

Dear Future A Level Media Student

My name is Daniel and in the course of doing A Level Media Studies, I have learned many different skills such as technical skills on Photoshop and InDesign, creative skills in making my music magazine and transferable skills that apply outside of the subject.

Some creative skills that include that I personally learned a lot about photography and planning when I planned and executed a photo shoot for the front cover of my music magazine using. I did this by preparing by first creating a production meeting agenda that detailed everything that I and everyone else involved needed to do in preparation for and during the photo shoot. This allowed for everything to go smoothly and efficiently.

I have also learned key technical skills in InDesign and Photoshop when, after the photo shoot I then had to cut the green screen background out of the picture using Photoshop to make sure it looked realistic and professionally done, and then I had to use InDesign to add in text and a background to assure that I fit the conventions of a regular country music front page. Whilst doing this I was careful to think about my genre, star image and the audience such as what would attract them, interest them and create a desire to want to read on within the magazine.

I also used these skills when I first took my photo from my first photo shoot and used Photoshop to remove some spots on his face, brighten his teeth, remove some green reflection that had come from the green screen using the spot healing tool which I also used to remove the spots on his face as previously said. This made him appear as a more perfect, wholesome and vibrant performer which fit in with his idealized star image.

These skills also helped further on in the production of my magazine as I used them on both the contents page and double-page spread to once again ensure that they fit the conventions of the genre and look professionally made.

I have also learned key creative skills within regards to design, costume and photography when I gave my model an outfit that was perfectly suited to the genre and star image that I was trying to convey through the mise-en-scene and I then used his pose and photography to take a good front cover photograph. I also used these skills when I took photos of two different models for my contents page and double-page spread. Many other creative production skills that I learned from the first photoshoot include thinking about body language, using facial expressions to convey a narrative, matching costumes and creating a star image. His body language was particularly important as I used him leaning on his knee due to it being a conventional country pose that helped represent him as both laid back and strong at the same time. This clearly helped establish his star image whilst also fitting into the conventions of the genre. Whilst creating my music magazine, throughout the front page, contents and double-page spread I tried to stick to a palette of several major colours, a light brown that I thought seemed quite old-timey, a bright red, white, a gold that I chose that fit with the brown and pale green that I used on the double-page spread to put a box around the questions. I primarily used these colours to create a sense of continuation and connectedness throughout the magazine so each page feels like it belongs with the other pages in the magazine.

The creative skills that I have learned in media studies were particularly useful when creating my contents page as I had to carefully style the image used to fit in place without disrupting the image whilst also ensuring that everything was in the same style as the front page to keep the same genre and a continued style and narrative throughout the magazine. I was careful through this to keep my audience in mind as I wanted to ensure that they were engaged with the magazine and would want to read the articles that were mentioned on the contents page while also making the contents page easy to read so that navigating the magazine would be a straightforward task.

Some transferable skills that I have used and improved on during the course of A level media studies that apply not only to media studies but other subjects as well include the ability to analyse things (such as magazine covers to pick out the general conventions used in them), learning to improve based on criticism, and learning how to research and appeal to a particular demographic of people. Accepting and improving pieces of work based on criticism is a skill that can apply to many areas in life, not just media studies. I used this when making my double-page spread as I took suggestions from my teacher and friends to improve it and ensure that it is appealing to the target audience that I had in mind. These skills are overall very useful and applicable to many different areas in life.

Thank you for reading my letter.

From,

Daniel Gordon