and representation. Details are given on the camerawork and editing which will be used to represent the desperation of the protagonist as he tries to prevent his girlfriend leaving the city. The candidate also makes clear his aims to represent the lead singer/guitarist/protagonist anti-stereotypically as more sensitive and troubled than confident in order to build a rapport with the teen audience.

Video

There is a sophisticated use of a wide range of media language techniques, including a well selected range of locations and an impressive variety of shots. Casting and performance have been carefully considered in order to make the narrative engaging and accessible to the intended audience. Particularly impressive is the way that most of the performance takes place in a bandstand but as the narrative progresses, the performance element blends into the narrative with the appearance of band members in the 'real world' locations. This is aesthetically pleasing as the lead singer/guitarist in the performance also takes the lead role in the narrative.

The narrative of the teenage relationship includes a disruption and a resolution, which are economically portrayed and familiar to the intended teen audience.

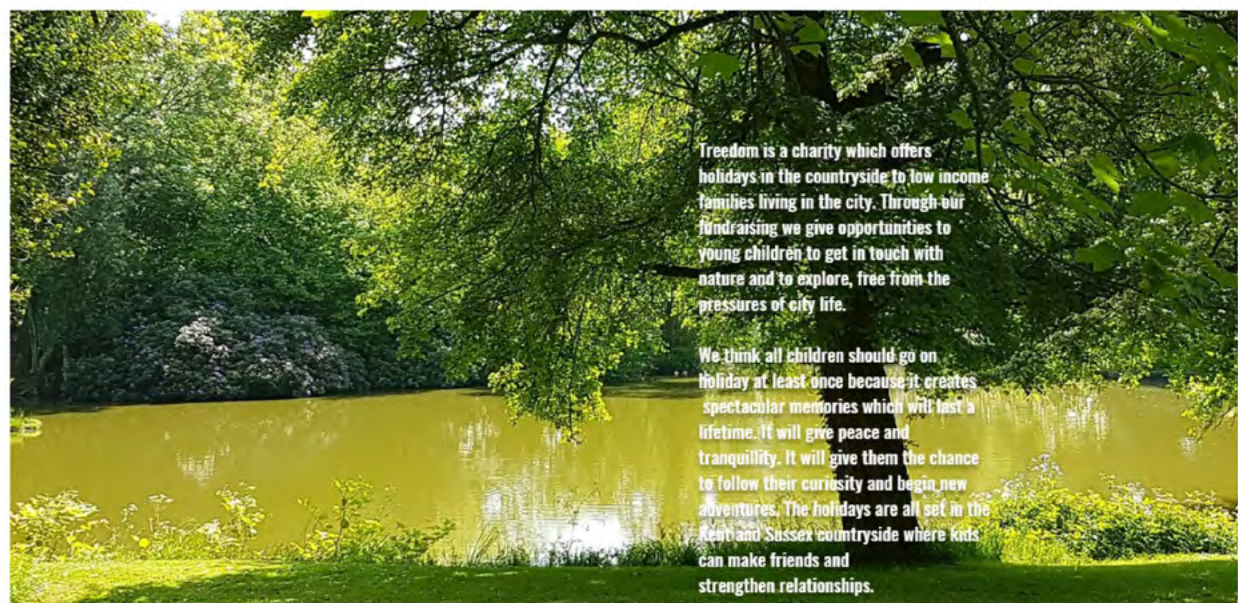
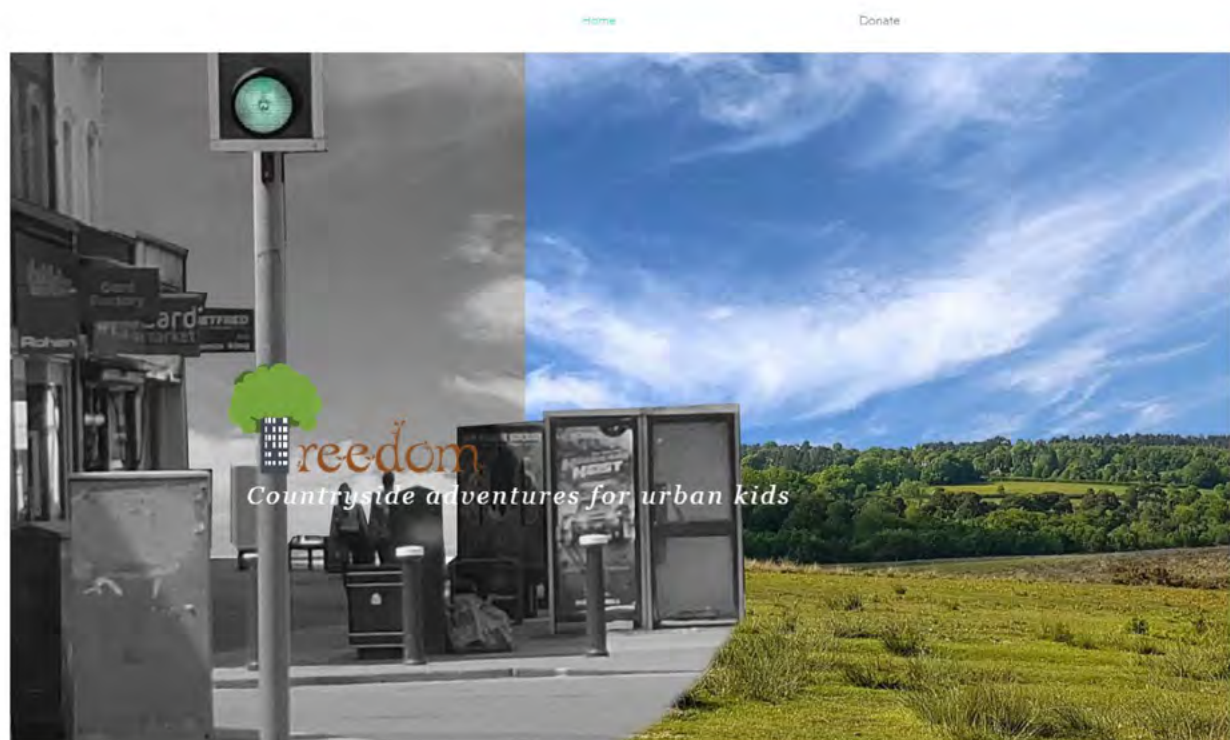
Editing is well controlled throughout, with well-timed cross-cutting between performance and narrative sequences. The editing enables the video to build to a climax with the protagonist racing to the station and offers a perfect change in pace as the narrative draws to a close and a satisfying 'happy ending'.

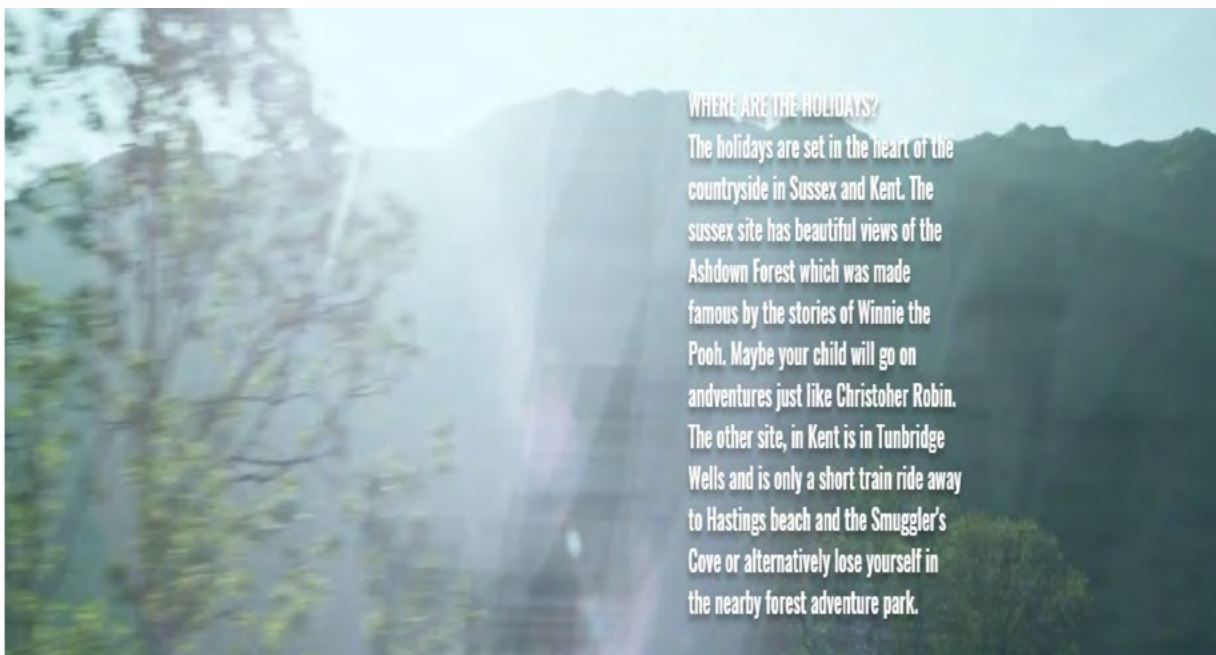
The production demonstrates a sophisticated use of content and audience address to communicate meaning to the intended audience. This is an excellent realisation of the brief which deserves full marks (Level 5) and exceeds expectations of what can be achieved at GCSE level.

Brief 4: Online

Exemplar 15

18 marks (Level 3)





WHERE ARE THE HOLIDAYS?

The holidays are set in the heart of the countryside in Sussex and Kent. The Sussex site has beautiful views of the Ashdown Forest which was made famous by the stories of Winnie the Pooh. Maybe your child will go on adventures just like Christopher Robin. The other site, in Kent is in Tunbridge Wells and is only a short train ride away to Hastings beach and the Smuggler's Cove or alternatively lose yourself in the nearby forest adventure park.

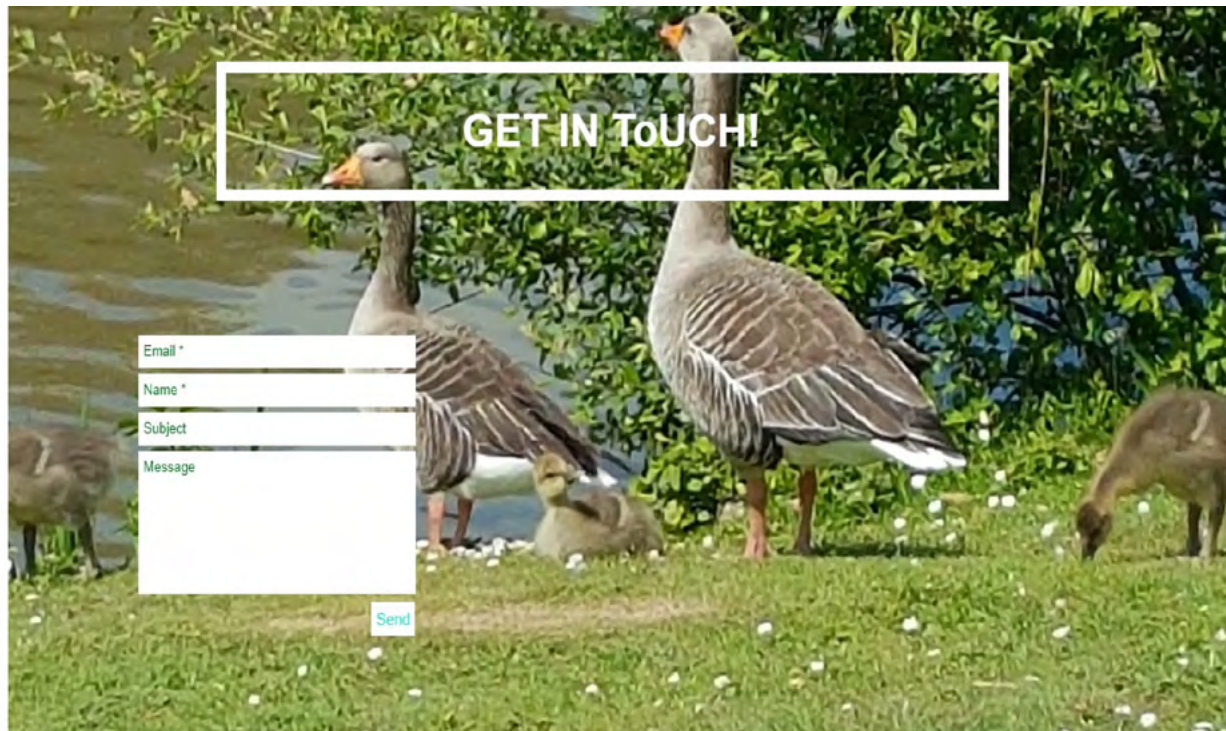


WHEN ARE THE HOLIDAYS?

The holidays are each week between March and September and last for 7 days and nights. Children with special needs are welcome with all of our properties being wheel chair accessible. If your child needs any special requirements, please contact us and we will do our very best to meet their needs.

WHO ARE THE HOLIDAYS FOR ?

The holidays are for kids to get away from the stress and noise of city life and to experience the quietness of the country. You can relax in the resort surrounded by the sound of the birds and surrounding wildlife. The view is extremely relaxing for all children and the fresh country air will make them sleep soundly every night. There is also an outdoor education centre where you can revise in nature free from the classroom and the city.



Examiner commentary

Brief 4: a homepage and one linked web page for a website for a fictional charity campaign website targeted at an audience of 14-18 year olds.

Treedom

The website is a charity which campaigns to give underprivileged urban children the opportunity for adventure holidays in the countryside. Two original images demonstrate the contrast between the grey urban environment and the blue skies of the countryside. However, the design of the layout means these images have less impact than they might have done.

The logo the candidate has created is attractive and appropriate, working well with the strapline: 'Countryside adventures for urban kids'. The title of the charity: 'Treedom' is a play on words, representing the countryside as a place where deprived children can play freely and gain a better sense of their own identity.

A third original image depicts the countryside as tranquil and works well as a backdrop to the written text, which explains the aims and values of the charity. The detailed information on where the holidays take place is set against a found moving image background, which is less effective as it makes the written text more difficult to read. The style and colour of the typography also hinders communication of the intended message.

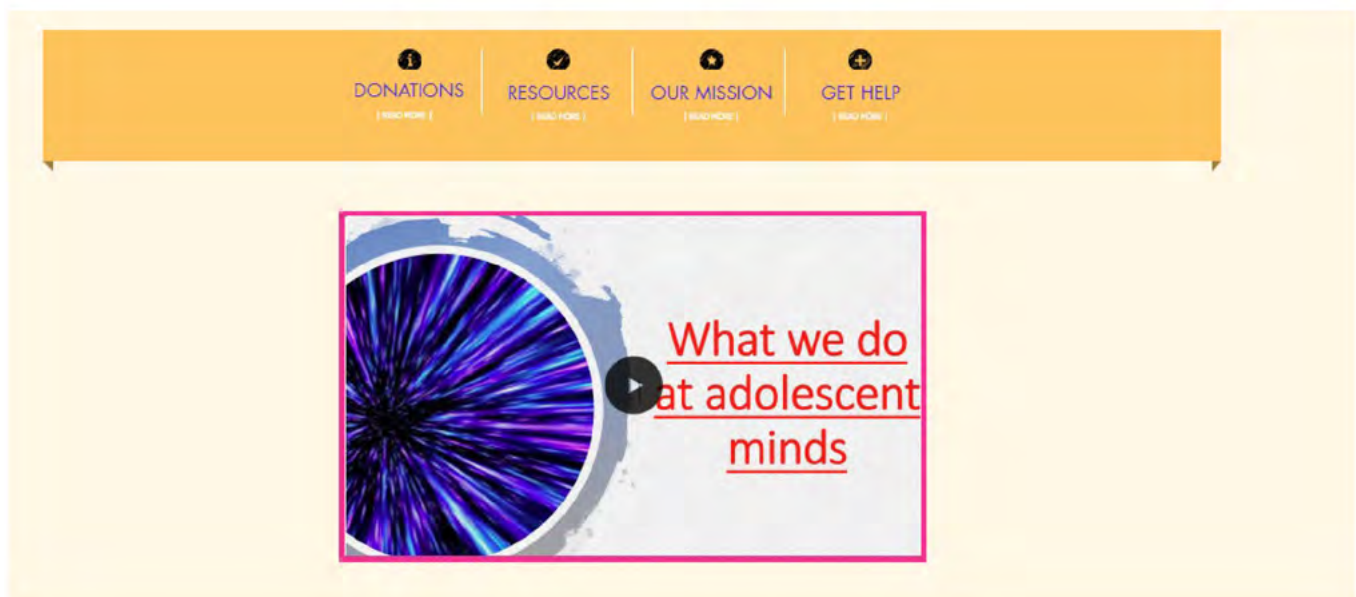
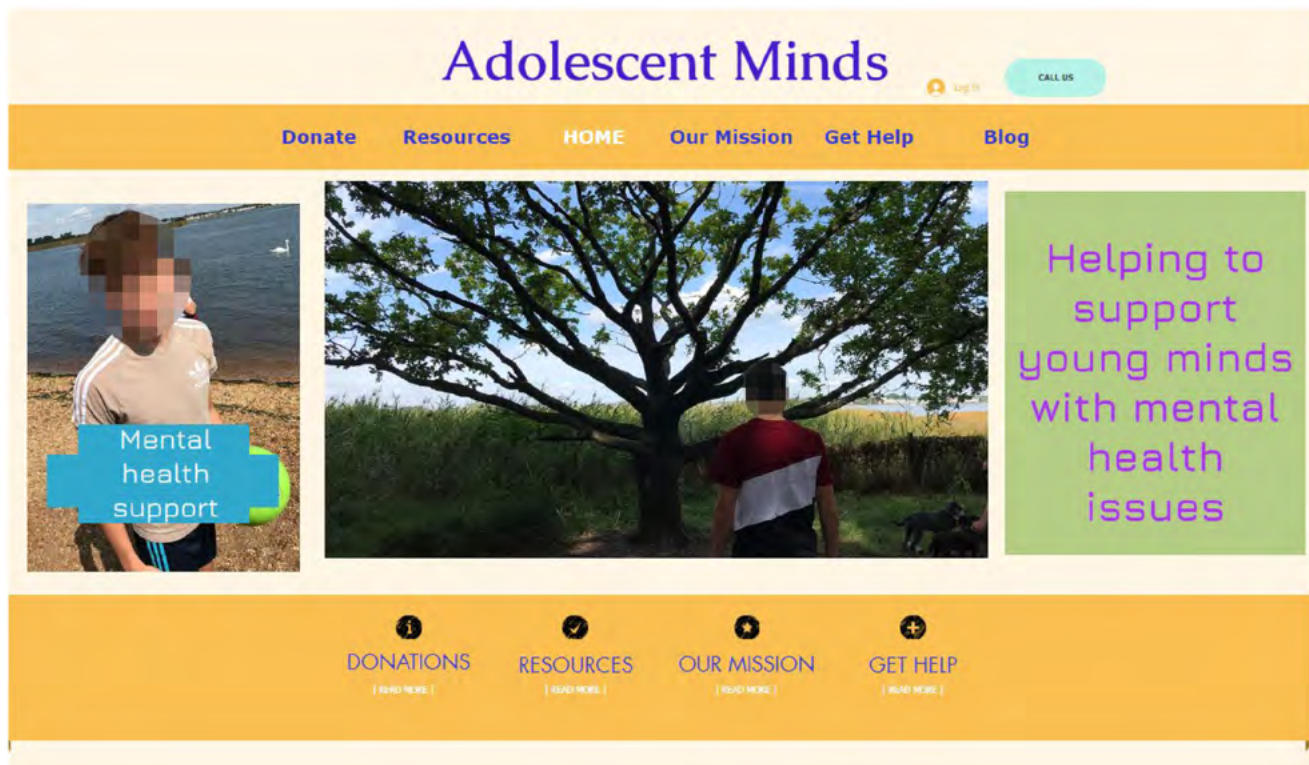
There is a series of original images of young children by the seaside or climbing trees in the country which is one of the strongest elements of the website, representing the children as happily playing with animals and bonding with each other.

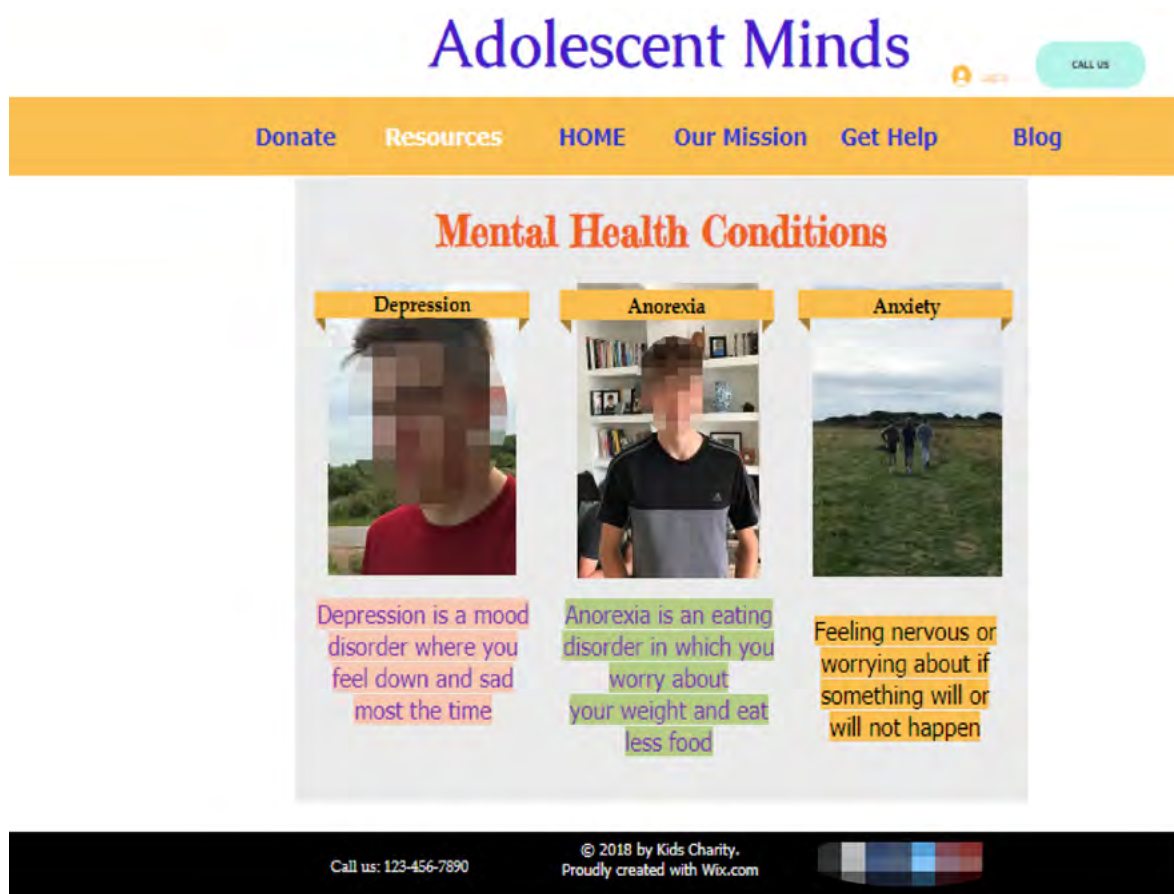
The content of the audio clip on the Donate page conveys the message of the campaign and is aimed at a youthful audience through the young voices it employs. However, it is longer than required and it could be argued that it is more likely to hold the attention of an older audience than that of the intended 14-18 year olds.

This production uses a range of mostly appropriate media language techniques, although meaning is not always effectively communicated to the intended audience. This is an adequate realisation of the chosen brief and is placed in Level 3.

Exemplar 16

20 marks (Level 4)





Examiner commentary

Brief 4: a homepage and one linked web page for a website for a fictional charity campaign website targeted at an audience of 14-18 year olds.

Adolescent Minds

The website is a charity which campaigns to support young people with mental health issues. It uses website conventions with an easily accessible navigation bar. The central image is one which is likely to appeal to the intended audience, representing a troubled young male walking towards a well-established tree with the promise of light and blue skies beyond. The medium rear-view shot connotes confidentiality, and the tree and distant sky can be said to represent stability and hope. The second original image of a cheerful looking youth in the 14-18 year old bracket would also appeal to the target audience, with the caption 'Mental health support' helping to remove the stigma from young males seeking help.

The embedded video clip features a convincing, sincere young male using direct address to communicate his message to the intended audience. The mise-en-scène of the posters and school uniform in the teenager's bedroom would be familiar to the audience and encourage them to trust and engage with the speaker.

Under the 'Resources' tab the website challenges the stereotype that only women suffer from anorexia, with an original medium shot of a young male.

The candidate has produced five web pages when only two are required. The homepage and the Resources page reflect good application of media language techniques and well-selected insights into representations. There is an effective use of content and audience address to communicate meaning to the intended audience. The production is placed at the lower end of Level 4.

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