

Preparing for A Level Media Studies

A Level Media Studies is both an analytical and a creative, practical subject. With this in mind, the Media Studies department would like you to develop your practical skills by choosing and completing one of the following briefs.

1) Brief 1

Create 3 30 second TV adverts to advertise a fitness product similar to a Fitbit. You need to:

- aim at a target audience of 16-24 year olds;
- create a strong brand image that connects all 3 adverts so that they are clearly part of the same campaign;
- think about your use of music/sound, slogans, logo as well as the images you choose.
Research – Fitbit advertising (or any current/recent fitness products)

2) Brief 2

Create a front page and a double-page spread for a red-top tabloid newspaper. You need to:

- establish the lead story on the front page and then continue this in more detail in the double-page spread;
- include at least 2 other minor stories;
- include at least 1 small advert featured either on the front cover or within the double page spread;
- think carefully about choosing appropriate content for your stories and adapting your language to create a red-top tabloid style;
- Use at least 4 original images (i.e taken by you and not from other sources).
Research – The Sun newspaper (print copy and website)

3) Brief 3

Create a front cover, a contents page and a double-page article for a film/music magazine in the style of Empire magazine. You need to:

- think carefully about choosing appropriate content for your magazine;
- adapt your language and visual style to appeal to your target audience of music/film fans of 16-24 year olds;
- Use at least 4 original images (i.e taken by you and not from other sources).
Research – Empire magazine (print and website)

Before you start to create your production, please make sure that you research your chosen genre carefully so that you are familiar with its conventions and style.

Make sure that you complete your production to the highest standard possible. Productions will be showcased during the first 2 weeks of the A Level Media Studies course in September.

It is anticipated that this work will take 3-5 hours to complete. If you find the task is taking significantly longer then feel free to bring a work in progress at the start of term.