

*Hello future media students,*

*At the moment I am studying A level media studies and guess what... it's amazing! I have learnt so many new production skills and techniques that I can't wait to share with you all.*

*There is no other place where you will acquire these skills. Communication skills are definitely an important aspect to media. For example, I had to communicate with my star model discussing the location shoot, the time for it, the outfit my model had to wear and also during the shoot the certain poses and facial expressions that I wanted my model to try and pose for. I spoke to my model in person however when I couldn't I used Snapchat to message my model to organise everything. This impacted greatly on the outcome of my magazine as a perfect image cut out of the model is necessary to attract a wider audience.*

*One aspect of production skills that is essential before creating any piece of media work that is going to be published is research skills, more specifically the target audience. This is because we need to know our audience and what their wants and needs are to produce the best possible media work that would be suited to them. For example, I had to research my target audience and what conventions are shown on a pop music magazine as this attracts more readers therefore making research skills an important role in any production work.*

*Another aspect of creative production skills that I think is very important is Mise-en-scene (MES). This is everything to do with the shot taken from a camera which includes costumes, make-up, hair, props, setting, facial expressions, body language, gestures and lighting.*

*I used MES so that my genre would fit which was Pop. So in other words I decided to make my models dress pink, red and purple as this fits well with my genre compared to a black and gothic dress which just wouldn't suit the genre.*

*Adobe Photoshop also impacted my production skills massively. This is where I did all of my editing, airbrushing and even changing the colour of my models dress from purple to red, this was really useful as it impacted on the vibe the audience feels when observing the model as the model is one of the main conventions of a magazine that stands out. Photoshop is where I changed all of my fonts e.g to produce to best quality magazine e.g my masthead for my front cover is big, bold and covers the whole width at the top of the front page. This makes the heading stand out to the audience which catches their attention and makes them want to open and read on.*

*During the production of my magazine we had to learn how to use a DSLR camera properly and know its features. The shutter speed affects the quality of the shot as does the focus mode. This is an essential tool that I used for my shoot as it made the quality of the image better and made the image brighter which comes in hand when photoshopping and cutting out the model as it makes the magazine look more vivid and light when pasted onto a page which attracts more readers.*

*Audiences reading for example a magazine will want it to look appealing to them and eye catching as this makes the audience want to open the magazine and read on. This is where page layouts of graphic design skills comes in. For my magazine I had to be creative and think of a suited layout which fits my pop genre but also make it appealing to the eye to obtain the most readers.*

