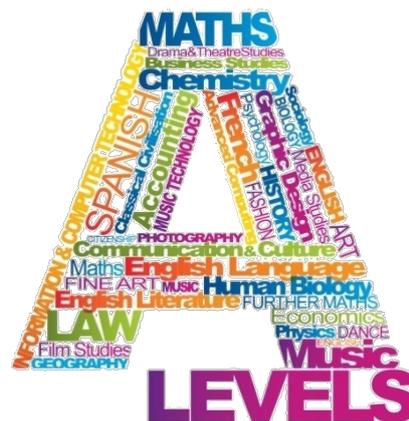


GCSE to A LEVEL Transition Project



Name:

Subject: A Level Media Studies Year 1

The purpose of this A Level Transition project is to introduce you to studying this subject at A Level standard. You will need to complete 10 hours of study on each subject every week, 4½ in class with your teacher and the rest as independent learning. Therefore, it is important that you enjoy this subject and that you start to practice your study skills as early as possible. Some subjects have significant maths content (for example business, psychology, economics); others require strong essay writing skills (for example history, English). Think about the study skills and underpinning knowledge you will require in this subject - not just the title.

If after completing this project you think this may not be your ideal choice, you can ask to transfer to another subject at the start of term, as long as you have the entry requirements and it fits alongside your other choices on the A Level Matrix (timetable). If you do decide to change subject, you will be required to complete the transition project for your new choice too.

This is also your first taste of Flipped Learning and elements will be used within your first week of lessons.

Please ensure your name, student number and subject are clearly noted on each page and bring it with you to hand in at Enrolment.

We hope you enjoy this project as you start your A Level journey.

Have a good summer and we look forward to seeing you in September.



WELCOME TO MEDIA STUDIES

@ Chichester College

Where you will explore possible interpretations of Media texts from a range of different platforms.

These are the tasks to be completed over the summer to allow transition from

GCSE – A LEVEL MEDIA

If you need any extra help or advice, please contact:

Claire Jackson 01243 786321 ext 2599

Or

Claire.jackson@chichester.ac.uk

Please be aware that I am not available at times over the summer holidays therefore there may be some delay in answering.

The first coursework assignment to be completed for Media is **to create a magazine with the brief set by the exam board**. Over the summer I would like you to complete research and planning, as practice and **evidence**, to support this. Once the actual assignment is set you only have **8 weeks** to complete it therefore the more you understand magazines and how to research them the better prepared you will be! (Just a note - but **all written copy and photography** used for your magazine **must be your own! Not copied, borrowed or 'stolen'!**)

The production briefs set by the exam board will always specify the intended audience and industry context, as well as other key requirements. You will then have to respond to the requirements of that brief appropriately.

Research different genres/types of magazines available and the difference of mainstream and independent magazines - keep evidence of this research

Create a mood board of magazine titles and their design to gain ideas for a name and an appropriate design for the title. (A4 in size!)

Collect either existing hard copies or print offs of magazine layouts that you find effective, including Front Covers, Contents pages and article layouts. (Remember to keep a record of which magazines ideas come from).

Using the example (on the next page) analyse and annotate a magazine front cover of your choice

Informed by this research carried out create (drawn or on the computer/word) an A4 magazine cover for the brief below;

Create a cover for an Independent, lifestyle magazine for a target audience of either females or males, aged 16 - 21 years old

You must **stick to the brief** and will be assessed on the conventions present (the expectations of a magazine cover) **not originality**.

Key Terms

Discourse = The topics and language used by a media text. There are certain topics that would never appear as the discourse of a magazine like *Glamour*. The discourse tends to centre on body image and how to look good.

Cover lines = These suggest the content to the reader and often contain teasers and rhetorical questions.

Mode of address = The way in which a media text 'speaks' to its audience. The mode of address may be formal like a news programme, or informal like this magazine.

House style = This is what makes the magazine recognisable to its readers every issue. The house style is established through the choice of colour, the layout and design, the font style and the general 'look' of the publication.

Slogan/tag line makes a claim of quality to attract the audience

Masthead suggests high fashion lifestyle

The price is a **sell line** – it may persuade a consumer to buy it instead of the competition.

Central image – uses an 'of the moment' celebrity. Adele is an interesting choice for this magazine as she is not stereotypically glamorous. However, this is not a typical image of this star.

The **discourse and cover lines** of the magazine centre on female narcissism and sex – the magazine constructs the idea of a woman who lives this life.

'Real-life stories' are included to tease the reader into buying the magazine to find out more and makes them feel involved.

The **mode of address** is chatty and friendly. It speaks directly and informally to the reader 'you' and involves them.

The colour, font style and layout and design conform to a regular pattern and suggest a **house style** – the readers know what to expect from this magazine.

Quick fix problem solving – the magazine suggests it has the answers.

Photographer: Simon Emmett, Glamour © The Condé Nast Publications Ltd.

BRITAIN'S No 1 WOMEN'S MAGAZINE

GLAMOUR

JULY 2011

Get what YOU really WANT in BED (so much easier than you thought!)

"I thought celebs were plotting to kill me" inside the mind of a schizoceleb

How DO you get to be a magazine editor? By GLAMOUR's editor

16 body secrets that work 100% hotness 0% bull

508 HOT LOOKS 24/7 sunny child

On sex and dating celebrities (what most of us don't ask for!)

WOMEN OF THE YEAR ISSUE

www.glamour.com

CHECKLIST OF CONTENTS TO BE SUBMITTED

- Evidence of research into different genres/types of magazines available and the difference of mainstream and independent magazines
- A mood board of magazine titles and their design (A4 in size!)
- Any existing hard copies or print offs of magazine layouts that you have collected
- analysis and annotation of a magazine front cover of your choice

- The Front cover you have created for an Independent, lifestyle magazine (informed by the brief)

Please submit all your completed work in a clearly named folder when you enrol

Thankyou

Claire