

Media (National 4): assignment

Candidate evidence

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Candidate evidence

National 4 Media Studies Added Value Unit

What this assessment covers: Media Assignment (National 4)

You should work through this booklet, ensuring that you **fill it in with as much detail as possible**. It is your planning and answers here that determine whether you have passed the assessment, NOT the final advertisement.

Outcomes and Assessment Standards

This assessment is for the following Outcomes and Assessment Standards.

Outcome 1

The candidate will:

- 1 Carry out an assignment which shows they can analyse and create straightforward media content by:**
 - 1.1 Generating ideas in response to a brief (at least 3 ideas should be described)
 - 1.2 Researching and analysing media content relevant to the brief, using appropriate key aspects of media literacy
 - 1.3 Planning and creating media content, carrying out at least one specific production role
 - 1.4 Reflecting on the process and product

Evidence to be gathered

Assessors must ensure that the candidate has opportunities to generate evidence for all the Units, Outcomes and Assessment Standards. Evidence must be retained for quality assurance purposes.

The following candidates' evidence is required for this assessment:

- ◆ ideas generated in response to the brief
- ◆ analysis of media content relevant to the brief
- ◆ plans for the media content to be made
- ◆ the finished media content
- ◆ a review of the process and product

BRIEF (The task you are working toward).

Candidates should create a print advertisement for a chosen product. This should appeal to young people of secondary school age, 11-18. The advert can be hand drawn or created on desktop software. The advert should follow the same format as those previously studied and should also have a written rationale of why it has been designed this way.

Criteria 1.1 Generating ideas in response to a brief

At least three ideas for adverts for **different** products should be described, and these should validly relate to the **content, purpose and audience** specified in the brief. It is important that you know **WHAT** you are doing, **WHO** you are doing it for and **WHY** you are doing it.

Idea 1	Content – What format will your advert take? - My advert will take the format of a promotional poster to advertise a video game called "Devil Daggers". The poster will feature the player character running away from the main enemies in the game. I'll be using dark visuals and a dark background to make the bright colours I plan to use pop. Audience – Who is your advert for? Can you describe your demographic? Think about age, interests, where they live, what kind of people they are. - My advert will be intended for secondary teens between the ages of 11 and 18 who are interested in fast paced first-person shooter video games that give the player the task of surviving for as long as they can. Purpose – WHY are you making this advert? How do you want the audience to feel, and what do you want them to do after experiencing your advert? - I'm making this advert to hopefully persuade any onlookers to buy the game and try it for themselves. I want the audience to be able to feel how intense the game is from the poster.
Idea 2	Content – What format will your advert take? - My advert will take the format of a promotional poster for the video game called "Euro Truck Simulator 2". The poster will feature a large truck driving on a road with a beautiful view behind it. Audience – Who is your advert for? Can you describe your demographic? Think about age, interests, where they live, what kind of people they are. - My poster is aimed at secondary teens between the ages of 11 and 18 who are interested in simple simulator video games where you can shut off your mind for a while and take in the sights, whilst the game is still engaging enough to be fun.

	Purpose – WHY are you making this advert? How do you want the audience to feel, and what do you want them to do after experiencing your advert? - I want my poster to make the audience feel in awe of the game and its visuals, convincing them that they should buy the game to experience it for themselves.
Idea 3	Content – What format will your advert take? - My advert will take the format of a promotional poster advertising the video game "Red Dead Redemption 2". Audience – Who is your advert for? Can you describe your demographic? Think about age, interests, where they live, what kind of people they are. - My advert will be created to target an audience of secondary teens between the ages of 11-18 interested in historically accurate video games. Purpose – WHY are you making this advert? How do you want the audience to feel, and what do you want them to do after experiencing your advert? - I'm making this advertisement to promote the video game. I want it to make the audience feel drawn to the game and persuade them to buy it from the realistic visuals.

1.2 Researching and analysing media content relevant to the brief, using appropriate key aspects of media literacy.

Your task now is to look at similar adverts to the one you are wishing to make. You should look at two different adverts (minimum) for your chosen product and fill in the analysis grids below.

Content relevant to the brief should be researched and analysed in terms of one key aspect of content (categories, language, narrative or representation), as well as in terms of purpose and audience.

Advert One

Product

- The video game "Devil Daggers"

Purpose

- To advertise the game

Audience

- Fans of arena styled video games and first-person shooters

Narrative (How the advert is constructed/made)

- The dark background of the poster contrasts with the bright glow of a hand seemingly using magic to hold up a silver dagger in the centre of the poster. The company name is at the bottom of the poster as well as their logo. There's skulls covered in blood floating behind the blade, this makes the audience curious as to what is happening.

Institution (Were there any constrictions on what the company could put in the advert?)

- From my extensive research I found that there was no limiting constraints of the

Advert Two

Product

- The video game "Red Dead Redemption 2"

Purpose

- Promote the game

Audience

- Fans of realistic old fashioned video games

Narrative (How the advert is constructed/made)

- The title of the game is in bold white letters which contrasts well with the red background. The top half of a man holding a gun with a cowboy outfit is seen above a group of blacked out men on horses riding into the sun. The name of the company is seen above the title.

Institution (Were there any constrictions on what the company could put in the advert?)

- From my research into the poster i found out that the company struggled with time and rushed the final product.

1.3 Planning and creating media content, carrying out at least one specific production role

It is now time to finalise your plans of how you are actually going to carry out your production.

Production Roles in making an advert:

- designer
- concept planning
- note taking on decisions

My chosen production role is:
Designer

I have chosen this role because:
I love the design aspect towards anything, I'm able to put my many ideas down on a page and create. Because of this I'll be good at creating a striking poster that will intrigue any viewer as to what I'm trying to advertise.

1.3 Continued... Institutional Factors

Institutional factors are things you must consider before you make your advert.
Institutional factors may include...

- | | | | |
|---------------------------|---------------------|------------------------|--------------------------|
| ◆ Equipment | ◆ Resources | ◆ People | ◆ Time |
| ◆ Your skills | ◆ Budget | ◆ General laws | ◆ Copyright |
| ◆ School or college rules | ◆ Codes of practice | ◆ Industry regulations | ◆ Other relevant factors |

You should

choose **at least two things** that will affect your production and what problems you may have.
You should also describe how you plan to get around them. Consider, in particular:

- ◆ Budget
- ◆ Age range of product
- ◆ Technology available in school
- ◆ Time constraints

- ◆ Your skills (or lack of them)

Institutional Factor One: Budget

Describe how it might affect your plans.

My limited budget of £0 could be a problem as I won't be able to afford expensive designing software to be able to create my promotional poster.

Describe what you will do as a result of this.

Because of this i will have to use school supplies. I will need a laptop for the research of other posters to gain a general idea of the design before I use a piece of paper and a pencil to create my own poster.

Institutional Factor Two: Time constraints

Describe how it might affect your plans.

Time constraints could affect the production of my advert as i have to keep my deadlines in mind and make sure i'm meeting them.

Describe what you will do as a result of this.

As a result of this I will have to be more effective with my time. A way I could make sure I'm meeting my deadlines is by making a time plan and a checklist displaying all of my current tasks and future ones I need to work on.

Institutional Factor Three: My skills

Describe how it might affect your plans.

My creative skills and ability to draw will help me with creating the poster as i have a good understanding of dominance and where things should be. But, my art skills are lacking.

Describe what you will do as a result of this.

Because of this I will be using references and art guides to be able to present my best work.

1.3 Continued... Making your Media Content

It is now time to plan a production schedule. Your plans could be written, or might be in the form of notes, sketches or diagrams, for example, or a mixture of all of these. The important thing is that you have a clear plan of what you are going to do, and that your assessor can understand it. You should list:

- ◆ How many periods you think it will take you;
I think creating my poster will only take 2 periods at most. I have good control over my pencil and since I know the design I want I'm able to get on with my work and complete it.
- ◆ How many people you need to help you and for what purpose;
I'll be able to complete my poster on my own as I won't need any assistance with the drawing stage.
- ◆ What equipment will you need;
I'll only need a pencil and paper, as well as a few colouring pencils. I will use my ipad to look at other designs to inspire me with my own poster.

Use this space to plan/make notes on the considerations you need to make.

Time it'll take

I have a maximum of 4 double periods left of media,
Making a draft poster and the final poster will possibly take up two or three of these periods leaving the last 1 or 2 to look over my work and make sure i've completed everything.

I'm capable of working on my own and won't need others to help me.*

The only equipment I'll need is my ipad, a pencil, and paper. The reason for the paper and pencil is to make a few preliminary sketches of my final design to figure out where I want things to be on the poster. I'll use my ipad to design the final product.

1.3 Continued... Making your Media Content

Sketch out at least one advert for your chosen product, in the box below. You should then label your sketches detailing the camera shot and angle of the product, title, tagline,

font, colours, any characters and their representations, narrative and what story you are trying to tell with it, and any props or costume included.

Printed advert sheet.

1.4 Reflecting on the process and product

Once you have made your media content, complete the following.

a) During this media assignment you have:

generated ideas
analysed content relevant to the brief
planned and made media content

- i. Pick **one** of the above that you were good at. Describe one way in which you were good at this.
- ii. Pick **one** of the above that you could be better at. Describe one way in which you could be better at this.

Generated ideas

My creative mind allowed me to come up with ideas quickly and to figure out the layout of my poster. This helped me with time management as I didn't have to spend long thinking over my design. But, I did have a look at other posters beforehand to get a general idea of how others laid out theirs.

Analysed content relevant to the brief

I could have done this one better as I often struggled with my wording but if I understood the section I was working on then I was able to complete that part easily. If I was to do this again I would be more open to asking my teacher if I struggle with how to word a sentence.

b) Your final media content:

uses media codes
tries to achieve a particular purpose
targets a particular audience

- i. Pick **one** of the above that you think your media content does well. Describe one way that it does this.
- ii. Pick **one** of the above that you think your media content could do better. Describe one way that it could do this

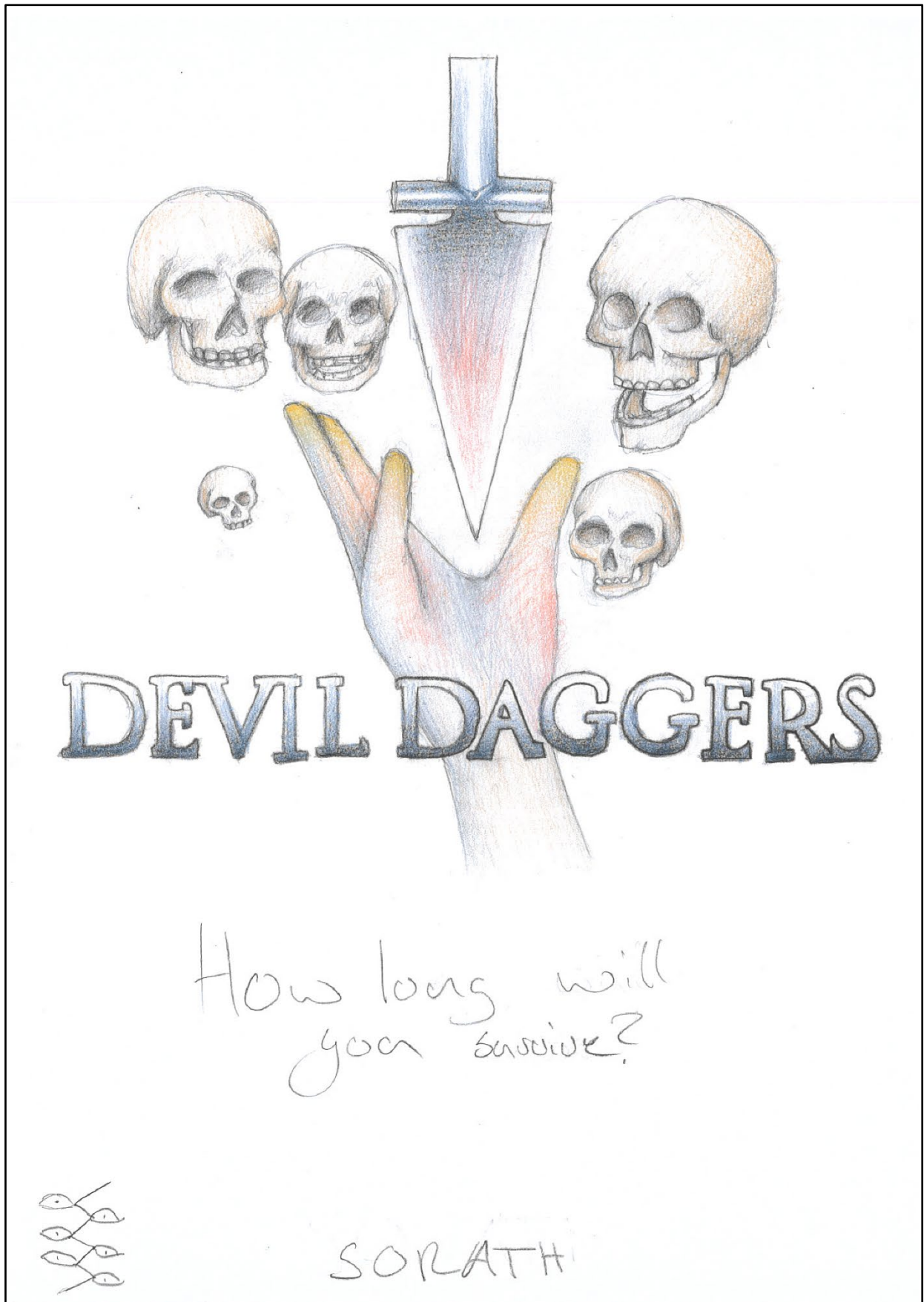
Uses media codes

I started with writing out the serif text in the middle of the page and drawing the hand behind it before adding a gradual fade on the text to make it separate from the hand,

improving the visibility of the text. The font used gives it an almost mediaeval look. The floating dagger above the hand, seemingly being held up by magic, creates an air of mystery and wonder as to who the person is and why they have a dagger. The skulls further add to the mystery as it makes the viewer stop and think, making them curious as to what purpose the skulls may have. The skulls surrounding the dagger and facing towards it can also make the dagger seem as a special magical item, playing an important role in the video game. The tag line "How long will you last?" is directed towards the viewer and challenges them, making them want to play the game to see how long they'll be able to last, it also makes them wonder what aspect of the game will be timed. The company logo in the bottom left corner and the company name in the middle bottom shows who made the game whilst not being overbearing to the design.

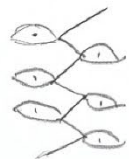
Targets a particular audience

Whilst making my poster I had to keep in mind my target audience of video game loving teens, ones that like arena styled first person shooters. I believe my poster lacks a bit in this as it isn't stated or shown well if it's a movie or a video game poster. If i was to do this again I would add something that makes it more obvious that it's a video game poster.



DEVIL DAGGERS

How long will
you survive?



SORATH

Who has made your chosen content? What is it for?
Where did you find it?

The video game is made by Sorath and the game is called "Devil Daggers". I found the game when searching the internet for fast paced games. I found the poster by searching the internet.

Layout - How is it laid out on the page? Think about the top, middle and bottom of the content. Describe it in words.

There's a large demon skull at the top of the poster with a dagger floating in the air below it. A hand is seemingly using magic to hold up the dagger with the title overtop in the middle.

The main image – who or what is the main image? What do they look like and what are they wearing? What colours are used? What colour is the background?

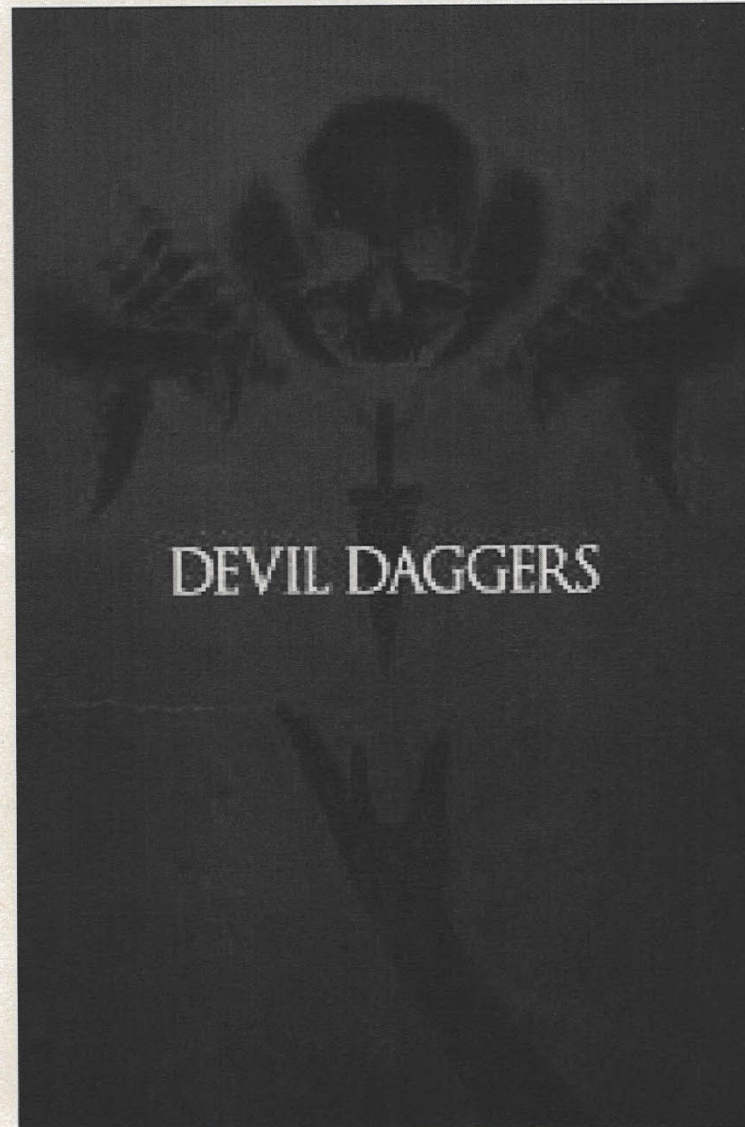
The main image is the skull at the top of the page as it is the largest thing on the poster. The skull has twisting horns making it look big and scary.

What camera angle is used – is it a close up, a long shot, an extreme close up? Why has this been done?

The skull is featured in a close up shot allow us to see the details.

The tagline or strapline - Where is it? What does it say? Why has it been done?

There is no tagline.



The colours used – what do they make us think of or imagine? Do they stand out and contrast the background? Why have they been used?

The colours red and black suggest danger and blood, suggesting there may be a lot of danger and blood in the game.

The font used – size, font style, colours, position of the text. What is the text doing or describing?

The font uses a serif font making the poster seem professional.

The logo used – what is the logo or logos; where are they? What do they look like? How big are they? Why are they placed where they are?

There is no logo.

Identify a purpose, and describe at least two things that have been done to achieve this purpose.

The purpose is to promote the game. The poster does this well as the skull and dagger creates a sense of mystery towards the game. The title being in white makes it stand out and makes it clear what the name of the game is.

Identify the target audience and describe at least two things which have been included to appeal to this audience.

The target audience is fans of arena styled video games which are fasted paced. The poster does an alright job of this.

Who has made your chosen content? What is it for?
Where did you find it?

The video game is made by Sorath and the game is called "Devil Daggers". I found the game when searching the internet for fast paced games. I found the poster by searching the internet.

Layout - How is it laid out on the page? Think about the top, middle and bottom of the content. Describe it in words.

The title of the game is in bold white letters at the bottom of the poster which contrasts well with the red background. The top half of the poster is a man holding a gun with a cowboy outfit seen above a group of blacked out men on horses riding into the sun. The name of the company is seen above the title.

The main image – who or what is the main image? What do they look like and what are they wearing? What colours are used? What colour is the background?

A character by the name Arthur Morgan is the largest character seen on the poster. He's wearing a cowboy hat and a cowboy outfit holding a revolver. The background is a bright red with a few yellow accents, the largest one seeming to be a sun behind Arthur Morgan.

What camera angle is used – is it a close up, a long shot, an extreme close up? Why has this been done?

Arthur Morgan is featured in a medium shot. This allows us to be able to see his face, outfit, and actions clearly. Below him features men on horseback riding into the distance, this camera angle is extreme wide shot and has been used to show the dusty terrain they're riding on and display all of the main characters.

The tagline or strapline - Where is it? What does it say? Why has it been done?

There's no tagline on the poster.



The colours used – what do they make us think of or imagine? Do they stand out and contrast the background? Why have they been used?

The colours red and black suggest danger and blood, suggesting there may be a lot of danger and blood in the game.

The font used – size, font style, colours, position of the text. What is the text doing or describing?

The font used on the poster is "Chinese Rocks Bold". The text is used for the title and to state the company name. The mix of serif and sans-serif letters creates an old timey feel whilst still being playful.

The logo used – what is the logo or logos; where are they? What do they look like? How big are they? Why are they placed where they are?

There are no logos.

Identify a purpose, and describe at least two things that have been done to achieve this purpose.

The poster was created to promote the video game. This was achieved by the poster having a good eye catching design. Informing viewers of what the game is about, this is achieved by the old western style the poster has.

Identify the target audience and describe at least two things which have been included to appeal to this audience.

The target audience is video game fans who like old western style games. The main character Arthur Morgan holding a revolver - a widely used weapon during the wild west - and wearing a cowboy outfit. Another thing would be the men on horseback.