

Dear future A Level Media Students,

Hey! My name is Freya Le Noury, I am currently taking the A level Media Studies course at Guernsey Grammar School and Sixth Form Centre and would like to inform you of the amazing opportunities and skills you will acquire and experience when taking on this course. Within the course some of the new production skills involved will include photoshop, design skills, camera and photography technique, magazine design conventions and many more. Throughout the course you will learn to become a more advanced media producer through the use of design, photoshop, photographing and journalist skills in order to create exciting products aimed for a targeted audience whilst creating a star image. As well as these important parts you will also gain transferable skills such as time management, directing, writing, communication and collaboration, research and planning which you will then be able to carry with you when you go into future careers.

Firstly, one of the major technical production skills I have developed throughout the start of the media studies course is the process of InDesign, Photoshop and also using a DSLR camera and flash equipment.. These softwares have been extremely important when creating a conventional magazine for my chosen music genre as they have all helped to tell a story, create a star image and product once everything had been finalized. A particular skill I found had a big impact on how my product came together was the different tools you can use within the fonts on InDesign. Using these tools has allowed me to personalise fonts giving extra design and detail helping to entice the audience whilst giving a sense of excitement which then helps to sell the product. The different features you can change about a font help to reflect the music genre I had chosen, attracting the targeted audience into the product helping to create a known brand for the magazine. These tools included drop shadow, colours, sizing and fitting helping me to give off the theme of an Indie magazine styling the fonts and making them my own. The drop shadow allowed the magazine to have a sophisticated feel along with the sizing of the fonts which were able to be changed according to the coverlines to create modern boxy text appealing to my young, contemporary audience.

Within the creative production part of the course I have learned so many important skills including Mise En Scene (lighting, costume, setting, props), photography and aspects like camera angles and shots which are all needed to create a story and star image. For me personally I found that all the aspects of mise en scene helped me thoroughly to create professional and meaningful photos of my cover star allowing me to show the genre through the images taken. Realising that focussing on these elements is extremely important as it has helped me understand the roles they play in the image. Lighting can display moods of the scene helping to convey a story to the audience, costumes can display the genre representing the cover star and what the magazine is about, the setting can also tell a story as well as props helping to make the image more exciting attracting the targeted audience. One particular aspect that affected the outcome of my work was the lighting; understanding how to use the flash equipment and changing it to your needs changed my final photos to have the right mood and lighting needed. This allowed me to reflect a story through the image with bright lighting helping to catch an amazing image of my cover star. All of these conventions help to create the role of AIDA; Attention, Interest, Desire and Action which all create a selling point for your product to your targeted audience.

As well as these conventional skills you will also benefit from the gain of transferable skills helping you for your future life. Some of the major transferable skills you will acquire and progress are time management, communication and cooperation. Throughout the course you are in charge of organising certain events to complete your work e.g photoshoots. Within this process you need to cooperate and communicate with others involved in your work so everyone knows what is happening and when. For example before photoshoots you are expected to produce a Production Meeting Agenda with everyone involved giving details of what you all need to bring to the shoots as well as the time and dates. This helps to make the photoshoot run smoothly and quickly with little stress creating better results. Production Meeting Agendas help you to stay on schedule whilst having good time management allowing you to continue to stay organised throughout the rest of the course. The media studies course goes quickly and you are constantly needing to update your blog with your new work, so by choosing this course has allowed my time management and organisation to progress helping me stay on top of my work but also helping me within other subjects by gaining these skills. One transferable skill I have managed to progress in is my computer skills as we learn to deal with different softwares we are unfamiliar with in short amounts of time. This has allowed me to be independent, try new ideas and experiment with my work and as you go on you pick up new challenges and skills along the way.

Throughout A level Media Studies you will acquire many valuable life skills as well as progressing in being a media producer. It is an amazing opportunity to try new things that you may not be familiar with to learn and produce amazing work along the way.

I am wishing you the best of luck for your media journey!

All the best,

Freya Le Noury