

# Welcome to A Level Media!

## What is involved in the NEA?

Each year the exam board offer a selection of briefs for you to choose a project from. These provide an opportunity for you to showcase your technical skills and your ability to illustrate the knowledge you have gained during the course. The project is conducted in three phases:

- 1) Research, planning & statement of intent
- 2) Production
- 3) Post production

## What kind of briefs can I expect?

The briefs are varied and allow you the freedom to choose from which ever platform you feel your strengths lie. Past projects have included:

Create a front page, a contents page and a double page spread feature for a new 'Special' Magazine. Plus three print adverts as a campaign to promote a product related to the campaign.

Make a **film trailer** for a feature film for the Horror genre. Plus **three posters** to help promote the

Create three, 30 second, television advertisements promoting a new mobile fitness device. Plus create three pages of an online fitness blog!

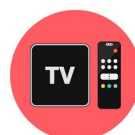
Create 3 pages of a marketing website to promote a new gaming app. Plus, create a print advertising campaign for the game.

Create a trailer for a new crime or family TV drama series. Plus, create a three pages from a magazine (a front cover and a two-page feature).

Create a front cover, contents page and double page spread for a magazine for gamers similar to *PC Gamer*, *Pocket Tactics*, *Games TM*. Plus, create three full page print adverts suitable for inclusion in the magazine.

Create 3 minutes of a documentary feature and three pages from a local community arts website.

Create a 3 minute celebrity news podcast for inclusion on the website of a new lifestyle magazine. Plus, create the front cover and three internal pages for a new lifestyle



## Phase 3:

### Task One

- ☆ **Be creative!** Design your own website (wix.com) recommending things people can do during 'lock-down'. You can include videos, audio and photographs.
- ☆ Write a 50 word explanation for your website—who is it aimed at? What would they gain from this site? How would you describe the tone through your layout & colour choices?

### Task Two

- ☆ **Listen** to this TedTalk and write your opinion in no more than **30 words** on the topic. [https://www.youtube.com/watch?v=cSKGa\\_7XJkg](https://www.youtube.com/watch?v=cSKGa_7XJkg)
- ☆ **Jot down** two or more examples of fake news that you have come across—remember to quote your sources (you could include screen shots or links)

