

Dear Future A Level Media Student, my name is Annabelle Webb and I would like to take the time to inform and educate you on the production skills you can expect to acquire from this course in september. While studying media, you will learn a range of skills such as technical, creative and transferrable. These skills will be taught through applications such as Adobe Bridge, Photoshop, InDesign and even through branding and journalism.

One of the key skills you will learn during this course are the technical production skills. When you begin your course you will be given a blog page, this is where you will learn and develop a bunch of new skills; including learning how to embed, post and link documents. You will learn key skills through Indesign and Photoshop, such as creating text boxes, using different effects, playing with backgrounds, fonts, layout, sizing, fitting and arranging.

Another technical production skill that will be useful to you is learning photography and how to use a DSLR. I learnt this when I had to take pictures using a DSLR for my photoshoot. Doing this taught me about shutter speed, aperture and choosing the right lighting to suit the connotations I am trying to portray. After taking these photos I then put them into the application Adobe Bridge, which introduced me to the concept of being able to narrow down one single photo out of hundreds of others, similar to it.

For example, photoshop taught me how to mask and airbrush images, which has been helpful when it came to editing the photo of my model, because I was able to airbrush her skin which allowed me to give her a more youthful look and also apply makeup on her, which I changed to suit the colour scheme of my magazine. This was impactful because it taught me 'AIDA'; attention, interest, desire and action. From doing this I was able to adhere to my demographics and psychographics.

During this course, you will learn a variety of creative production skills. One key skill you will be taught is the concept of MES, which stands for mis-en-scene. Here you will learn about the importance of costumes, body language, gestures, lighting and understanding how to use these in order to send the correct connotations to your audience. The use of MES meant that I was able to convey the correct genre to my audience and using conventions such as, hair and makeup allowed me to express my theme through my main cover star.

When designing my magazine I had a very specific colour scheme in mind. I wanted to stick to pastel colours like light blue, lime, and lilac, in order to keep it simplistic and cute, as well as conveying that my magazine is about Indie Pop music. I felt as though using these colours throughout my magazine made it feel vibrant and would appeal to my target audience because my demographic is young teenage girls, and typically the colours I have put together symbolise youthfulness.