

GCSE MEDIA STUDIES
COMPONENT 3: CREATING MEDIA PRODUCTS
EXAMPLE BAND 5

Cover Sheet Section A: to be completed and signed by the candidate

Candidate Name: Candidate A	Brief: SAMs Brief 4 Music Video	Form produced: A/V ✓ Print Online		
Title of media production: 2+2=5				
Authentication of Key Stages of the Process		Date completed	Candidate signature	Teacher signature
Research: details of key research and sources. Analysis of music videos by Radiohead, Jack White and The Black Keys. Internet research: alternative rock genre, music video distribution (allmusic.com, rollingstone.com).				
Planning: details of key planning documents completed. Treatment for my music video outlining my main ideas. Storyboard for the video.				
Statement of Aims In Section B				
Media Production: details of product, including length, submitted for assessment. Music video for the song 2+2=5 by Radiohead, an alternative rock song; 2minutes 31 seconds. The intended audience is 16-24 year old alternative rock fans.				
References. Give details of the exact source of any non-original music used in the production. 2+2=5 by Radiohead: https://www.youtube.com/watch?v=11oAXmVdEyQ&list=PLIns3yFkDJGsgquBZkKA3_XIOqKYmQ7TA		List of software packages or web templates. Give brief details of how these have been used in the production. Final Cut Pro software used to edit the music video		
Credits: names and roles of any non-assessed individuals involved in the production under the candidate's direction. Candidate B, Candidate C, Candidate D and Candidate E appeared as members of the band. Candidate F and Candidate G appeared as actors in the narrative section.				
Authentication Declaration <i>I declare that my media production work, as detailed above, was completed independently. All work is my own, except for any non-original music clearly credited above, and any non-assessed individuals listed above worked under my direction.</i>				
Signed:		Date:		

EXAMPLE BAND 5

Cover Sheet Section B: Candidate Statement of Aims

Explain the ways in which you will apply the theoretical framework to your production, using the questions below as a guide, in approximately 250 words.

Candidate Name: Candidate A	Word Count: 273
<ul style="list-style-type: none"> • Use evidence from your research into: similar products, your target audience, as well as theoretical perspectives, to explain your decisions: <ul style="list-style-type: none"> ○ How and why will you apply knowledge and understanding of media language to your media production? ○ How and why will you construct representations of individuals, groups or issues/events? ○ How will you target your intended audience/users? 	
<p>I will use conventions of the alternative rock genre:</p> <ul style="list-style-type: none"> • close-ups of lead singer directly addressing the camera to appeal to the audience, these were used in Radiohead's videos as Thom Yorke has an established persona • performance footage of the band playing instruments as this shows authenticity • natural lighting to connote a sense of realism • a range of shots e.g. low angle shots showing a character's point of view to position the audience. <p>I intend to create a visual interpretation of the lyrics, typical of alternative rock videos. The song references Orwell's dystopian '1984' where the government tries to control people's thoughts so I will represent the issue of surveillance and control in society, using shots of CCTV cameras to suggest the characters are being watched. I will use visual iconography such as an image of the book '1984' and a bleak post-industrial setting to connote dystopia, and symbolic codes e.g. a character whose mouth is taped up. I will use subtitles e.g. 'I'm paranoid' to connote the themes but also create enigma, similar to the video for 'Just'. Due to the message of the song, I will show narrative disruption but no resolution as this reflects the reality of the issue in society.</p> <p>I will construct a representation of two males (similar age to the target audience) who are in binary opposition – one is paranoid and another is oblivious to the issue - to create a debate that the audience of young alternative rock fans can engage with.</p> <p>The clothing codes of jeans and t-shirts will appeal to the audience, as they are similarly dressed young people who can personally identify with the representations.</p>	