

A-LEVEL MEDIA STUDIES

(7572)

Example tasks with a completed statement of intent and commentary.

Version 1.0 February 2020

NEA EXAMPLE RESPONSES



NEA tasks and commentaries

Students must complete:

- 1) Statement of Intent
- 2) An individual media production for an intended audience, applying their knowledge and understanding of media language and representation.

The NEA booklet each year contains three briefs. Students must choose one brief and create a media product to fulfil the requirements of that brief.

Student response C

Brief

Brief	Minimum requirements
<p>Create a front page, a contents page and a double page spread feature for a new 'Special Interest' (eg trains, cars, fashion, food and nutrition, health) magazine, created by an independent publisher for a niche audience of 20-35 year olds.</p> <p>4 pages in total, including at least 7 original images.</p> <p>You may select the area of interest for this magazine but, as you will need to create original images, it should be something that you will be able to take appropriate photographs for.</p> <p>You should ensure to be specific about what the special interest is on your Statement of Intent.</p>	<p>Front cover:</p> <ul style="list-style-type: none"> • Title for a new magazine and masthead • Selling line • Cover price • Dateline • Main cover image • At least 5 cover lines <p>Contents page</p> <ul style="list-style-type: none"> • Full list of contents for the magazine • At least 3 images related to different articles (these images must not be the same those used on the front cover or in the double page spread) <p>Double page spread</p> <ul style="list-style-type: none"> • Headline, standfirst and subheadings • Original copy for double page feature (at least 400 words) that links to one of the cover lines on the front cover • Main image and other smaller images as required • Representations of a social group, event or place that is relevant to the magazine topic • Pull quotes and/or sidebar <p>Both</p> <ul style="list-style-type: none"> • Clear brand and house style for the magazine, including use of images, colour palette and fonts
<p>You should create three print adverts as a campaign to promote a product or raise awareness of an issue related to the content of the specialist magazine created for this brief.</p> <p>Each advert should demonstrate clear targeting of the niche audience identified in the first task of this brief.</p> <p>Each advert should use at least one unique image but the advertising campaign should appear coherent. Audiences should recognise each advert</p>	<ul style="list-style-type: none"> • Appropriate layout and design choices for each advert • Three different adverts, each aiming to engage the targeted niche audience • A common visual style to the overall campaign creating a recognisable brand/visual identity for the product/issue • At least three original images across the three adverts with a different dominant image in each advert – these must be images generated specifically for the adverts

as being part of the same campaign.

- Images should be created and chosen to appeal to the target audience
- Appropriate layout, design and content choices relating to the placement of the adverts
- Appropriate choices of font, type sizes and colours to create meaning
- Appropriate consideration of the industrial context of production

Statement of intent

My cross media production will meet Brief Three: a front page, a contents page and a double page spread feature for a new special interest magazine along with three print adverts. This magazine will target an audience of 20-35 year olds.

I will make a magazine all about street art in the city of Bristol, England. Bristol is famed for the graffiti that adorns its streets, and every other available surface in the city. The city's artwork is showcased all over the city exhibiting some of the finest pieces of art. Bristol is one of the most cultural cities and the best place for street art in Europe, it was also named UNESCO city of film in 2017. Thousands of tourists always come together to roam the streets of the best and brightest of England's artistic talents on the sprayed painted walls of Bristol. Street art will typically appeal to the younger audience.

I have chosen for my magazine to cover street art in Bristol. I do live in this city and I do get the opportunity to admire the art whether I'm walking into the city centre or to school. Each piece of work has its own meaning and the beautiful thing about this is that you can interpret the art in any way you wish to. Street art is all about you and your eyes.

The images I chose in my magazine are all located in different areas of Bristol and each have a representation behind it. For example one of the images I have is in the area of St. Paul's. It has a strong African Caribbean population. The community has a very tight bond and this is shown through the annual St. Paul's Carnival, where this image was originally created. It's a bright and vibrant parade which brings all of the city together to celebrate culture and for other people to learn about the African Caribbean culture too. During this period and the weeks building up to the carnival you will also find all different types of tags expressing their own thoughts, beliefs and what St. Paul's carnival means to them. Since my target audience is quite varied, I would like to cater to the older age groups more as they may disregard street art as overall the perception of street art has a split view.

I've included a range of shots when taking the images, these images are located in a range of areas all over Bristol which have strong street art culture. These shots will meet Blumler and Katz's uses and gratification need of personal identity. I also have used different fonts to catch the attention of my audience. The initial cover of the magazine is very important and should be eye catching, because this is what people see first before they have the opportunity to open up the magazine.

The content and images in my magazine and print adverts will be constructed to exploit a range of opportunities for digital convergence, by being incorporated into twitter, instagram and snapchat feeds. This will be available to every age group who's active on social media as well as people who will have it manually.

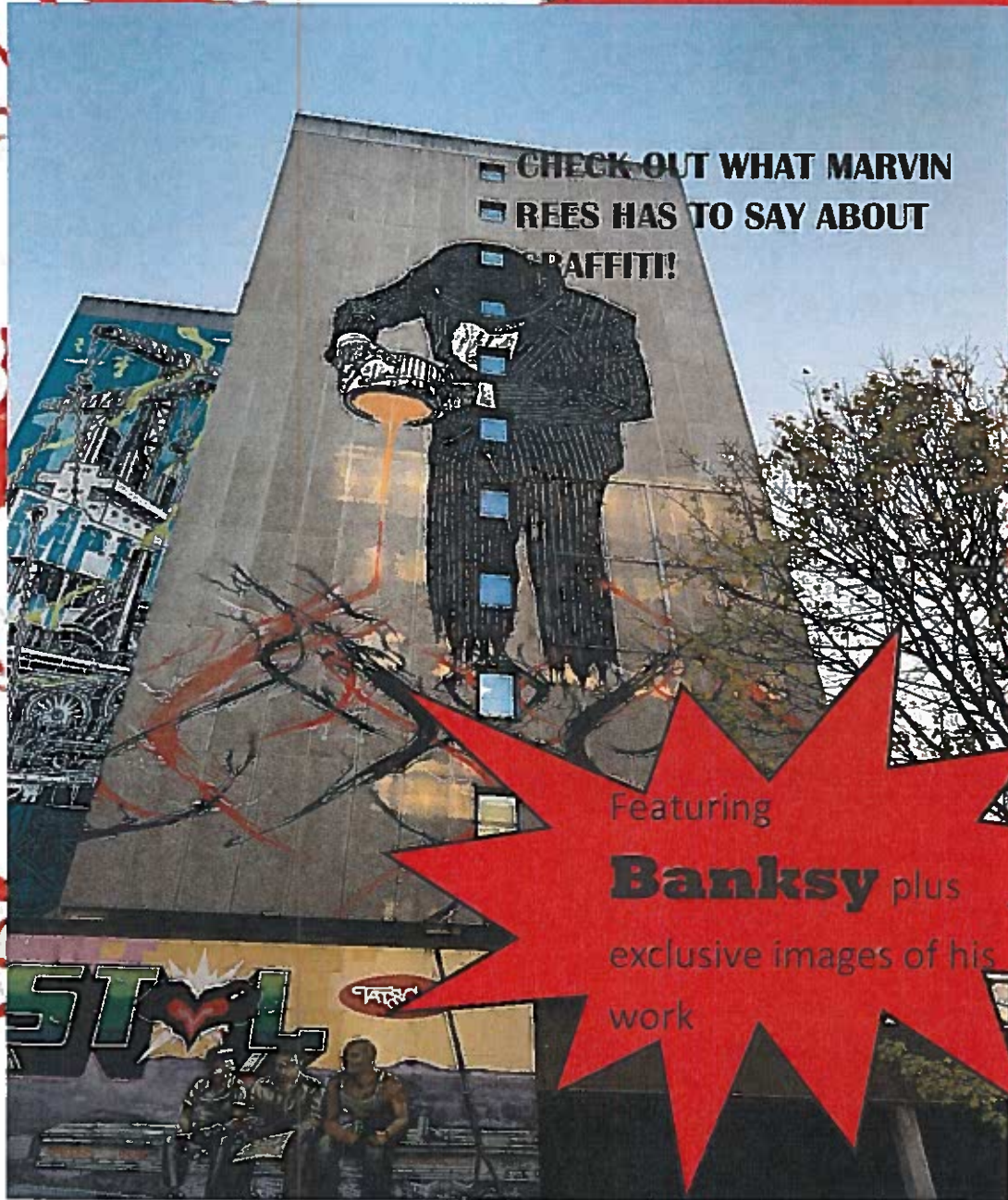
This would be a mix of new media (uses digital technology eg social media and the use of internet) and old media (traditional forms of media, print media being one of them and eg newspapers, magazine, radio)

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CHECK OUT WHAT MARVIN
REES HAS TO SAY ABOUT
GRAFFITI!

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CONTENTS PAGE



BANKY'S EFFECT



**IS STREET ART RUINING
THE CITY?**



**ST. PAUL'S CARNIVALS
EXCLUSIVE PICS**

What to find!

Page 1 - Find inside some of Banksy's famous art work scattered around the city of Bristol

Page 2— What the public and Marvin Reese think about street art

Also on Page 2— Gloucester Road's most cultural street

Check out what Marvin Rees has to say about Graffiti

LOCAL PEOPLE

The Bristol city council are divided when it comes to graffiti, with sometimes treating it like a blight on the city and other times celebrating its originality and understanding it as a part of Bristol's cultural heritage. Graffiti artists may struggle to find out where they stand. This comes after Marvin Rees was heavily criticised for his "clean streets campaign" as it came across as quite blunt and very anti graffiti. Local graffiti artists seemed to have challenged the campaign and are in talks to create a deal. George, one of the graffiti artists, said "You can't have a zero tolerance policy with graffiti when you've got up fest bringing thousands of people through Bristol" ecuted if they are seen to daub building without the owner's permission.

Marvin Rees says his campaign is very important to him.

However that could change really soon as the council and street artists want to collaborate to create Bristol's first citywide system of legal graffiti walls, where artists can paint without having to think about the authorities on their back.

Rob Dean, founder of walking street art tour company where the wall, says "that the graffiti art is one of the things that makes the city such a popular destination and helps us win so many best city awards"

The mayor wants everyone in the city to take responsibility for getting rid of the rubbish that roams the street. Graffiti artists are being warned that they may be pros

Gloucester Road

Gloucester Road is up there with taking the title of Europe's longest street that is filled with independent shops. With its amazing graffiti lining the road, no other street compares. It's indie spirit is what's making it feel so alive. The street reminds the public of an outdoor gallery, with free entry.

"Some people feel threatened by tags, so we have commissioned murals to give a positive image and that does prevent graffiti. We also get the kids that have been involved in illegal tagging and get the artist to train them."

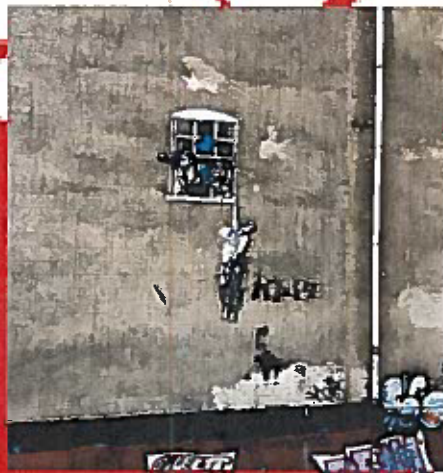
B

Banksy exhibition has attracted a range of different audiences. 70% were from outside the city, "so street art has generated masses of money for Bristol".



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Banksy is now a world famous artist whose work is global. However he was once a kid on the streets of Bristol with a can of spray paint in his hand . The council have had debates whether his work is public art or graffiti, they've asked residents for their thoughts on

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**I'm admired by Banksy, he should not be classified by graffiti or vandalism he's an artist. he's an inspiration to a lot of people including me
Member of the public**



No entry



THINK LOCAL



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T



FROM THE STREET TO THE WALLS



Migration statistics from the ONS (Office of National Statistics) showed 14.9 per cent of Bristol city's population are foreign-born

Commentary

Statement of intent:

Personal and repetitive - not focused on the requirements of the briefs/tasks. Audience is dealt with in a simplistic way. Descriptive and evidence of writing after production. Some theory mentioned but no concrete plans linked to stated aims. 'What' is offered but there is no focus on 'how'.

Mark awarded: 5

Production:

The front cover shows some knowledge of codes and conventions and is making media language/design choices based on the genre of the magazine being created. The cover is not fully successful though - some aspects are difficult to read and there is a lack of visual coherence. Similarly the inner pages lack clarity and have missed presenting information using conventions of the form. The 'paint splat' offers some idea of a house style but this is not used appropriately. Adverts simply present images on the page there is little engagement with the form and function of these products. There is no call to action, no contact details etc.

Mark awarded:

- Media Language: 7
- Media Representation: 7
- Industry and Audience: 8

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