

Reference Material

Applied GCE in Media: Communication and Production

6975 – Unit 3: Media Production Brief

Issued: 2014/15

PREFACE

Exemplar Use

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Notes on the Exemplar

Please note that:

- The original portfolio work has been reformatted and condensed to reduce the file size and document downloading time.
- The portfolio exercises are original candidate work and may contain grammatical errors and spelling mistakes.
- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

Principal Moderator's Notes on the Exemplar:

It must be emphasised that these examples of student work are from a real centre and students and, as such, are neither exemplar materials, nor examples of "perfect" work. The publication of these materials is intended to give centres an idea of how students were able to meet the criteria. The commentary below refers to the Assessment Criteria level rather than grades. Grade boundaries for all subjects are set each year based on the achievement of the cohort however the Assessment criteria and therefore the Standard remain constant.

Additional Comments:

We hope that you take into consideration the fact that this is a first time course in the school, and as such, equipment and facilities may have a posed a challenge to the students as they went through their first year. We hope that as we grow, so do the structures aiding the course within the school.

Internal standardiser's summary comments:

Internal standardiser's signature:

Date:

10/05/14

Pearson Edexcel Level 3 GCE in Media: Communication and Production

Candidate's name:	
Candidate's number:	
Centre name:	
Centre number:	

Unit:	UNIT 3 - Media Production Brief.
Assessment criterion (or criteria) covered:	A02(a), A03(b,c), A04(d)
Date of observation:	4/05/14

Activity observed:
Application of media skills learnt throughout the term and its impact on the media brief.

Questions asked and candidate's responses:

Knowledge/understanding apparent from this observation:

Despite technological challenges - such as never having worked with the software before; Samra has managed to produce a good piece. She was also part of a group in charge of creating an original game cover in which she learnt her photoshop skills.

Suggestions for further action:

Assessor's name:

Assessor's signature:

Candidate's signature:

NB: This observation may be used as part of the evidence for arriving at the mark awarded for the assessment criterion (or criteria) of the unit as specified on this form. Teachers may give candidates a general indication of their level of achievement after an observation, but they must not give them a mark. A mark may be given only when all the available evidence for that criterion has been seen and assessed.

This form should be reproduced for each candidate

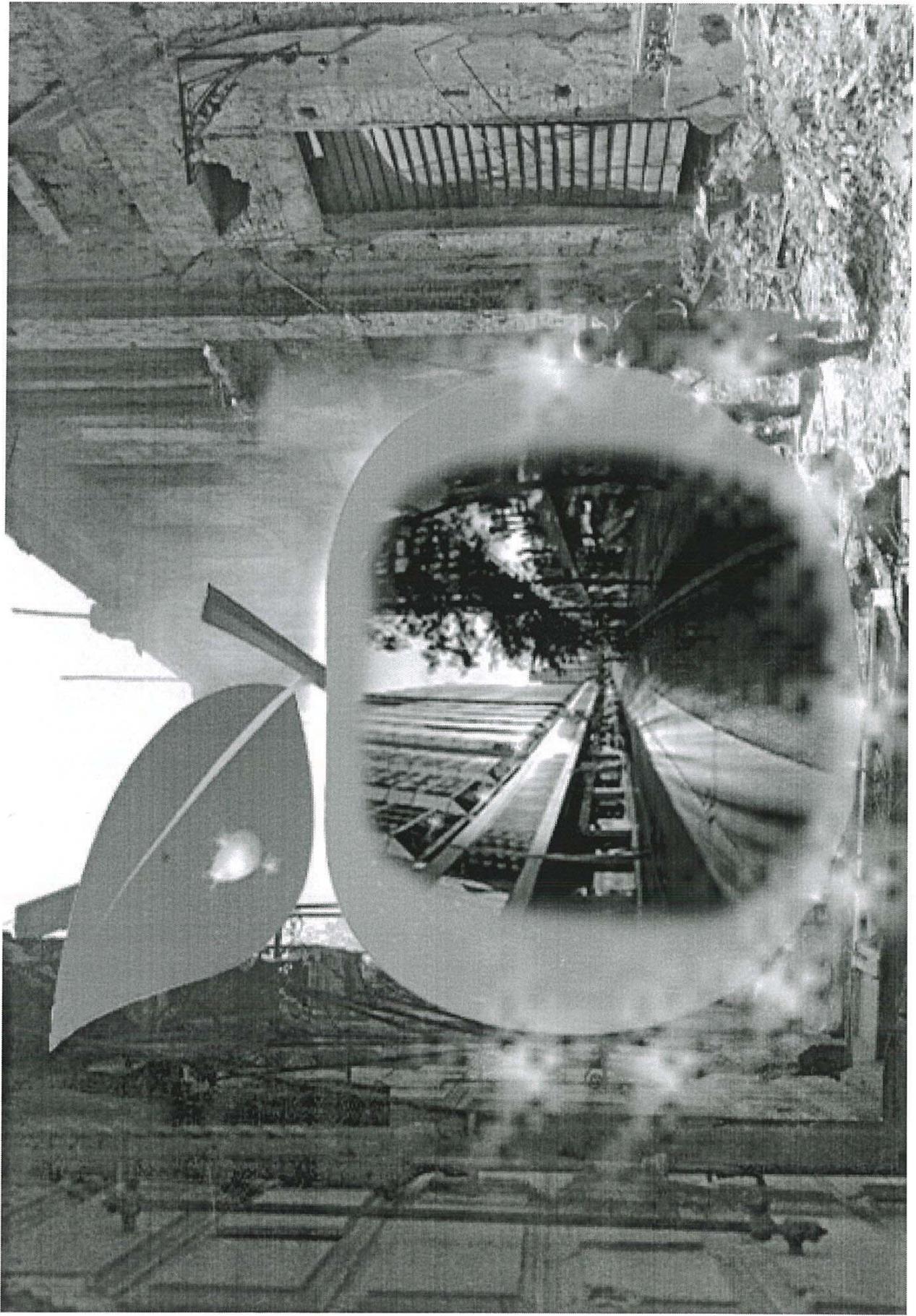
Authentication Form	
Specification Title	MEDIA COMMUNICATION & PRODUCTION
Specification and paper number	UNIT 3 - 6975
Centre Name (Block Capitals)	
Centre Number	
Candidate Name (Block Capitals)	
Candidate Number	..
Examination series	MAY / JUNE 2014
Declaration of Authentication:	
I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.	
Signed (candidate)	
Date	10/05/14
Signed (teacher-examiner)	
Date	10/05/14
Please attach this form to the candidate's submission	

GCE Media Assessment Criteria - Unit 3		Candidate Name:		Unit Code: 6975	
Centre Number:		Candidate Number:		Specification Title: Media Production Brief.	
	Mark band 1	Mark band 2	Mark band 3	Comment/Evidence location	Mark
(a) A02	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. (0-4)	Shows an adequate understanding of pre-production, production and post-production techniques through documentation which is limited in detail. (5-8)	Shows a clear understanding of pre-production, production and post-production techniques through documentation which is produced with care and covers the necessary categories. (9-12)	Shows an excellent understanding of pre-production, production and post-production techniques through documentation which is very well organised and fully covers all aspects of the process. (13-16)	8 16
(b) A03	Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. (0-5)	Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. (6-10)	Demonstrates a good range of production and technical skills which are applied to a media product which mainly achieves its intentions. (11-15)	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. (16-20)	10 20
(c) A03	Produces a media product which addresses only some of the brief and the intended audience. (0-4)	Produces a media product which addresses the brief and the intended audience. (5-8)	Produces a media product which demonstrates some imagination, addresses the brief in most aspects and addresses the intended audience appropriately. (9-12)	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. (13-16)	8 16

Mark band 1	Mark band 2	Mark band 3	Comment/Evidence location	Mark
<p>Provides a basic evaluation of own work and of the product's fitness for purpose.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p>(0-2)</p>	<p>Provides an adequate evaluation of own work and of the product's fitness for purpose.</p> <p>Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.</p> <p>(3-4)</p>	<p>Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p> <p>(5-6)</p>	<p>Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose.</p> <p>Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>(7-8)</p>	<p>4</p> <p>8</p>
Total marks			30	60

(For description of AOs see Appendix D.)

UNIT 3



The Golden apple.

My golden apple in summary is based on the story of the golden apple. Golden apple brings chaos. In my assignment I have a golden apple in a peaceful background but if you look closely, there is a reflection in the apple. The reflection shows war and fighting. This basically means that a golden apple can be deceiving in such ways that it may look peaceful but all it does is bring chaos and corruption. Due to certain circumstances I did not get my apple printed in color. These were some of the difficulties I faced . For this project I used photoshop to edit my picture and final product. This was also another challenge I faced when doing the project because this was my first time using photshop. I had to learn on the job. Doing this project helped me learn how to use photoshop for other later purposes. I learned how to use different layers on photoshop and how to merge different pictures into one.

MEDIA PRE ANALYSIS

Over the past month or so, my media class and I have been working on a project in market and research. We were asked to create a video game cover and a short demo of the game if we still had extra time (after creating the cover). Our video game is action based, and rated mature. It has scenes of violence and strong language. Our audiences ^{are} between the ages of 17 to 20 at the most. A short storyline to our video game, called "MINUS HUMAN". Already the name explains and gives out an idea to the story of the game.

A young seventeen year old boy loses his father the head detective of their town. He faces an alien invasion after the loss of his father. The young boy then figures out how to fight back against the aliens and slowly becomes the ~~best~~ hero of his town.

This video game is based in the early ~~the~~ 90's. It's based in a small country side town called Bellford. Our main character (the 17 year old boy) Mason Compton a young, inexperienced cowboy joins into the country hero. He learns how to fight aliens as the player moves to higher levels of the game. This game is very country but in some ways has a few modern twists to it like for example, the weapons used in the game are old country guns.

but with a twist to them.

The equipment that my team and I used for this project ~~was~~ were Cameras, laptops Samsung Tabs etc. For this project ~~not~~ we ~~no use~~ mostly Software equipment rather than hardware equipment for example Cameras

My team and I used the Cameras for taking the pictures of the main character Mason Compton and then used the laptops and tabs for all the software equipment. In this project we used photoshop as an editor for our picture, as well as GIMP. For help we used google and other gaming sites to help with reference for our cover.

As a group we came together and decided to make and create an ~~ext~~ extended bonus version of our game 'MINUS HUMAN' ~~at~~ THE NIGHTMARE EDITION. This will attract more buyers and make our project closer to a success. This ~~niq~~ NIGHTMARE EDITION will help boost up our chances to making this video game a reality not just a cover. The idea of making the nightmare edition came up when my group and I had a mistake that we didn't know how to fix. We created a cover but it didn't come out how we expected it. So we decided to use that cover which was 2 weeks worth work and turn it into the nightmare edition cover.

Our video game MINUS HUMAN will not only be a hit and ~~the~~ ^{excite} people late teenagers to be specific but will also make a lot of

money. ~~Our video~~ Minos Homan will be the next Red Dead Redemption. A brilliant Cowboy, ~~&~~ Zombie game. Minos Homan will be the next best thing. Online mode, 3 dimensional available and so much more. It is a first person shooter which only makes the player feel more interested and more into the game. ~~Not~~ over 30 weapons including massive machine guns. In the online mode ~~you~~ the player can fight against other online players to win points and to get from amateur to professional stage of the online mode.

Minos Homan is a ~~exc~~ excellent game and our crew is very proud of all the hard work and extra time put into it. It ~~all~~ all payed off and there is nothing, in my opinion that we regret or wish to take back.

POSSIBLE NAMES: INCURSION, THE UNKNOWN ANNEXATION, THE BELFORD OFFENSIVE

ARE YOU UP FOR A CHALLENGE? DON'T STOP AT NOTHING TO SOLVE THE CASE!

In the rich town of Belford in the 1890's lives the Compton family. Fredrick Compton is the town's sheriff-turned detective. He and his 17 year old son Mason, began to investigate strange disappearances and occurrences in the town; reports of missing persons, the sudden dramatic change of climate, cattle dying, and water in the well turning green. On one faithful night, the town's source of electricity was suddenly cut so Fredrick, Mason and 3 officers went to check it out only to find the barn house that contained the town's generator. That was the night the attack happened that left 3 officers dead, and Sheriff Fredrick missing- presumed dead. Mason manages to survive the incident.

As Mason, discover and destroy the new evils that lurk in Belford, before it's too late for everybody else!

Budget

ITEM	COST
PHOTOGRAPHER	3,000 ksh per day
EDITOR	12,000 ksh per day
VFX ARTIST	15,000 ksh per day
PAPER	15 ksh per paper
MODEL	2,500 ksh per day
CAMERA	15,000 ksh per day
Plastic cover	200 ksh per cover
CD	25 ksh per CD
Software (Photoshop)	6000 ksh
Outfit	5000 ksh

Budget

Total	58,740
-------	--------

DONE BY:

Samra

Davis

Nyarow

Michael

Akshar

Media industries, texts and audiences Unit 1.1

A Research Project Submitted to:

**A Research Project Submitted to the Media Communication and
Production course in partial fulfillment of the EDEXCEL, AS
requirements for Media.**

PROPOSAL

“Your Times Your Life” proposes an e-magazine targeting the youth and prom.

This magazine targets the audience of 12-18 year olds. The magazine will include free gifts with the first 100 copies.

The magazine features articles of different views of people on prom. The ratings of boys and girls on what they feel about prom. On the cover is the scene of a prom. We have also included an article on a few of the famous event planners.

The magazine features a double page spread including, pictures, some got off the internet and some taken by the crew. They include pictures of prom dresses, tuxedos, cars, and so much more. Also in the issue are interviews with some of the well-known interior designers and party planners. For the youth seeing big names and well-known people makes a big difference and affects the demand. There are also interviews with many different people. For example; boys and what they think of prom and girls and what they think of prom.

This magazine has been produced using high quality printers and computer technology to help with the editing and publishing of the magazine. The product budget is not yet finalized but is yet to be discussed and is about Ksh.20,000.

Treatment Template.

DATE:4/27/14

Introduction

My brief is on print an e-magazine based on all things prom.
It's targeting the younger audiences

Budget

The budget is aimed at roughly ksh20000. –Papers - printers –
ink –software (Photoshop)

Rationale

I chose 'Prom' as a topic because because it aims at younger
audiences. I intend to use interviews, pictures and articles to move
forward with this project.

Production staff

-Editor -writer -Interviewer -Publisher (self)

Audience

The audience I am aiming at are 12-18 year olds - mostly teenagers.

Outline script

It's about prom. It includes everything you need to know about prom this season. It includes interviews about party planning and prom. Also views of prom from both boys and girls. It also includes pictures and make up ideas. How to match dresses with different shoes and make up. What tuxedos to wear with what theme.

Storyboards/draft

On my first cover page will be a girl in her prom dress and boy in his tuxedo. This will attract both boys and girls to buy this magazine. The double page spread will include an article pictures and an interview. The back and final page will include advertisements.

Pearson Edexcel GCE

Media: Communication and Production

External Assessment Document for the
Unit 3: Media Production Brief

Moderation Summer 2014

Paper Reference

6975/01

**The brief must be completed and assessed by the
OPTEMS deadline date.**

There are no time restrictions or set hours in which the projects must be carried out, but a **minimum of 30 hours** should be allowed for the **Media Production Brief**.

Turn over ►

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PEARSON

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Notes and Instructions for Teachers and Candidates

This paper is published on the Edexcel website in September of the academic year in which the assessment takes place. This will enable centres to plan the teaching of the unit and allow for development of skills previously acquired in Unit 2. Further advice and guidance can be found on the Edexcel website.

Each candidate is required **to develop and produce a media product** in response to **one** of the four briefs in this paper. It is advisable that the production and post-production stages are undertaken once the pre-production stage has been completed by candidates and following consultation with a teacher.

This paper should be read in conjunction with the specification for this unit, in particular the sections headed *What you need to learn* and *Delivering this unit*.

It should be noted that for the assessment of this unit **each** candidate needs to produce:

- the pre-production, production and post-production documentation, as evidence for criterion (a)
- the product made in response to one of the briefs provided, as evidence for criteria (b) **and** (c)
- an evaluation of the work, as evidence for criterion (d).

The candidate's work must include evidence of:

- understanding the production processes
- application of production techniques and skills to the creation of a media product
- ability to work to a brief
- evaluation of the media product's fitness for purpose and the candidate's own work.

The **assessment criteria** for this unit and the **allocation of marks** are shown on pages 9 and 10. Your attention is drawn to criterion (d) and the requirements for the Quality of Written Communication (QWC).

There are no set time constraints on the production, other than that imposed by the requirement to have the work ready for moderation. All work to be submitted for moderation must be marked and internally standardised before external moderation takes place.

The only moderation opportunity for this unit will take place in the summer term.

Teachers are advised to read the guidance accompanying this paper on the Edexcel website.

Introduction

This unit will allow you to put into practice the skills you have developed in Unit 2. You will create a media product to **one** of the briefs on the following pages. You will be demonstrating your understanding and skills in pre-production, production and post-production techniques relevant to your chosen medium.

Remember, you must produce the appropriate documentation to support your pre-production, production and post-production stages. You must also evaluate your work in an appropriate format. You will be assessed on the Quality of Written Communication (QWC) in your evaluation.

Scenario

You have been commissioned to produce content for a new e-magazine entitled *Your Times, Your Life*. The theme of the e-magazine is the celebration of youth culture. The publisher has identified the audience of the e-magazine as young people (12–18 years). The e-magazine is intended to fill a gap in the market for this age group. It will provide information and entertainment on a range of subjects for this audience.

The publisher has approached you to produce content for the first edition of *Your Times, Your Life*. The content can be on any topic that would be appropriate for the target audience, such as fashion, music, sport or social networking. You will be able to choose the format of your content as long as it meets the requirements of the publisher as specified in the brief.

You have been sent the following four briefs and you now need to choose **one** of them.

Brief 1: Moving Image

Your task is to produce video content of **between one and three minutes in duration** for the e-magazine *Your Times, Your Life*. The video must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The video could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce a video that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The video you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. However, the video **should be between one and three minutes in duration** for publication in the e-magazine. Your finished video must be on a topic that is relevant to the target audience and addresses the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your video is suitable, the publisher will include it in the e-magazine.

Brief 2: Audio

Your task is to produce audio content of **between one and three minutes in duration** for the e-magazine *Your Times, Your Life*. The audio must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The audio could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce some audio content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The audio you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. However, the audio **should be between one and three minutes in duration** for publication in the e-magazine. Your finished audio must be on a topic that is relevant to the target audience and addresses the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your audio is suitable, the publisher will include it in the e-magazine.

Brief 3: Print

Your task is to produce part of a print version of the e-magazine *Your Times, Your Life*. Your **cover and double-page spread** must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The cover and double-page spread could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The **cover and double-page spread** you research, plan and produce in response to this brief could be in a fictional or factual genre. The publisher does not want to restrict your choice of style or content. Your finished cover and double-page spread must be on topics that are relevant to the target audience and address the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work. Your budget does not have to include any costs of distribution because, if your cover and double-page spread are suitable, the publisher will print them.

Brief 4: Interactive Media

Your task is to produce **part of** an interactive e-magazine called *Your Times, Your Life* **or** a website to promote the e-magazine. If you choose to produce part of the interactive e-magazine, it should be at least **a front cover and two linked pages**. If you choose to produce a website, it should include **an interactive homepage and linked content**.

The e-magazine or website must be appropriate for the target audience of young people (12–18 years) and the theme of youth culture. The e-magazine or website could contain interviews, reports, investigations, dramatisations or any other relevant content.

The publisher wants you to research, plan and produce content that would be suitable for the target audience. The content can be on any topic that would be appropriate for them, such as fashion, music, sport or social networking.

The e-magazine pages or website you research, plan and produce in response to this brief can include fictional or factual content. The publisher does not want to restrict your choice of style or content. Your finished product must be relevant to the target audience and address the theme of youth culture.

You must include appropriate ideas development, pre-production, production and post-production documentation, as well as an evaluation of your own work.

Assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
(a) AO2	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail. (0–4)	Shows an adequate understanding of pre-production, production and post-production techniques through documentation which is limited in detail. (5–8)	Shows an excellent understanding of pre-production, production and post-production techniques through documentation which is very well organised and fully covers all aspects of the process. (13–16)	16
(b) AO3	Demonstrates a limited range of production and technical skills which are applied to a media product which achieves only some of its intentions. (0–5)	Demonstrates an adequate limited range of production and technical skills which are applied to a media product which achieves its intentions. (6–10)	Demonstrates an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions. (16–20)	20
(c) AO3	Produces a media product which addresses only some of the brief and the intended audience. (0–4)	Produces a media product which addresses the brief and the intended audience. (5–8)	Produces a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience. (13–16)	16

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
(d)* AO4 QWC (i-iii)	<p>Provides a basic evaluation of own work and of the product's fitness for purpose.</p> <p>Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p> <p>(0-2)</p>	<p>Provides, with appropriate illustration, a clear evaluation of own work and of the product's fitness for purpose.</p> <p>Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p> <p>(5-6)</p>	<p>Provides, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose.</p> <p>Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p> <p>(7-8)</p>	8
Total marks				60

* Opportunity for learners to be assessed on Quality of Written Communication (QWC) – (i-iii).

Meeting Record Sheet

Date: Jan/15/2014 - Sent Time: 11:15am
Jan/30/2014 - received

Place: via email

Present: NO

Apologies for absence:

- * Responce took long because interviewee is busy doing other events.
- * The language used was formal
- * Got hold of Carlos through a friend.

Achieved

Yes

My Comments

- Carlos helped with alot of unanswered questions.
- Gave me advice.

Production Diary

Name:

Production: Print magazine.

Date	Action
15/1/14 15/1/14	Interview with Carlos Fernandez
15/4/14	found pictures on instagram (social networking) and edit
16/4/14	Got consent for the pictures and started editing them.

<u>Job title</u>	<u>Name</u>	<u>Contact</u>
Party Planner	Carlos Fernandez	Carlitofernandes366@gmail.com

Kit Check Sheet

Qty	Item Of Kit / Description	Out	In
	First Camera:		
	Second Camera:		
	Media:		
	Phone - Samsung galaxy S3		
	laptop - HP pavilion entertainment		
	Lighting:		
	Sound:		
	Extras:		

<p>Notes:</p> <p>eg. Equipment problems, faults</p>	<p style="text-align: center;">None</p>
<p>Project:</p>	
<p>Date:</p>	
<p>PA Signature:</p>	
<p>Director Sign:</p>	
<p>Returned In Good Condition & on time</p>	<p>Signed.....</p> <p>Date.....</p>

Production Schedule Part 1

Programme Title: Youre Times ,Youre life

Client: Your Times, Your life

Writer

Date: September 2nd 2014

Date	Date
Programme started: Sept 6 th 2013	Completed: may 10 th 2014
Proposal started: Jan 7 th 2013	Completed: may 2 nd 2014
Treatment started: Feb 23 rd 2013	Completed: may 7 th 2014

Agreement from Client:

Shooting script started: Dec 15th 2013 Completed: Feb 5th 2014

Storyboard started: Feb 9th 2013 Completed: Feb 20th 2014

Production started: March 3rd 2013 Completed: march 10th 2013

Post-production started: march 16th 2013 Completed: April 4th 2013

Rough-cut supplied : April 18th 2013 Agreed with client:

Final version completed:

8th May 2014

**Production Schedule
Call Sheet**

Programme Title: *Your, Times, Your Life.*

Client: *Your Times, Your life*

Writer :

A

Date:

CREW

Sound:

Production Assistant:

Technicians:

Transport:

Props:

Others:

Meeting at:

Location Venue:

CALL DATE:

CALL TIME:

Transport:

INSTRUCTIONS

Actors

Make-up

Wardrobe

Location catering

N/A

Propertes

Notes: None of the above used because all communication was done through social media (Instagram) and e-mail.

Pictures were gotten from social media networking - Instagram.

- Screenshots of concert taken.

Production Schedule Outline Budget

Programme Title: *Your times Your life.*

Client: *Your Times Your life*

Writer

Producer:

Director:

Date: *May 9th 2014*

Materials	Cost	Total
Equipment	<i>phone (Samsung S3)</i> <i>laptop - Hp</i>	<i>37,000 Ksh</i> <i>50,000 Ksh</i>
Crew		
Actors		
Props/scenery		
Post-production		
	<i>Printing - 170 Ksh</i>	<i>1670 Ksh</i>
	<i>Transportation - 1500 Ksh</i>	
		Total £
Contingency @10% of budget		£
		<u>Total Budget</u> £ 87,670 Ksh

Production Skills Diary

activity undertaken	date	skills I have learned
Research and prod. and Communication	Jan-5 2014	- Production - post production - Pre Production
Creating a video Game Cover	28-Feb 2014	- photoshop - Advertising
Advertising	21-march 2014	- learned how to pitch a product to an audience.
		- learned what words to use and how to convince people to buy our product.
Secondary research on makeup	1-April 2014	learned how to get peoples views without using leading questions

Skills Audit (add the skills you have achieved and the dates you achieved them)

Pre-production skills	achieved	date	Teacher signature
<p>Ideas Sketches Budget - Storyboards - Research - Interview</p>			
<p>Production skills</p> <ul style="list-style-type: none"> - written articles - Treatment - Proposal 			
<p>Post production skills</p> <ul style="list-style-type: none"> - Printing - analysis 			

[course code]

Production Schedule Location Visit Sheet

Programme Title: *Your Times, Your life*

Client: *Your Times, Your life*

Writer:

Producer:

Director: *N/A*

Date:

N/A

Rough Sketch of location including electricity points.

Access to location via:

n/a

Name and number of location contact:

n/a N/A

Health and Safety issues to note:

N/A

Potential Filming Problems:

N/A

Notes: I did not go to any location while doing my brief because all my work and communications were done either through email or social media for my pictures.

My ideas for a media product

Name / type of product	Brief Description	Where I will find my research
PRINT MAGAZINE	my brief is on all things prom. it will have an article and pictures about advice and everything you need to know about prom.	<p>→ I will use interviews on students on Peoples views on prom. Boy and girls views on prom.</p> <p>→ I will also get help from the internet because of peoples work and help with other peoples work and to learn from them.</p> <p>→ I will also add pictures of the best prom dresses and best top. this will be gotten from the help of the internet.</p>



Additional material

Commercial Viability

Name of media product	How will I fund the production and distribution of mt media product?

STORY BOARD + LAYOUT

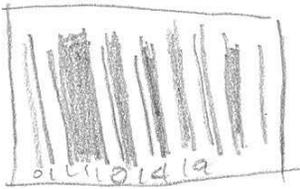
COVER PAGE

Your Times, Your Life

Prom
find the best
dress

- ✓ Your body
- ✓ Your budget
- ✓ Your style

BEAUTY
GUIDE



PLUS THE DEFINITIVE LIST OF HOT CARS, AND FANCY GADGETS

10 best make-up looks for prom.

What boys really think of prom

EXCLUSIVE INTERVIEW WITH BIGGEST PARTY PLANNER CARLOS FERNANDES.

5 ways to ask her to prom that she will never forget.



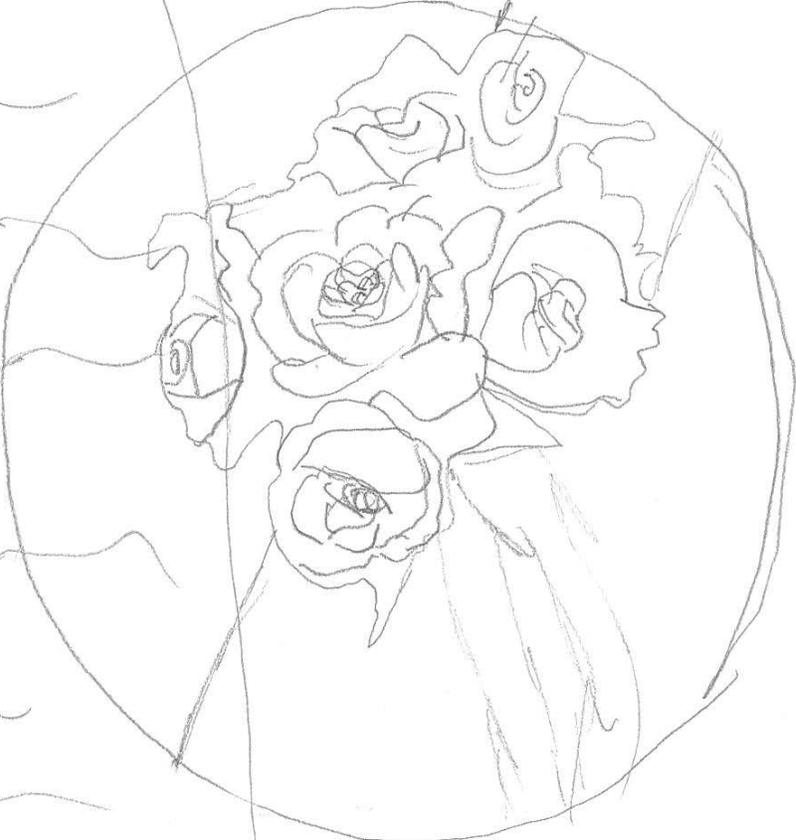
Contents page.

Contents

date

Your Times, Your life 

Quote.



The illustration shows a bouquet of several roses of varying sizes, some in full bloom and some as buds. The roses are drawn with simple outlines and some shading to indicate depth. The bouquet is tied together at the bottom, and the stems and leaves are visible. The entire illustration is contained within a circular frame that overlaps with the wavy lines of the 'Contents' section.

TITLE ♥

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QUOTE

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picture

# DOUBLE PAGE

♡ TITLE ♡

Girls

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Picture

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Quote  
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Picture

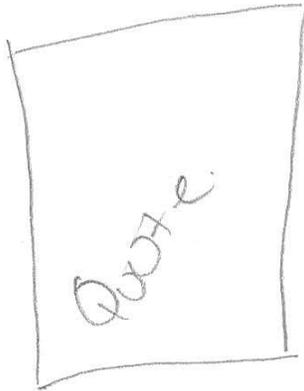
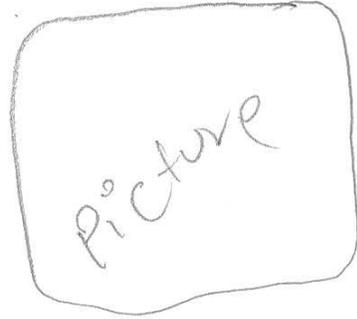
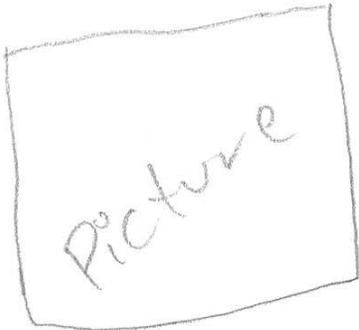
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# ES PREAD



Wavy lines representing text or decorative elements, arranged in three columns.



Wavy lines representing text or decorative elements, arranged in three columns.

# INTERVIEW

TITLE

QUOTE

Wavy lines representing text in the first column.

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picture

Wavy lines representing text in the second column.

picture

Wavy lines representing text in the third column.



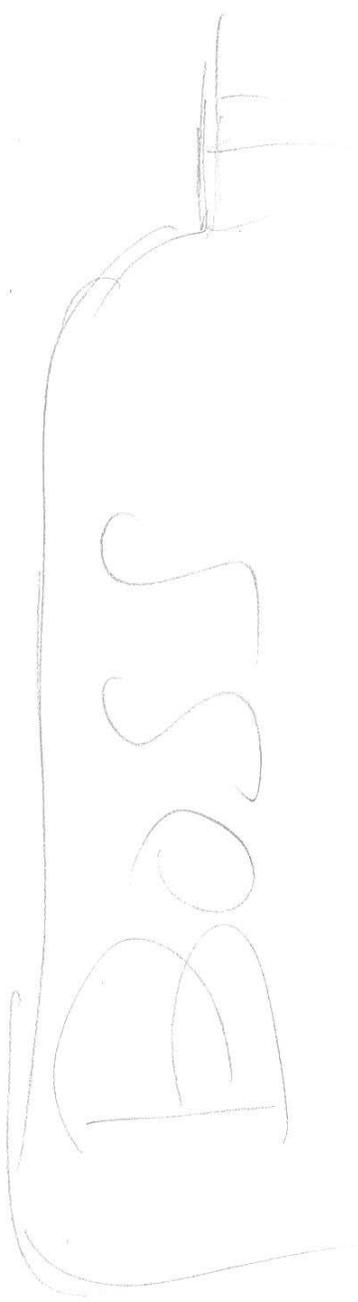
PRINTING JEST

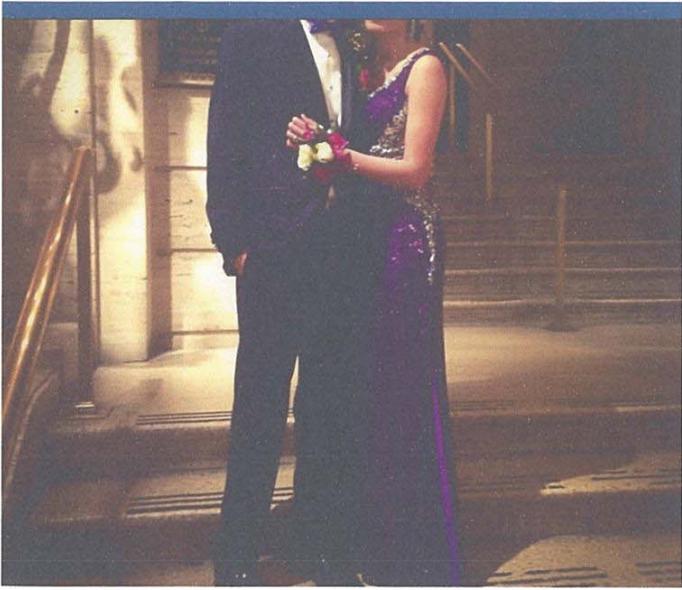
ADVERTISEMENT

ADVERTISEMENT



BOSS





TO



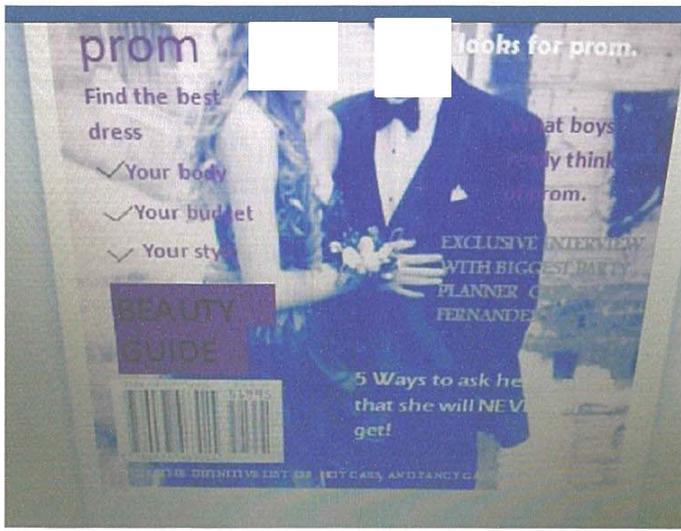
**shuffle\_mix** Is it possible for me to get a copy of this project you speak of?

5 days ago



**samraawan10** Yes I shall send you the final





TO



10 Hey sorry for being so formal.

I didnt know of I had full permission to use youre picture... heres the final product. Its a cover for a magazine. Are you cool with it? :)



4 days ago



14 Yes I am, thank you for asking!

4 days ago





alexgaynor\_   
 Downtown Disney

🕒 7m



❤️ jbarnesssss, reannafrancesca, jessicaaalyne, jamielabarber, spiderman\_beyond, kayliremii, nickw\_walker

alexgaynor\_ Thank you so much to everyone that helped! It meant a lot to me and I ended up with the perfect Prom date! I couldn't be any happier!☐

🕒 @m\_smith5 #prom #thanksguys #downtowndisney  
samraawan10 Hello, I would very much like to use this picture for my media project on Prom for my final exam. Best regards. :)

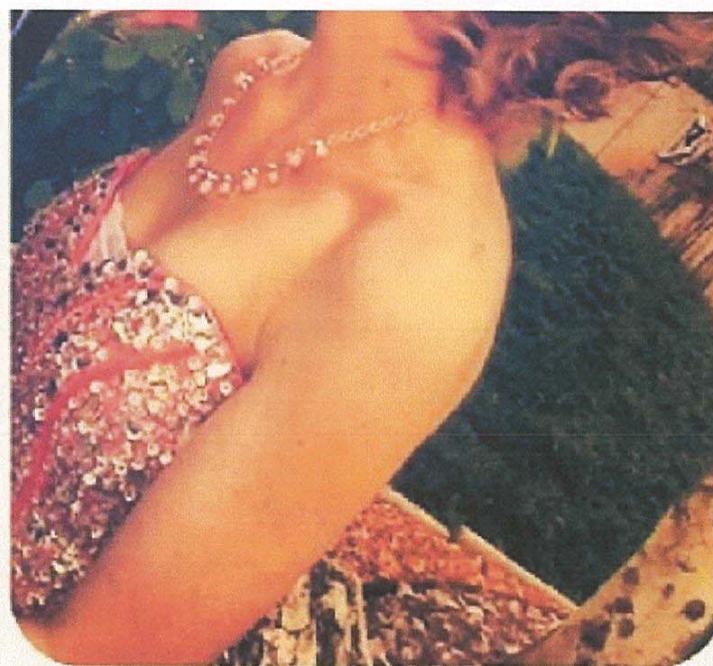
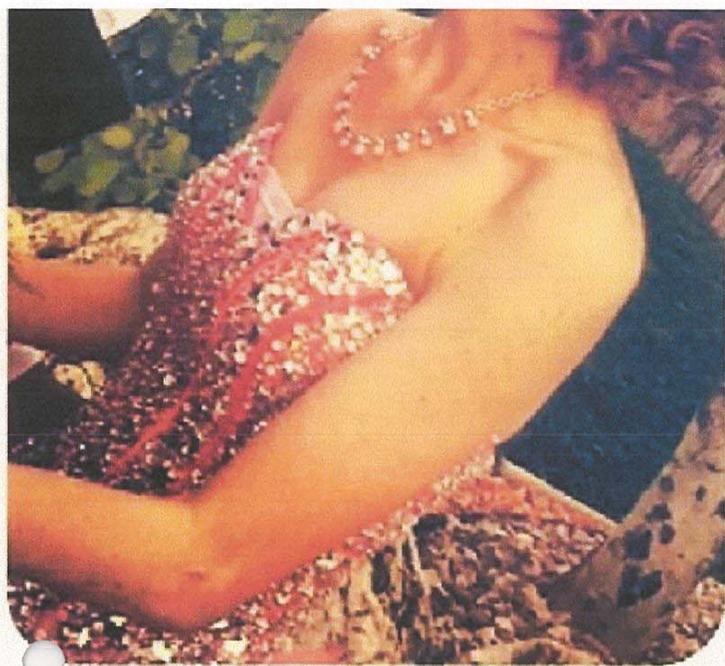
alexgaynor\_ @samraawan10 sure! Go for it!

samraawan10 Thank you @alexgaynor\_ :)



brittneynicollemua

🕒 33m



♥️ leftylucy222, stasi\_zitkovich

brittneynicollemua #Hayleigh #Porter #BenLomond  
#Prom

brittneynicollemua #BrittneyNicolleMUA

🕒 samraawan10 Hello, I would very much like to use this  
🕒 picture for my media project on Prom for my final  
exam. Best regards. :)

brittneynicollemua @samraawan10 Sure, Go Ahead.  
Just Credit My Makeup Art, Please. (3

samraawan10 Okay will do @brittneynicollemua thank  
you :) ♥️



myles\_\_ashton

🕒 5d



❤️ 117 likes

myles\_\_ashton Prom || izzy is beautiful || Farrai ||  
@izzyhayesyeah #prom #suit #dress #car  
#beautiful #sun #amazing #loveher #bestfriend  
jayded95 #Instalike!

izzyhayesyeah Love you m.y. WAN babez xxxx

samraawan10 Hello, I would very much like to use this  
picture for my media project on Prom for my final  
exam. Best regards. :)

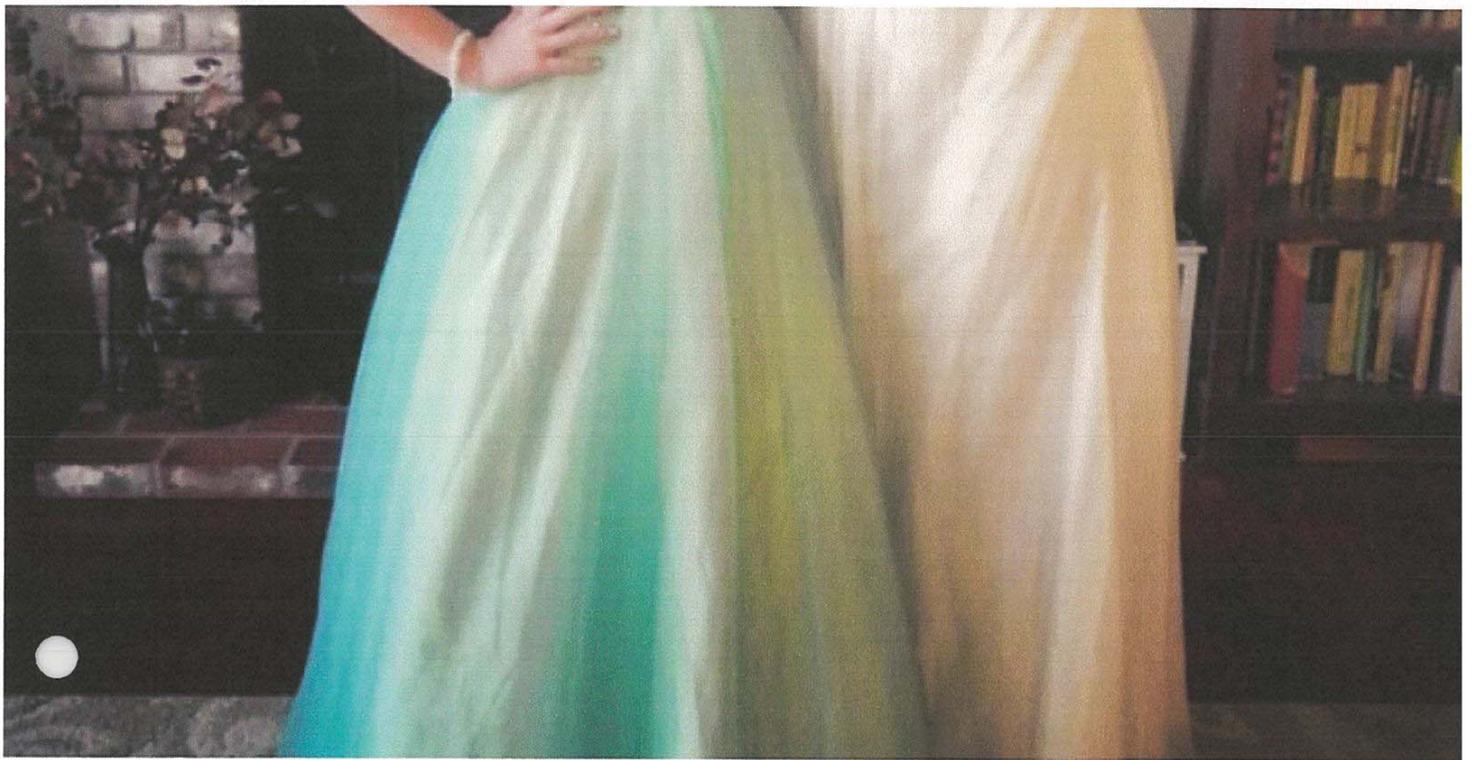
myles\_\_ashton @samraawan10 yeah, if you want to!?

samraawan10 Thank you @myles\_\_ashton :)



simplykenzii

🕒 20m



❤️ 11 likes

simplykenzii I honesty don't know what I so without my Bestfriend. She's my rock & without her is be crazy.☐ #bestfriend #prom #cuties #likeforlike

○ #likeforfollow #bfffaanee

samraawan10 Hello, I would very much like to use this picture for my media project on Prom for my final exam. Best regards. :)

simplykenzii @samraawan10 lol okay go for it

samraawan10 Thank you @simplykenzii :)



\_\_risingsun

🕒 22m



💎 missmykall, whoreiz0n, vanessaian29,  
officialsickcars

\_\_risingsun Je voulais te dire que je t'aime voilà!  
#pinuphairstyle #pinkhair #hat #plugs #gauge  
#paradise #boyfriend #prom #whitedress #dress  
#cute #love #converse #allstar #obey

🕒 @perfect\_stranger666

samraawan10 Hello, I would very much like to use this  
picture for my media project on Prom for my final  
exam. Best regards. :)

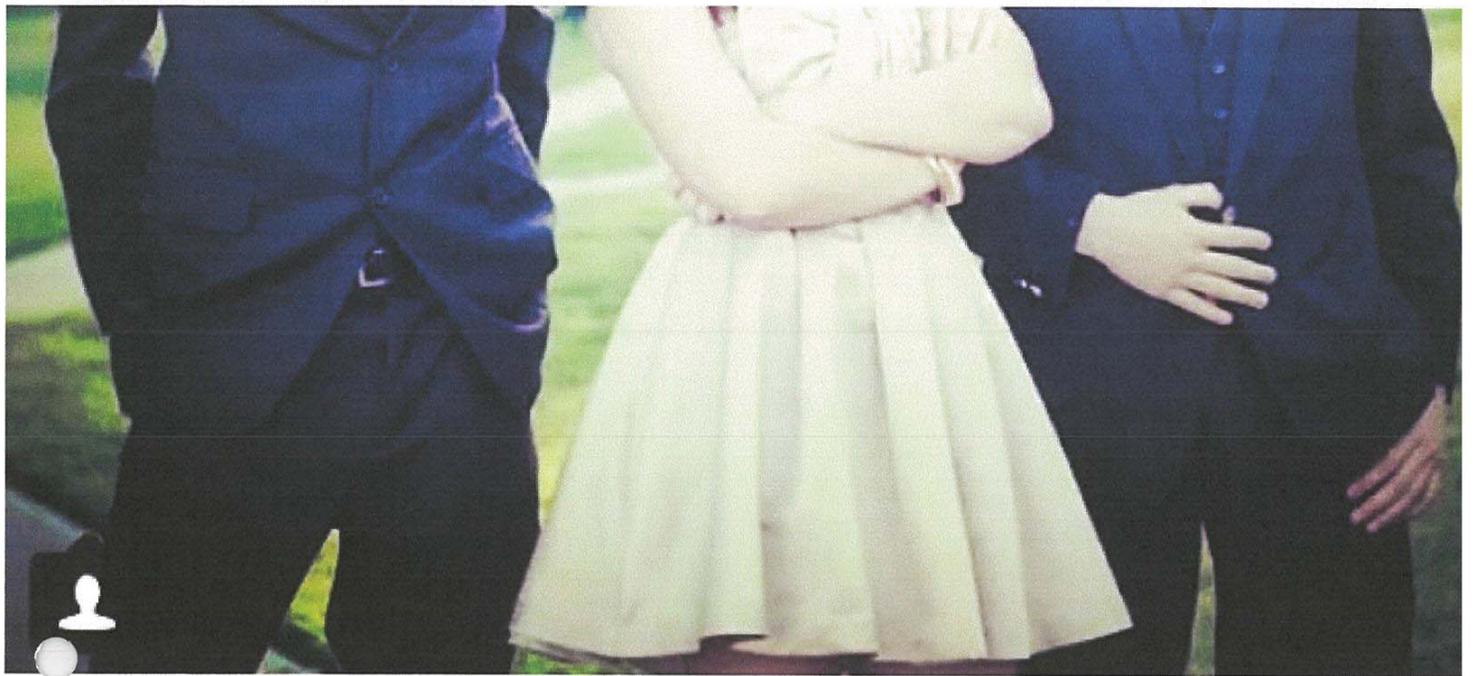
\_\_risingsun As you wish! @samraawan10

samraawan10 Thank you @\_\_risingsun :)



garrettdegenhart

🕒 21h



❤️ 63 likes

garrettdegenhart #prom love these guys

bethanylew16 #wheresmystarbucks☐☐

jryan314 Looking sharp bro

briannaphipps Sarah's dress is so pretty!

🕒 samraawan10 Hello, I would very much like to use this picture for my media project on Prom for my final exam. Best regards. :)

garrettdegenhart @samraawan10 for sure!! Go for it thanks for asking! :) good luck on your project!

samraawan10 Thank you @garrettdegenhart :)

***YOUR TIMES, YOUR LIFE.***

**prom**

**Find the best  
dress**

- ✓ **Your body**
- ✓ **Your budget**
- ✓ **Your style**

**BEAUTY  
GUIDE**

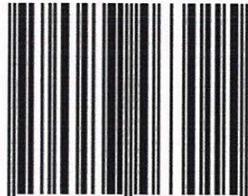
**10 best make-up  
looks for prom.**

**What boys  
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of prom.**

EXCLUSIVE INTERVIEW  
WITH BIGGEST PARTY  
PLANNER CARLOS  
FERNANDES

**5 Ways to ask her to prom  
that she will NEVER for-  
get!**

ISBN 978-0-9774630-1-5 \$19.95 US  
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PLUS THE DEFINITIVE LIST OF HOT CARS, AND FANCY GADGETS

= on the cover

## CONTENTS

21. Got to have it high low prom dress.

23. How were wearing the trends.

The fashion teams take on the high streets.

28. Bargain to blow out prom dresses

30. How to find the right tux.

32. Great tips for perfect clear skin for all skin types.

35. Perfect gym routine before prom.

36. DIY best nail and make up looks of the season.

40. 5 ways to ask her to prom.

44. Best hair styles for the best dress.

48. After prom party perfect outfit.

50. Advertisements.



May 2014

Your times your life.

*Prom night.*

Party like a  
rock star!

It's all about the memories.



You've made it through the end of high school and finally free. But not before prom. Prom is one of the seminal events of a teens high school career. The last big hurrah before graduation— and what a hurrah every teenager hope it'll be. The dresses, the tuxes, the limos,

the friends, the date, the photos, the party, the after-party, the co-ed sleepover that everyone is going to. Prom is not just about all that, but also the irreplaceable memories.

Prom is about having and spending a special night with your friends or that

one and first high school love.

*"You can get married three or four times, but a prom is a once in a life experience"*

What is prom without all the memories? and without all the friends and the music? Its not only about the date. Prom is about fun and high school memories that can never be replaced. Good, bad, happy or sad. There all memories. Treasure them

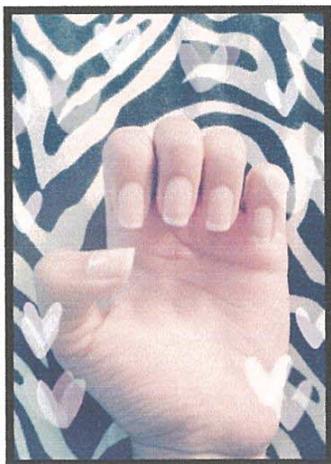


# All about prom!



**F**or some people having a prom date and being in love is everything, but for some it's the complete opposite. Having fun and going with friends is what they think of when they hear prom! Spending the last night of high school with that special someone or going to prom with friends and not a care in the world.

Having the right dress or the right



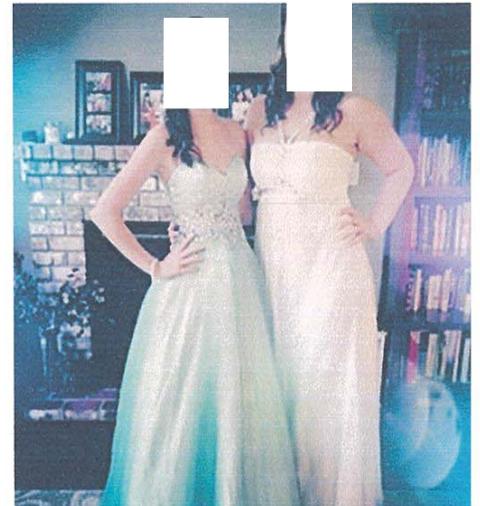
tux? Does it all have to be perfect and according to plan for you? Or do you find it the opposite way?

Having the perfect dress to match your

**“Prom queen? Some girls would kill for it”**

perfect nails or having a last minute dress and don't care nails? Rocking six inch heels or converse with your perfect pretty dress? Is it the make-up and the date? The friends and the parties?

What's your prom essential?



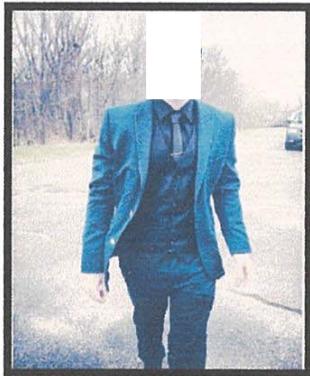
For all girls dress shopping is probably the best and worst part of prom. You get to try on almost every dress in the store, and glide around as if the spotlight is solely focused on you. Sure, the price tag the alterations, and finding the perfect dress that flatters your figure can prove to be a daunting task.



# Be the talk of the night!



When it comes to prom, there are generally two groups of people: those that think "Prom is awesome! I'm really excited to go," and those that grouse, "Prom is so lame. What a waste of time."



Really, both groups are right. Prom can be a fun and memorable night, or it can be a big letdown. The difference doesn't come from prom itself, but what you make of it. Special nights don't just happen—you create them. Here

are a few tips to help all you guys out there on prom night

Ask the girl. Probably the most important step in this process. Your enjoyment at prom will depend heavily on who you chose the wrong gal and your friends will just be laughing about it 10 years later. If you're dating somebody, your choice is easy, just take your girlfriend.

Get fitted for a tux. Prom is a black tie affair, so that means you'll need a tuxedo. For most men these days, whether young or old, life gives you very few chances to wear a tux—so enjoy it!

Get a straight razor shave and haircut. Girls usually treat themselves to a pedicure, manicure, and a trip to the hairstylist before prom.

Who says the guys can't pamper themselves a bit before the big night, too? The boy equivalent to girls' pre-prom ritual is a straight razor shave and a haircut at a barber shop.



Get ready. Start getting ready an hour or so before prom. Shower up, brush your teeth, comb your hair, and put on your tuxedo. Gather everything you'll need for the evening—corsage, prom tickets, after-prom party tickets, cash, and mints. Put the tickets, cash, and mints in your inside jacket pocket.

EXCLUSIVE INTERVIEW. WE TALK TO CARLOS FERNANDES THE  
BIGGEST PARTY PLANNER RIGHT NOW!

Here is an interview with Carlos Fernandes. Gives advice on what challenges are faced when party planning.

**YOUR TIMES YOUR LIFE** what made you want to go into the planning industry?

**CARLOS** reason I got Base onto my family that has been doing events for the past 50 years plus. Has got me engaged In the industry, I personally enjoy the aspect of planning events, were it give me an opportunity to expose myself in different thing such having the ability to use my creative mind, connect with people, working in a team and having great communication skills.

**YOUR TIMES YOUR LIFE** what are some of the challenges faced

when satisfying customers?

**CARLOS** challenges we face while trying to satisfy a customer, is trying to provide all the customers need as per say what's has been required by the customers, sometimes the customers' expectations are very high then what there need are and at times their expectations don't meet their needs.



Don't you just love prom?



**YOUR TIMES YOUR LIFE** How do you deal with stubborn customers?

**CARLOS** dealing with stubborn customers. All customers are different, and dealing with stubborn customers is only Way is by make sure you please the customers with all they want, as they say the customer is always right



## *Critical analysis- target audiences*

My final brief/project which is a print e magazine consists of the topic all things prom. It contains everything you need to know about prom. It also has articles, pictures and so much more.

My target audience is the age group of 12-18 year olds. My brief is a print e-magazine all about prom. It is targeted at the teenage group. And the magazine is both for boys and girls. Due to my research, I noticed that audiences that are interested in prom and dances like these are the teenagers in high school. I chose prom because I thought it would be an interesting for teenagers aged 12-18 to understand and relate to. No matter the sex group.

I used the Harrington font for my project because I thought it would blend in perfectly with the project, as well as the colors I used I felt the font would go well with the overall product. And it also looks attractive.

Starting from my cover page, I chose the deep classic black and white picture of a prom couple to attract my audience. It shows the ideal happy prom couple all dressed up and ready for prom. I did this so it will attract both the boys and girls. The boy is fully dressed in a tuxedo and the girl in a beautiful dress. This will make the girls also want to feel this way. To look pretty. As well as the boys too. To have the girl and be suited up. I chose purple as my font color to break the black and white and add color to my cover. I did not want to add too many colors as this would clash my background picture.

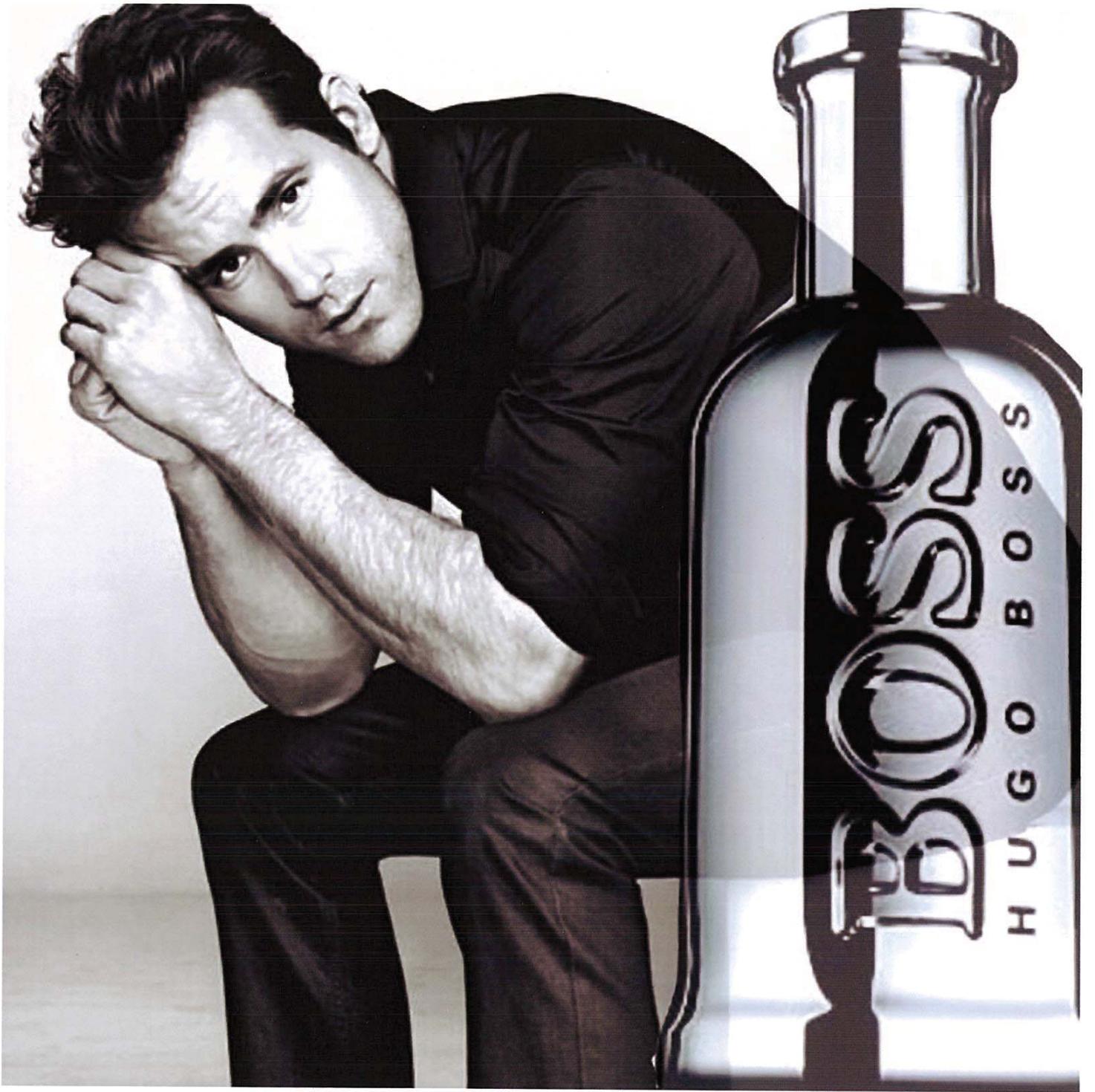
Moving on to page 3, I chose to write a neutral article that both the boys and girls would understand and could relate to. I used calm and subtle colors. If I had added too much color onto my front page it might not attract the right audience. I chose colors like baby pink and blue to show that it is and can be a neutral magazine.

Page 4 includes an article directed to girls. It includes all things girls may need to know about prom. It includes an article about dress shopping and feeling confident about yourself. It also includes pictures of ideas of prom nails. As well a picture of two girls wearing their prom dress.

Going to page 5, it is directed at the boys. It includes an article and gives advice on what to do on prom night. How to ask the girl and prepare for everything. Gives advice on how to dress and what to wear.

And last but not least is page 6 which is on the interview with Carlos Fernandes. He gives advice on how the actual party planning business is and the challenges faced in that aspect of party planning. It also includes pictures not specifically directed to any topic like for boys or girls.

The final page includes advertisements which are targeted to attract girls and boys. They are perfume advertisements which is also connected to prom and smelling good on that day.



## Critical analysis.

My final project which is a e magazine consists of the topic all things prom. It contains everything you need to know about prom. It also has articles, pictures and so much more.

My original idea of the magazine topic was about old and vintage fashion. Then my idea slowly developed and changed with time. This is so because with time I realized that I didn't anybody in the fashion business. I could not get any pictures or interviews with anyone. Using this topic as my final project, I had not fully done my research.

The first part of my project was creating and designing my magazine front cover. During this process I learned how to use Microsoft publisher. By the end of the magazine I mastered every aspect of Microsoft publisher. Because some images gave me copyright problems, I had to use photoshop to edit them.

Doing market research was a bit of a challenge because I did not know how to approach the market so getting my product out there and advertising it was a problem. I over-came it by looking at how other companies advertise their products. And I also got advice from my classmates and teacher.

Doing my interview on Carlos Frenandes, he helped with a lot of unanswered questions and he gave me advice on the layout of my cover page. Doing my interview on him was an advantage to me because not only is he party planner but also does a wide rage of other media skills.