

SCRIPT FOR CCR1 - Question 3 -

How did your production skills develop throughout this project?

- **An Introduction**

- *Dear Future A Level Media Student etc -*
 - *Introduce yourself and then sum up how many different types of production skills you can expect to acquire by taking A Level Media Studies - a list will do.*
 - *Introduce that production skills cover a variety of skills, including technical, creative and transferable*
 - *Include some key terms like branding, genre, conventions, star image, fonts, journalism etc.*
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- **Technical Production Skills**

- *Include an overview of key skills you have learnt in Indesign and Photoshop and Camera - see template on blog/classroom*
 - **One particular anecdote, example you can describe in detail** - *Include key terms regarding the impact the technical skill had on genre, narrative, star image, representation, audience etc - use your terms. AIDA (attract, interest, create desire, call to action)? B and K (entertain, inform, opps for social interaction and reinforcing personal identity)?*
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- **Creative Production Skills**

- *Include an overview of key skills you have learnt about design, costume, photography, MES etc See template on blog/classroom. See template in blog/classroom.*
- **One particular anecdote, example you can describe in detail** - *Include key terms regarding the impact the creative skill had on genre, narrative, star image, representation, audience etc - use your terms. AIDA? B and K?*

Transferable Production Skills

- *include key skills you have used and improved that you can use elsewhere in life (PMA, Emails, Organisation, Research etc)*
- **One particular anecdote, example you can describe in detail** - include key terms on the impact that transferable skill had on the product

A sign off and good luck.

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1. *Submit to your teacher for feedback*
 2. *Then record on MP3*
 3. *Upload to the blog and embed*

Letter

Dear future media studies student,

Coming up to year 12 you may have heard rumours or half truths about media studies. Well, this is the reality.

Over the duration of the course you will make magazines, write articles, shoot music videos and do much more. Through these projects you will become well versed in computer programs such as Adobe Photoshop and Indesign, develop skills like organisation and better communication and planning which will help you innumerable other ventures. Furthermore, you will become familiar with key terms and language such as branding, genre, conventions, mise-en-scene and more.

Through media studies I have learnt many interesting and helpful things that Adobe Indesign can be used for, from simple layouts to adding effects to text and images, similarly I have become far more proficient in Photoshop from learning how to select and mask, airbrush, blend images and add filters. During the creation of my magazine, this knowledge was vital to allow me to create compelling and genre specific images. The background for my double page spread required removing the background from the image of my model and then placing that image on top of another image, by moving the order of the layers. After this I used a blend option to give the impression that my model image was part of the previous image and finally grouped the layers together.

Understanding the many functions of a camera and even employing that knowledge in your very own photo shoots is another large part of media studies. Manipulating the shutter speed, aperture and ISO are important basics of any shoot that you will do in media studies. However, the production is not the only side of media studies, you will also learn some marketing theory to help you create your projects for your targeted audience. You will learn about demographics and psychographics, AIDA (attention, interest, desire, action) and the Uses and Gratifications theory.

Creative production skills are a large part of media production, this includes; design, costume, photography and Mise-en-Scene. Mise-en-scene refers to the atmosphere around an image or design that illustrates your genre and is one of the most important terms within media which will be referred to constantly. An easy way to remember this term is through the acronym CLAMPS (costume, lighting, action, hair & makeup, props and setting). The creative production skills that I applied in my magazine helped to form the basis and fundamentals of all aspects thereafter, such as the narrative within an article from my magazine and the portrayal of key details in my images.

After creating your product you will have developed many skills that can be transferred and applied to different areas of your life. In my case, this helped consolidate my time management and organisational skills which has benefitted me immensely.

Focus and discipline is integral to the success and the completion of any project and is the most important asset that you can have to keep to the strict schedule of this course

Now you have a greater understanding of the projects that you will undertake if you so choose to study A-level Media studies. If everything mentioned above is appealing to you then I wish you the best of luck in this course.

