

GCSE (9–1) Media Studies

J200/03/04 Creating media

Sample Non-exam assessment Briefs

To be given to candidates on or after 1 June in the year before certification.

INSTRUCTIONS FOR CANDIDATES

- Choose **one** brief.
- You must not reproduce an existing media product or brand.
- Group productions are not permitted but unassessed learners and others may act in, or appear in, the media production. In addition, unassessed learners and others may operate lighting, sound, recording and other equipment under your direction if required.
- You must produce a production log documenting research into similar media products and planning of your own production.

INFORMATION FOR CANDIDATES

- The total number of marks available for Creating media is **60**.
- This document consists of **4** pages. Any blank pages are indicated.

INSTRUCTIONS FOR TEACHERS

Immediate guidance or supervision

Any support that is given to assist a learner should be recorded, whether this is direct assistance or due to health and safety requirements within the school.

What teachers can do

Teachers may review work before it is handed in for final assessment. Advice must remain general, enabling learners to take the initiative in making amendments.

Teachers may give advice on:

- the suitability of locations
- the technical resources available
- the need for a professional working relationship if the learner is using unassessed learners to support the production
- the appropriateness of production schedules
- health and safety issues that may arise.

What teachers cannot do

Teachers may not give detailed advice and suggestions as to how the work may be improved in order to meet the assessment criteria. This includes intervening to improve the presentation or content of the work.

Further guidance about the nature of advice that teachers can give to learners may be found in the JCQ publication Instructions for conducting non-examination assessments.

Choose **one** of the following briefs:

Media Forms: Print

- Produce an extract from a **sports** magazine to include the front cover and title design, contents page and a double-page spread article, using a range of original images¹. The magazine extract must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.
- Produce a print-based advertising campaign for a **cleaning** product, to include a brand name design, two full-page magazine advertisements and a billboard poster, using a range of original images¹. The campaign must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.

Media Forms: Audio/Visual

- Produce a sequence from a **chat show** television programme, to last no longer than two minutes. The majority of all material must be original, produced by the learner, with the exception of music². The television programme must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.
- Produce a sequence of a **rock music** promo video, to last no longer than two minutes. The majority of all material must be original, produced by the learner, with the exception of music². The video must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.

Media Forms: Online

- Produce a four linked web pages, including the homepage, for a **news or current affairs** website, using a range of original images¹. The website must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.
- Produce four linked web pages, including the homepage, of a website promoting a **local community event** using a range of original images¹. The website must be targeted at a specific audience, which must be identified in your production log. You must include a specified representation in your production, as explained in your production log.

¹. A minimum of five different images taken and edited by the student as appropriate to the media product.

². A maximum of 20 seconds of found material can be used.

Draft

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