Your notes

GCSE Media Studies: revision notes

The media production (NEA)

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The media production

- The non-exam assessment (NEA) is worth 30% of the GCSE (60 marks).
- (AQA) AQA sets a list of **briefs** each year across media forms, such as creating a magazine, a website, or a music video or TV opening.
- (AQA) You write a **statement of intent** explaining your aims and how you'll meet the **brief**, then create the product.
- (Eduqas) This is Component 3, Creating media products. Eduqas sets a choice of **briefs** each year, each for an intended audience.
- (Eduqas) You write a **statement of aims** (10 marks), then make the product: 20 marks for meeting the **brief**, and 30 for using media language to communicate meanings and representations.

Doing well

- Research similar products and their codes and conventions, and your target audience.
- Plan carefully: **mock-ups**, **storyboards**, scripts and shot lists.
- Create **original content**: your own photographs, filming and writing, rather than copied images.
- Use media language to target the audience set in the **brief** and create meaning, with suitable representations.
- Follow the **brief**'s requirements exactly, such as the number of pages or the length.

Skills

- Photography, video filming and editing, desktop publishing and web design.
- Keep drafts and review them against the **brief** and the audience.

Key terms

NEA	Non-exam assessment: a media production worth 30%.
Brief	The task set by the exam board.
Statement of intent	A short written plan of your aims and how you'll meet the brief. (AQA)
Statement of aims	A written plan of how you'll use what you know about media language and representation to meet the brief. (Eduqas)
Storyboard	A series of sketches planning shots in a video.
Mock-up	A rough draft of a print or online design.
Original content	Photos, footage and text made by you.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. (AQA) How much of AQA GCSE Media Studies is the NEA worth?
2. (AQA) What is a statement of intent?
3. Who sets the briefs for the NEA?
4. What is a storyboard?
5. Why should you use original content?
6. What should research for the NEA include?
7. What is a mock-up?
8. Why follow the brief exactly?

Answers

1. 30%
2. A short written plan of your aims and how you'll meet the brief
3. The exam board
4. A series of sketches planning shots in a video
5. It shows your own skills and meets the requirements
6. Similar products and their conventions, and the target audience
7. A rough draft of a print or online design
8. The product is marked against its requirements

What to do next

Practise 12 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

Free revision for GCSE and KS3 at lycolearn.co.uk. Some notes are for one exam board only, and say so in brackets.

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